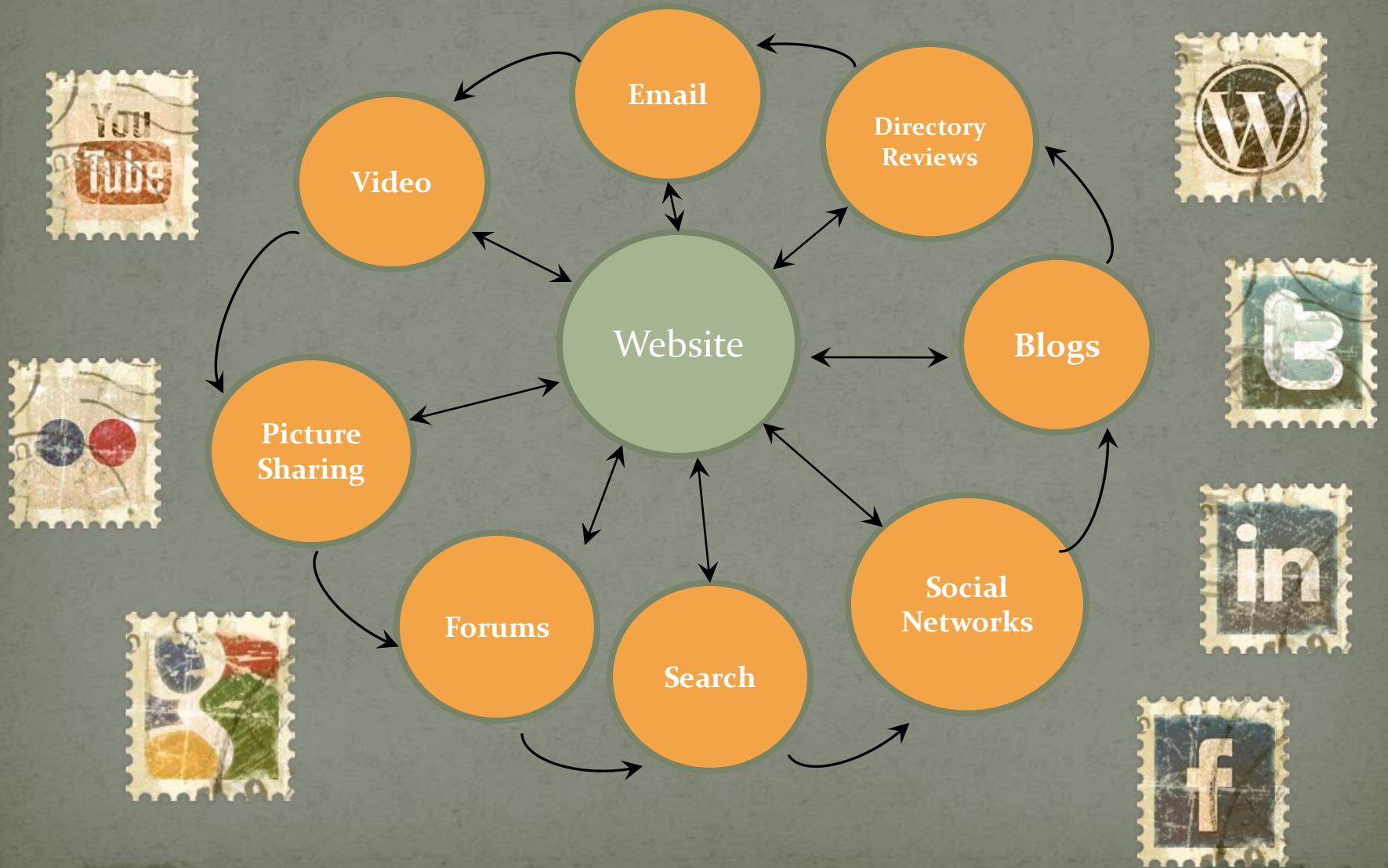


# Social Networking Etiquette for Business Success

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Donna Serdula  
DonnaTechDesigns, LLC

# Spinning You a Home on the Web



# Etiquette

- Etiquette is a system of rules and regulations defining "good manners" in social, public or official behavior


# Social Networking

- Social networking websites allow users to be part of a virtual community. (ex. Facebook & LinkedIn). These websites provide users with simple tools to create a custom profile with text and pictures.

# 1. Be Yourself

Use your name and a real picture!

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Donna Serdula 

Social Media ★ Web Design ★ Engaging Public Speaker ★ Writer  
Greater Philadelphia Area | Marketing and Advertising



*...And then let your personality shine*

## 2. Have a Friend Strategy

And Communicate a Clear Policy to Potential Connections

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Don't Ignore Requests

If the Answer Is No, Offer Alternatives

Aiming low and wide isn't the best strategy

Donna:

Let's defer connecting until after we meet for coffee. Those who know me know that 30 minutes over coffee for locals is my "minimum" standard for knowing someone which is my absolute standard for connecting LI networks.

Looking forward to it,

Ed

On November 12, 2009 8:16 AM, Donna Serdula wrote:

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Hi Ed!


May I add you to my professional network on LinkedIn?

- Donna Serdula

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# 3. Introduce Yourself When Requesting Friendship or Connection

**Add Preston Smith as a friend?**



**Preston Smith**  
Oklahoma Baptist

**Add to List** ▼

**Message:**

Hi Preston! I don't know if you remember me but we met at a Networking event last week and I'd love to connect with you

**Send Request** **Cancel**

**Invite Susan to connect on LinkedIn**

**How do you know Susan?**

- Colleague
- Classmate
- We've done business together
- Friend
- Groups
- Other
- I don't know Susan

**Include a personal note: (optional)**

Hi Susan!

We met last week at a Business Card Exchange. Would you mind if I add you to my professional network on LinkedIn?

- Donna Serdula

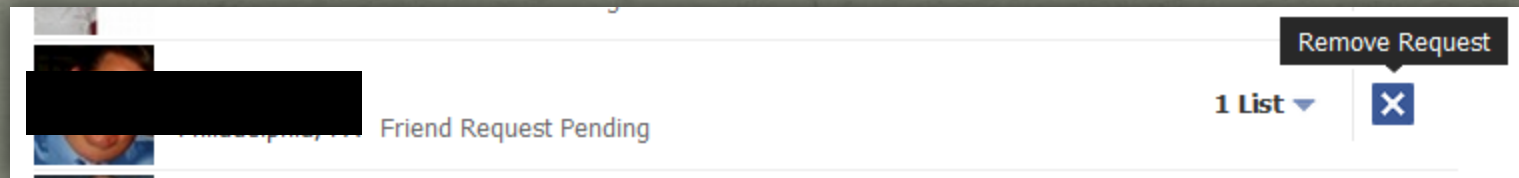
**Important:** Only invite people you know well and who know you. [Find out why.](#)

**Send Invitation** or **Cancel**

# 4. If rejected, don't ask TWICE!

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Just walk away, Rene  
There are other fish in the sea...



# 4. Be Smart about What You Post... and what you comment on

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**Maintain professionalism at all times**

# 5. Not so fast there, Buddy! Pace yourself!

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**Don't send out Update after Update**

**Don't just stream your blog's RSS feed, Add new stuff!**

**Choose which Tweets you want to send to LinkedIn!**

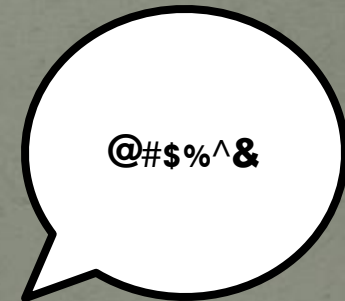
# 6. How to Deal with the Negative Comment

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**Don't Delete Criticism! Respond!**

Unless....

The comment is:  
Hurtful, SPAM, or Crude



# 7. Just Say NO to Constant Self-Promotion

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Help People, Add Value, GIVE!  
And then promote... in small doses

# 8. How to De-friend... Graciously

Maybe you can just HIDE them instead?



The screenshot shows a Facebook interface. At the top, there is a row of four buttons: "Hide Kevin", "Hide Evony", "Mark as Spam", and "Cancel". The "Hide Kevin" button is circled in green. Below this is a post from Kevin Dotson to Michael Strangeone. The post includes a small profile picture of two people, a game icon for Evony, and a text update about maximizing resources in the game. At the bottom of the post, there are social media interaction options: a globe icon, "39 minutes ago via Evony", "Comment", "Like", "See Wall-to-Wall", and "Play Evony with Kevin Dot".

Hide Kevin Hide Evony Mark as Spam Cancel

 **Kevin Dotson** ▶ **Michael Strangeone:**

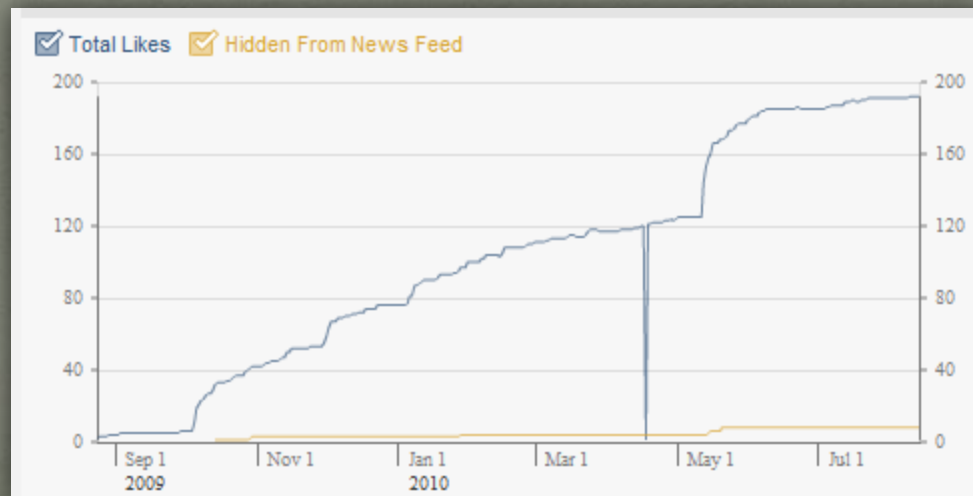
 **Kevin Dotson is such a great lord and just maximized Michael's resources production in Evony.**

Kevin Dotson just visited Michael's empire and maximized the resources production on all of Michael's cities and got a small reward. Kevin Dotson would be very happy if his kind neighbors do this favor for him.

 39 minutes ago via Evony · [Comment](#) · [Like](#) · [See Wall-to-Wall](#) · [Play Evony with Kevin Dot](#)

# 8.5. How to ACCEPT a De-friending... Graciously

It happens...



# 9. Listen, Learn ...Then Jump In

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Playing it safe.... WORKS

# 10. Have Understanding

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Remember back when you first started...

215-436-9520

Skype: Donna.Serdula

hellodonna@DonnaTechDesigns.com

# Donna Serdula

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[DonnaTechDesigns.com](http://DonnaTechDesigns.com)

[Facebook.com/DonnaSerdula](https://Facebook.com/DonnaSerdula)

[Facebook.com/DonnaTechDesigns](https://Facebook.com/DonnaTechDesigns)

[LinkedIn.com/in/ToDonna](https://LinkedIn.com/in/ToDonna)

[YouTube.com/user/DonnaSerdula](https://YouTube.com/user/DonnaSerdula)

[Twitter.com/DonnaSerdula](https://Twitter.com/DonnaSerdula)

[Twitter.com/DonnaTechDesign](https://Twitter.com/DonnaTechDesign)