

| FEATURED ARTICLE

Networking

IN THE NEW AGE

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As the ever-evolving landscape of technology and connectivity continues to accelerate, traditional approaches to business, branding, and networking will have to develop as well.

The time-honored approach of attending industry-specific professional organizations' networking events (luncheons, trade shows, roundtables, etc.) to grow your business has always been considered an effective source of prospecting. This holds true especially for those who know how to focus on creating solid connections, following up, and building long-term relationships. With time, however, this will lose its effectiveness as we can now have interactions in real-time, all while being in different cities.

You should not use these best practices in place of traditional networking practices, but instead leverage technology to hit people you may not have otherwise ran into on the convention floor. Better yet, stay in contact with them through the use of Instagram, Twitter and LinkedIn. By creating relationships through social networks, networking is no longer constrained to who is in the room, but is now open to the world. Not taking advantage of these amazing channels to access anybody, anywhere, at any time will be the demise of those not willing to adapt to the times.

How to Network with Technology

Connect

Networking begins by creating connections with current and past contacts, prospects, family, and anybody else who is engaged in the social world. Determining who you

are connected with is really dependent on the platform (e.g. Facebook = family and friends, LinkedIn = professional contacts and prospects).

Start Networking

Next is the key component: NETWORK. Don't just connect to have connections. Create conversations, respond to comments, engage with your networks. Provide information on what you are up to, what you are working on, how you can provide value, and how you can help others. Think of these social networks as your ability to converse, present, or provide feedback to anybody without having to go through traditional channels to do so.

Join Groups

On any of the platforms, join groups that you or your prospects are interested in. Remember, do not just join to join, but to get involved. This turns into a fascinating experience of building and creating relationships with people you have never met before. Over time, you are introduced to more and more people, and you may soon realize that you are part of a networking group of individuals from all around the world who are interested in the same stuff as you.

Create Online Events

By utilizing these technologies, there are many no-cost options to create a "virtual event." Whether it is a "#meetup" on Twitter or a group video call on Facebook or Snapchat (and coming soon to Instagram), you can treat these like traditional events. Our team often participates in a Twitter meet-up aptly named #CREChat, CRE pros from all over the world tune in to answer questions, share best practices and keep their finger on the pulse of the various markets. Give it a try, set up

the date and time, days or even weeks ahead of time to increase participation. Market the event via the social networks and watch the magic unfold. You will soon realize that an hour-long event with 20-200+ people all participating at the same time, all around the world is something only this generation has ever been able to do. The time to understand how to do it, is now.

Meet In-Person

Now and behold, what ends up happening after all the online networking is eventually you learn to replace the networking of meeting in person. Where this differs is that the in-person interaction is now with a friend you have been able to connect with via video, personal message, tweet, or phone call.

Showing up to a trade-show or networking event with people you connect with on a daily or weekly occurrence creates a stronger relationship than could ever be achieved in a luncheon or three-day conference. We now have events or breakout groups specifically for the "social media" participants since they tend to be far beyond the "so what have you been up to?" conversations.

For Cushman & Wakefield, we co-hosted #LetsGetSocial18 at ICSC in Las Vegas this year with other Commercial Real Estate professionals involved on social media. Each of the marketing, planning, and relationships were created on social networks, yet the group of over 130 people (many of which were meeting in-person for the first time) felt like they were having a reunion. Rather than spend the short time getting to know one another, they were able to instead continue the meaningful conversations. None of this would have been possible if new age networking had not been utilized. ▾

How to Network with Social Media

Apple Facetime – Up to 32 People can participate at a time

Facebook – over 2 billion monthly active users and over 1 billion daily active users - voice or video call over Group video chat on Messenger allows you to see up to six people at a time, but up to 50 people can join a call. Once more than six people are on a call, the main person talking is shown on-screen to everyone

Instagram – over 1 billion monthly active users and over 500 million daily users – video calling rolling out soon with one-on-one or small group calls

Snapchat – over 191 million daily active users - group video for up to 16 people
Twitter

LinkedIn – over half a billion users (133 million in the US) - 50 percent of Americans with a college degree use LinkedIn. Ability to have private emails with connections for networking and business development. Can also join groups to create conversations

Twitter – 330 million active users (67 million in the US) – Ability to participate in real-time conversations while using a #hashtag to be involved in the conversation at any time. Unlimited to the number of participants that can be involved in the conversation