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How does the word network make you feel? If you cringe at the idea, you are not alone in the business world. It can feel awkward talking to strangers and develop I scratch my back if you scratch my relationship. But building networks in business has many advantages once you get past your initial thrill. Not only will you have people seek advice or resources, but also feel inspired by their creativity and accomplishments. Users of your business network can even send customers to you. It's a win-win situation. But how do you do that? Whether you love networking or not, it doesn't get any easier than using these seven tools. But before we dive into the technological aspects of network construction, we must emphasize the continuing importance of a tried and true business card. As an original network tool, the business card belongs even in the modern arsenal for establishing business relations. This sturdy piece of paper helps people remember who you are and provides them with several ways to connect with you. Its design also enhances your brand image and makes you unforgettable. But many people continue to make mistakes with their visits. For example, have you been tempted to stuff as much information as possible on every inch of this card? Don't give in to putting anything more than essentials on your business card. This usually means including your name, job name, company name, direct work line, and email address. Your photo and/or logo company can round up the design, and some people prefer to put more compelling images, tag lines or mission statements on the opposite side if necessary. The key to distributing business cards is not to hesitate to hand them out in the first place. Keep the supply handy to give out to people who may be interested in contacting you, and give a few people who may be able to refer someone to you. When you give someone a business card, repeat why that person should contact you. For example, you can say: Email me and let me know how this project ended up and also ask for their business card in return. LinkedIn has been designed to create networking in business, so it needs to be at the top of the list of social media platforms to log in every day. But you can spend a lot of time on LinkedIn - and even make a lot of connections - without actually building a network. So what's the secret? Remember that networking and partnerships are about building relationships with people - real connections. This means you have to do more than just click a few buttons to create a superficial list of followers online. You really have to interact with people and sincerely get to know them. read articles, posts, or updates from others. Make thoughtful comments and give advice when asked. Then look for a formal connection. Start Start Your own updates on a regular basis to encourage conversation and help your connections remember your name and industry. When business professionals don't comment on LinkedIn articles, they usually hang out on Twitter. Hashtags make it easy to find posts relevant to your industry that you can reply to or share without comment. While it's tempting to follow only eminent gurus, spend time getting to know your peers as well. Follow professional associations and leading businesses to look for opportunities to attend Twitter mini-conferences relevant to your industry. Usually placed in the format of AA, the organizer asks a question and invites people to answer. The organizer then shares interesting answers. You can gain followers and a reputation for thought-guidance if you participate in them on a regular basis. Use this platform to stimulate conversation by asking your own questions and sharing your own trials and tribulations. Twitter is less formal than LinkedIn, and you can show your human side that can actually help you form a stronger relationship with your network. If you like the more personal aspect of Twitter, but usually with long winds, you'll find a happy environment on Facebook groups. Finding a group of industry professionals can be a little tricky at first because many are set up to be secret or private for privacy. This means you can't find them using a bar search and should be invited instead. To receive an invitation, either join the public (anyone can join) or closed (you can request to join) a group in your industry. Interact there and you can get an invitation to a more popular and active private group. Or you can ask connections that you made on LinkedIn or Twitter about any Facebook groups they recommend joining. From there, you can participate in in-depth discussions on topics on a variety of topics. Each group has its own rules of engagement, but the discussions can still get animated and contentious. As you get to know people better, you can add meaningful connections to friends or send them to your LinkedIn profile if you prefer to keep Facebook as a family space. Social connections can be helpful, but knowing local business people in real life will help you provide more tangible opportunities. The Let's Lunch app combines technology with chi-mi communication to make it easier than ever to meet locals, whether in your industry or not. The app's slogan means you can use these appointments to learn about job opportunities, but you don't have to put the trolley in front of Meet someone for lunch or coffee and just chat about business. Share your struggles and triumphs and learn about them. In the process, you can learn a new strategy or perspective that pushes everything into place. At least you've made a new connection. Don't forget to share yours Card. Your signature email also plays an important role in encouraging people to reach out to you professionally. This gives you the opportunity to share your social connections with everyone who emails you, which can help you quickly grow a dedicated following. You can even share your Let's Lunch handle to help people connect with you in person. Think of your email signature as your digital business card. Don't clutter it with too much information. Use images and icons in a clever way to keep the caption brief. If it takes half a page, it's more annoying than anything else. If your network efforts really take off and you get more comfortable making in-person connections, plan wisely with When2Meet. This program will help you both agree on your schedules in order to find time to meet and talk business. It's also convenient for scheduling phone calls that can help you establish business relationships with people across the region, country, or world. Creating a professional network takes time and effort, but these seven tools can help you do it effectively. Android/iOS: Fing shows you all the devices on your network, down to the type of device and manufacturer for each. Best of all, it puts all this data in the palm of your hand. Fing has been around for a while, but this is a quick solution for those who want to look at network activity from their mobile device. Just run the app to see a list of connected devices, their IP and MAC addresses, customizable device and manufacturers names. Click on the device to add notes like or change the name, icon or location. In addition, Fing keeps the full history of the discovered networks for reference. If you think you're dealing with something serious, do a closer look at your network to see exactly what's going on, but Fing is a handy app for day-to-day use knowing who you're related to. Your home network, and everything related to it, is like a storage facility. Behind your login lies tons... Read more - Google Play Store's Network Tools via GhacksFing - iTunes App Store When you belong to several social networking sites - Facebook, LinkedIn, Twitter - (and not all of us?), keeping up with them can seem overwhelming. Tweet this. Let's update this status. Share the link here. If you decide to get more organized this year, consider these seven tools that save time and streamline social networking interactions. My choice: For easy content sharing across platforms, be sure to check out the Shareaholic browser plugin. And for simply synchronizing and updating multiple accounts, Atomkeep seems to be Effective. 1. 8Hends. The desktop app organizes your social media profiles (such as Facebook, WordPress, Flickr, Twitter and YouTube) in one place. It sends you notifications when you get Comments, messages, friend requests or videos Generates resumes and stats of your social media activities and has a chat window where you can drag and drop YouTube videos or Flickr photos to share with others. 2. Atomskip. This service allows you to import, synchronize and combine profile data from a wide variety of sites such as LinkedIn, Facebook, Twitter, Yelp, Digg and Plurk. This also makes updating parts of information such as your email address on multiple platforms quite easy: update this particular field in the Atomkeep profile (instead of visiting each site individually) and click it on all or select sites. Please note that at the moment there is a lag in the approval of accounts, as stated on the company's website: All accounts are activated in batches as soon as our capacity allows. Please don't ask when as we can't give you any timeline on this. 3. FriendBinder. FriendBinder aggregates existing friends from your networks and displays them in the same flow of information. It organizes your twitter mentions and direct messages, and displays when someone favorites your photo on Flickr or invites you to an event on Facebook. FriendBinder also displays

trending topics and topics on Twitter conversations, making them easier to follow. 4. FriendFeed. This tool displays personalized, real-time feed of what your friends are sharing on various social media and social networks. You can comment or like the items that appear in your feed, and in real time talk to your friends about messages. You can also choose from a list of more than 50 sites that you can own and share items with your friends accordingly. 5. Ping.fm. First of all, a site that allows you to update multiple statuses at the same time, Ping.fm groups of services into three categories - status updates, blogs and microblogs. You can set up an account to aggregate content from several services, including Delicious, Facebook, Laconica, LinkedIn, Twitter, and WordPress. 6. Pond. Social media aggregator Pond and publishing tool allow you to follow friends, collect information about them and share their own content. Pond also allows you to combine your friends' online identities, so for example, if your friend belongs to Twitter, Facebook and Flickr, you'll see updates from these services in one integrated timeline. Pond also allows you to cross-publish information on multiple sites with a single update. 7. Shareaholic. Shareholic is a customizable add-on browser that allows you to share content with more than 60 social networking sites. By clicking on the Shareaholic icon, you can instantly share the page you're on (this automatically shortens the link for you). He also Real-time trending topics that allow you to find the latest news, videos and blogs. What are your favorites? Staff writer Christine Burnham covers consumers of web and social technology for CIO.com. CIO.com. often writes on Twitter, Facebook, LinkedIn and Google. You can follow her on Twitter: @kmburnham. Copyright © 2010 IDG Communications, Inc.

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