



THE GIVE AND TAKE OF SOCIAL NETWORKING

- 1 Don't wait until you desperately need a network to begin developing one. Social networks are based on trust, respect, and personal chemistry — that doesn't happen overnight.
- 2 Make the first move in the relationship. Be a giver not a taker.
- 3 Only make promises that you can keep. Managing expectations is key.
- 4 Like gift giving, give people what they want, not what *you* want them to have.
- 5 If you *can't* fulfill a request, recommend someone who can.
- 6 Evaluate the reasonableness of your requests.
- 7 Know what you want before making a request. Be specific. If you're vague, you may end up getting something that you don't need or want.
- 8 Respect people's priorities. They may have a lot on their plate. Be understanding if they can't help you right away.
- 9 When a friend introduces you to a colleague, make your friend "look good." Furthermore, keep your friend in the loop.
- 10 Never take someone's good nature for granted; a thank-you is always required.
- 11 Don't keep score. Just because you performed a favor doesn't guarantee one in return.
- 12 When you do someone a favor, don't make a big deal out of it. Do it to help, or don't do it at all.
- 13 Don't push yourself on people. They'll ask for assistance if they need it.
- 14 Make sure you're contacting people at a convenient time.
- 15 Don't become too reliant on any one individual.
- 16 Don't ask for sensitive information; be aware of the costs of your request — in both time and money; and make sure your requests are ethical and reasonable. When someone trusts you with sensitive information, maintain its privacy.
- 17 Don't judge other people's requests.