

Let's go Online

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A few years back, if someone would have asked me the relevance of social networking, then I would have said that it is something done by Vella individuals, or lets say lonely Internet addicts who have nothing else to do but kill time or beat their own proverbial drums in public. No wonder I was never keen on joining any of these social networking sites. I simply found it too tedious to log on, create a profile, filling all the so-called mandatory information and then following it up with regular updates. Though I must confess my opinion has undergone a drastic change since then.

A couple of years ago one of my friends created an account for me on one such social networking site. At that time, I could not understand the frenzy that surrounded this online community, and was often heard complaining about its uselessness to youngsters (my XI std. brother being one of them). But all that changed once I became a part of it. After my profile was created (which was relatively easy, as I had it, as you just have to log in through your mail account), I started getting friend requests from my ex-schoolmates. Before even realizing, I had almost my whole class XII batch in my friends' list. But that was just the beginning. In no time even my old chums, who had left school long ago and moved to other towns, were in my list, and the whole gang of friends was together once again. Indeed old friends were back. Now that site has become

a part of my life, wherein I find myself spending almost half-an-hour each day on it. I update information, poke friends, share photographs, meet new people and joining social causes. What's more, it has opened doors for other such social networking platforms like Facebook, LinkedIn, ApnaCircle, Hi5, etc. Well, that's just my story I am sure there are many like me, for whom social networking has become a part of their life, with their profiles becoming a part of their individuality.

These days, the world has become a global village, wherein interaction with others has become instant, and staying in touch is no longer more than a click away. And these social networking sites have opened up new avenues by bringing people closer together and helping them to interact and share their thoughts within the group, no matter where they are. Apart from helping you remain in touch with your friends, these sites have also become a means to grow business, find new clients, apply for jobs and attract business interest. All you need to do is know how you can build and use the network



with your friends, business associates and people with similar interests. And, who knows, you might meet your prospective employer on these sites!

Mostly these social networking sites are aimed in one sector or category, as the target audience. If you are a college-going crowd, you can mostly be found on Facebook, and those looking for professional services, ApnaCircle and LinkedIn is your best bet. Similarly other sites such as Hi5, MySpace, etc. are talent-based networking sites that provide the youth a unique platform to showcase their talent, create their own audience and hence get recognition.

Since these networking sites can also be accessed through mobile devices such as Blackberries and iPhones, so easily as from a PC or Mac, more and more people are joining these sites to leverage their career or business. People can use social and career networking for many professional purposes. You can use these sites (mostly to locate experts and find opportunities, pose questions and get answers). Thoughtful use of social networking services can help you move beyond conventional marketing to a more interactive marketing approach. You can create a positive word-of-mouth about your products and services, grow your company's reputation as a thought leader, gain new market and competitive insights to improve your products and services, as well as research ideas, and learn more about what customers and prospects are saying about their needs and experiences, and about your products and related areas.

By its very nature, social networking is interactive. You can tell anyone (that you want to talk to, and that wants to listen to you) anything about your opinions and experiences - and vice versa through blogs, networking sites, videos and even small messages called tweets. You can also build communities based on common interests, causes and concerns. There is so much to explore on social networking websites. So, what are you waiting for? Get going - like I did.

Happy networking!

It is extremely important for professionals to expand their network in order to grow their business. Having the right connection with the right kind of people helps you grow in your professional life. ApnaCircle as an online career networking site provides the right platform and opportunity to choose and connect with those people, who can be of immense help in boosting your professional life.

ApnaCircle provide you with unique solutions / platform to showcase personal skill set and allow the user to market him self better. A well compiled profile on a networking site provides the opportunity to get recognized by the right people such as corporate, HR managers, HR consultants or friends, who can refer the name. Also, friends from the professional circle on the networking site

can post openings in their respective organization on a regular basis.

"With the emergence of social media, more and more companies are turning to online networking tools to tap the right kind of candidates, as it is cost effective and more interactive," says Yogesh Bansal, founder & CEO, ApnaCircle.com.

Hence in the current economic scenario it

has become all the more important to have a presence on a networking site like ApnaCircle, to get noticed. Apart from that, companies are spending less on advertisements now and have started searching for talents on these sites. In times of recession, one has to market himself in the right manner and this is where professional networking sites come into the picture.

India's social business net

- ApnaCircle.com - Career and social networking site provides a platform as it provides professional services in one place, in one click.
- Ecademy - A business working site that provides professional services and market edge and market.
- Facebook - A social networking site that is open to people from all over the world.
- Hi5 - A social networking site that is open to people from all over the world.
- LinkedIn - A professional networking site that is open to people from all over the world.
- MySpace - A social networking site that is open to people from all over the world.
- Orkut - The most popular social networking site in India.



- Twitter - A microblogging and social networking service.
- Yaari.com - A social networking site catering to the needs of young Indians.

(Site)