



CELEBRATING  
55 YEARS

# nerej

## Quick tips for making connections on social media

November 14, 2013 - Front Section

Getting value out of social media takes effort. While most of us can't spend all day on Facebook, LinkedIn and Twitter, it's becoming increasingly tougher to find the balance of value versus time waste.

To manage social media in an effective manner and get value out of it, following these four steps:

### Show People Your Business Side

You only get one chance to make a first impression, so make it count. If you use an unprofessional image for your profile photo, you may never get a chance to recover your reputation.

### Skip the Keyword-Stuffing

The first thing many people do when they connect with you on social networks is look at your profile. And if your profile is stuffed with repetitive or irrelevant keywords, there's a pretty good chance that they won't connect with you.

### Personalize Each Connection Request You Send

A default connection request or generic message can send the wrong signal to the person you want to form a relationship with. The generic message can imply either that you don't have the time to send a personal request or that they aren't important enough to warrant a personalized request.

### Ask for Endorsements From People Who Know Your Work

An endorsement through social media - especially LinkedIn - is a great way to show someone that you notice and value their skills and knowledge about the service they provide.

Four simple steps to help you get the most out of your social media connections and cut the clutter.

Don Martelli is a vice president and director of digital integration for Schneider Associates, Boston. He can be reached at [dmartelli@schneiderpr.com](mailto:dmartelli@schneiderpr.com) or via Twitter, @BigGuyD.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540