



# Networking on the Internet

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# How Many People Belong To These Groups?

American Legion

➤ 3 Million

AARP

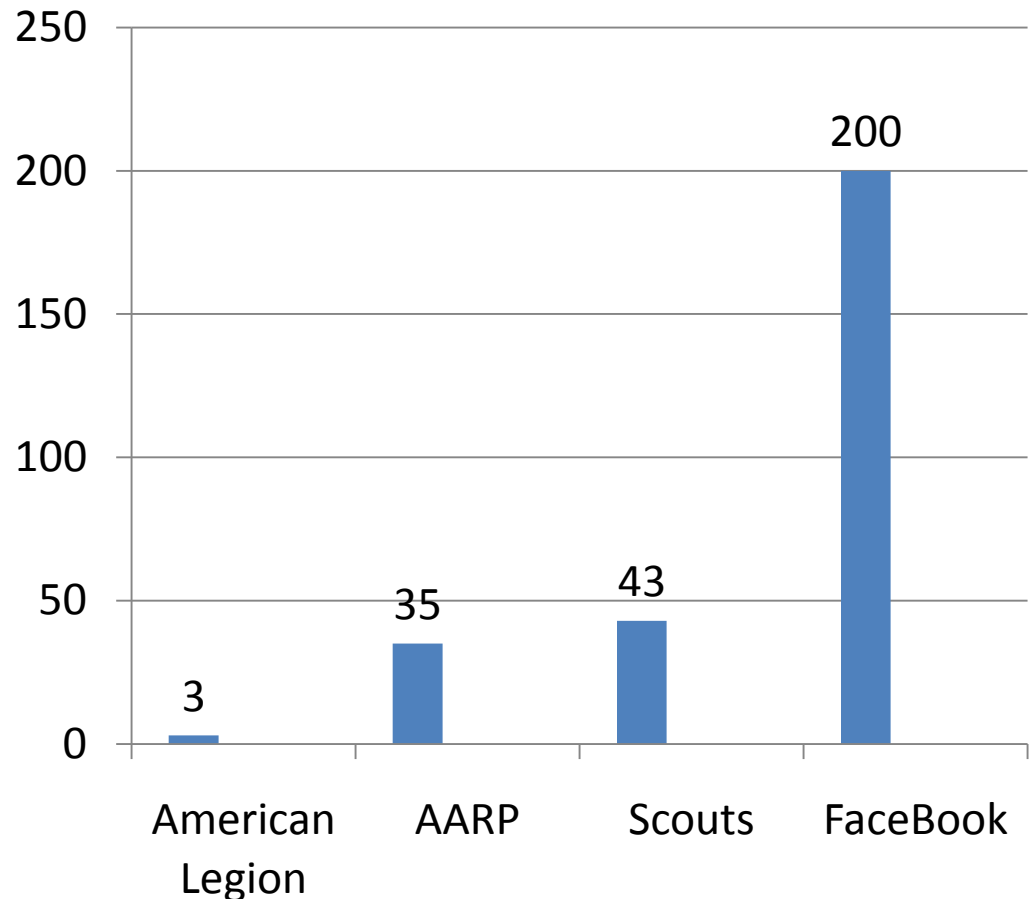
➤ 35 Million

Boy & Girl Scouts

➤ 43 Million

FaceBook

➤ 200 Million



# Networking

**People in Business** provides a community of like-minded businesses striving to create a positive **relationship-based** marketing environment. It also provides a **personal resource network** for information, friendship, corporate coordination, and education.

**Online Social Network:** Community of people using computers, smart phones, PDAs, etc to network.





# Online Social Networks

- **Establish business relationships**
- **Establish your reputation**
- Increase visibility & promote your business
- Get referrals & obtain new customers
- Access business resources
- Learn from others
- Share information, teach & support others
- They do not replace other forms of networking.

# Three Online Social Networks



# People In Business

Growing Business Together



- 97 members, all business professionals
- Built specifically for People In Business
- Events
- Forums
- Email
- Blogging
- Your own web page

**People In Business**  
Growing Business Together

**MAIN** INVITE MY PAGE MEMBERS EVENTS FORUM NOTES PHOTOS MANAGE

**WELCOME** [Edit](#)

Hello,  
**Welcome to People in Business.** You can view a list of our FREE MEMBERSHIP meetings in the left-hand column. Attendance fees apply (paid directly to the restaurant)

As of July 1, 2009 there will be a fee of 560 per year to have a member page and place your information on this website.

Thank you, Susan Young, CPA

**Meeting Locations** [Edit](#)

**O'Fallon, IL:**  
1st Tuesday 8:30-9:30 a.m.  
2009 Holiday Inn Express, Dierberg Plaza, Greenmount Rd., O'Fallon, IL  
[MAP](#)  
Coordinator: [Cyndi Brown](#) - A Living Angel Travel  
alivingangeltravel@yahoo.com  
\$5.00

**Highland, IL:**  
1st Wednesday 8:30-9:30 a.m.  
2009 Cypress Restaurant & Lounge, 1222 Broadway, Highland, IL  
[MAP](#)  
Coordinator: [Marcy Weller](#) - NuSkin Enterprises  
marcyweller@yahoo.com  
\$5.00

**Wood River, IL**  
2nd Tuesday 8:30-9:30 a.m.  
2009 Sgt Pepper's Cafe, 144 E. Ferguson, Wood River, IL  
[MAP](#)  
Coordinator: [Anna Schmidt](#) - Staging Impressions  
staging.impressions@yahoo.com  
\$1.00 plus price of food ordered from menu

**Litchfield, IL**  
2nd Wednesday at 8:30 - 9:30 a.m.  
Coffee Xpress

**Events** [Edit](#)

**June 22** [Monday](#) **Let's Drink to Your Health With Water!**  
June 22, 2009 from 6:30pm to 7:30pm - [Bully's Restaurant](#)

**June 23** [Tuesday](#) **Networking on the Internet**  
June 23, 2009 from 8:30am to 9:30am - [PB Edwardsville, CC Cuisine and Crystal Garden](#)

**June 28** [Sunday](#) **Millstadt Optimist Club Golf Outing**  
June 28, 2009 from 7am to 3pm - [Triple Lakes Golf Club](#)

**June 29** [Monday](#) **Change your Water, Change your Life!**  
June 29, 2009 from 7:30pm to 9pm - [Doubletree Hotel and Conference Center](#)

**July 1** [Wednesday](#) **Barbeque Spice**  
July 1, 2009 from 6pm to 8pm - [The Oatman House Tearoom](#)

**July 7** [Tuesday](#) **ESPW July 7 2008 Special Event**  
July 7, 2009 from 3pm to 5pm - [Our Lady of Snows Apartments](#)

**July 9** [Thursday](#) **Powerful Living: A Four-Week Life Coaching Workshop**

**Dick Slackman** [Edit](#)

Sign Out  
Inbox  
Alerts  
Friends - Invite  
Settings  
Quick Add...

**Awaiting Approval**

19 New Members

Ads by Google

**Tyent Deals Right Now**  
Buy From the largest Tyent Dealer. Authorized-Bonus-Lowest Prices.  
[www.tyentgsm.com](#)

**Micro Ite Water Ionizer**  
Healthy Alkaline Water for less Free & Fast Shipping 800 706-6121  
[www.Affordable-Water-Ionizers.com](#)

**Free Alkaline Water eBook**  
Our 26 page eBook has eye-opening info on acid, alkaline balance.  
[www.pitDrinkingWater.com](#)

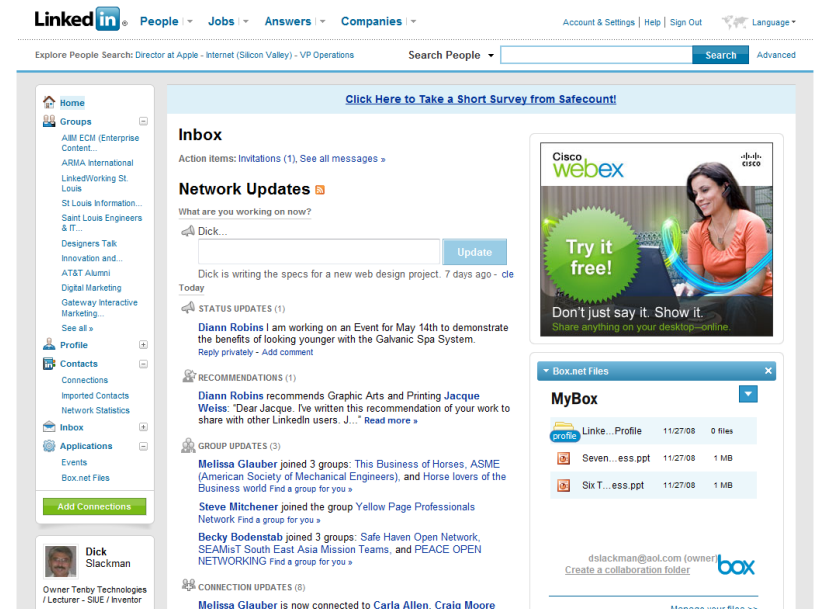
**Kyk Genesis Water Ionizer**  
\$ 150.00 Gift Card With Purchase 7 Platinum Plates Call for Details

# PeopleInBusiness.Ning.com

- Jan 1, 2009 -> May 31, 2009
- 1,940 visits (721 unique visitors)
- 16,161 page views
- Visitors from: USA (30 states), UK, Canada, Philippines, Egypt, Ivory Coast, South Africa, Jordan, Israel, Puerto Rico, Spain, India, Mexico, Netherlands, Germany, Nigeria, Romania, Iran, Saudi Arabia, France, Russia, Belgium, Pakistan, Belarus, Togo, Jersey, Indonesia, Japan, Ukraine, Czech Rep., Brazil, Senegal, Ecuador,



- 40 million members, mostly professionals
- Developed for business professionals
- Create Profile
- Establish Contacts
- Build a Network
- Update Status
- Join Groups
- Ask & Answer Questions
- Cost \$0







# www.linkedin.com

Internet Explorer  
www.linkedin.com/secure/register?trk=hb\_join

Tools Help


LinkedIn

LinkedIn  Already a LinkedIn user? [Sign in.](#)  Language ▾

## To join LinkedIn, sign up below... it's free!

\* **First Name:**

\* **Last Name:**

\* **Email:**   
 We don't spam

\* **Password:**   
6 or more characters

\* **Country:**

\* **Postal Code:**   
Only your region will be public, not your postal code

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**I am currently:**

\* **Company:**

\* **Title:**


\* **Industry:**   
Choose the industry that best describes your primary expertise


[Join LinkedIn](#)


By clicking the button above, you are indicating that you have read, understood, and agree to LinkedIn's [User Agreement](#) and [Privacy Policy](#).

\* required

LinkedIn helps you...

 **Re-connect**  
Connect and stay in touch with colleagues, classmates, & clients.

 **Power your career**  
Discover **inside connections** when you're looking for a job or new business opportunity.

 **Get Answers**  
Your network is full of industry experts willing to **share advice**. Have a question? Just ask.

Explore People Search: Director at Apple - Internet (Silicon Valley) - VP Operations

Search People

Search

Advanced

Your business is unique. Get the account fit for you.

inbox

groups

updates

profile

contacts

- Home
  - Groups
    - AIMM ECM (Enterprise Content...)
    - ARMA International
    - LinkedWorking St. Louis
    - St Louis Information...
    - Saint Louis Engineers & IT...
    - Designers Talk
    - Innovation and...
    - AT&T Alumni
    - Digital Marketing
    - Gateway Interactive Marketing...
    - See all »
  - Profile
  - Contacts
    - Connections
    - Imported Contacts
    - Network Statistics
  - Inbox (1)
  - Applications
    - Events
    - Box.net Files
- Add Connections

### Inbox (1 unread)

Chris Freeman RE: Congratulations on... May 25 take action

Action items: Invitations (1), See all messages »

### Network Updates

Tell your network what you are doing:

Update

Dick is working on a presentation for the June People In Business meeting in Edwardsville. 3 days ago - Clear

#### Today

GROUP UPDATES (1)

Zachary Klotz joined the group Designers Talk Find a group for you »

CONNECTION UPDATES (2)

Terry Nadler is now connected to Jo Anne Heck

Becky Bodenstab is now connected to Wayne Hamit

#### Yesterday

CONNECTION UPDATES (2)

Andrew Meyer is now connected to Dan Gallagher, PMP

Dan Marion is now connected to Raphael Johnson, and 1 other person.

#### Last week

STATUS UPDATES (1)

Becky Bodenstab is just back from Indiana and Ohio. Beautiful driving weather! Reply privately - Add comment

RECOMMENDATIONS (1)

Satish Purushothaman, PMP was recommended by Rupert Young, "Satish was able to quickly learn a number of new business skills needed to evaluate opportunities wi..." Read more »

### People you may know

Chris Turpin Senior Network Engineer at Maritz, Inc. Invite | X

Victor Freyer Information Technology and Services Professional Invite | X

See more »

HP Officejet Pro hit PRINT AFFORDABLY

Up to 50% less color cost per page than laser.

Now save \$50 WITH OUR TRADE-IN OFFER

SHOP NOW >>

hp Direct Office DEPOT STAPLES

### Box.net Files

#### MyBox

profile	Linke...Profile	11/27/08	0 files
	Seven...ess.ppt	11/27/08	1 MB
	Six T...ess.ppt	11/27/08	1 MB

**Dick Slackman**

Owner Tenby Technologies / Lecturer - SIUE / Inventor

Dick is working on a presentation for the June People In Business meeting in Edwardsville. 3 days ago [ Edit ]

# facebook

- 200 million members, mostly young people
- Developed for college students
- Create Profile
- Make Friends
- Update Status
- Post Photos & Videos
- Post Wall Messages
- Create & Join Groups
- Send Messages
- Cost \$0



# www.facebook.com

facebook

Remember Me

[Forgot your password?](#)

Email

Login

Facebook helps you connect and share with the people in your life.

## Sign Up

It's free and anyone can join

Full Name:

Your Email:

New Password:

I am:

Birthday:

Why do I need to provide this?

Sign Up

[To create a page for a celebrity, band or business, click here.](#)

- News Feed
- Business
- Co-workers
- Status Updates
- Photos
- Links
- More
- Create

**What's on your mind?**

**Share**

---

**Rachel Simpson** Photo: bunnyxhat:oneshouldreadeverything:(via griptape) i love getting it done. its so beautiful Daily Pep...  
<http://tumblr.com/xqw1v7eue>  
 26 minutes ago · Comment · Like

**SHOW 2 SIMILAR POSTS**

---

**Don OBrien** Rain on Memorial Day  
 43 minutes ago · Comment · Like

---

**Rachel Simpson** I'm back in New York. This calls for a nap of momentous proportions.  
 about an hour ago · Comment · Like

---

**Rachel Simpson** You gain clarity. - Pep Talk: Concepts that once confused the hell out of you make sense to you now. It's...  
<http://tumblr.com/xqw1v6pqs>  
 2 hours ago · Comment · Like

---

**Rachel Simpson** ah Newark.  
 3 hours ago · Comment · Like

**Maria La Selva Vogt** at 11:44am May 25  
 bleh

**Dan Goguen** at 2:49pm May 25  
 more like "eh newark"

---

**Bryan Kress** I just arrived in Athens. It is gorgeous, but the metro is shut down at the moment which stinks.  
 5 hours ago · Comment · Like

**Rachel Bohnert** at 10:13am May 25  
 That does stink. I love your new Facebook photo though. Tell Karen we'll pick her up, and she can stay here if she wants on the way back.

---

**Rachel Simpson** Photo: Goodbye Chicago. I had a lovely layover.  
<http://tumblr.com/xqw1v4oxm>  
 6 hours ago · Comment · Like

**Suggestions** See All

**Gene Simpson**  
 Add as Friend

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**Sponsored**

**Mortgage Refinance**

**LowerMyBills.com**

April 9: Obama asks homeowners to refinance. \$250,000 mortgage for under \$1,309/month. Calculate a new payment.

---

**Highlights**

**Rob's marine corp graduation**  
 posted by Cyndi J Brown

**Friend Block**  
 Cyndi J Brown uses this application.

**Rome, Italy**  
 by Bryan Kress  
 1

**Random**  
 Rachel Simpson is tagged.

**Vatican City**  
 by Bryan Kress  
 1

**Venice, Italy**  
 by Bryan Kress

**The Dog Whisperer**  
 Lynn Slackman joined. Join this Group

**Belleville East Thespians**  
 Rachel Simpson is tagged.

Post your status here

Your friends' status

Your applications including your groups

# Blogging

- Keeping a journal for the world to see.
  - Commentary or opinions
  - Expert information
  - News and events
  - Diary
- Why?
  - Promote your business
  - Demonstrate your expertise
  - Improve the rank of your web site
  - Cost: \$0



# Is Blogging Appropriate For Your Business?

- Do your customers or potential customers search the internet for information?
- Can you maintain an interesting blog?
- Is it for you?
  - Can you be passionate about your topic?
  - Do you have something useful or entertaining to say?
  - Can you write? Do you enjoy writing?

# Twitter

- 12 million users
- Two way communication between you and the world.
- What are you doing?
- Why?
  - Promote your business
  - Create a following
  - Demonstrate your expertise
  - Learn what others are saying about your business or your competitors
  - Cost \$0





# Is Twitter Appropriate For Your Business?

- Will it reach your intended audience?
- Can you maintain an interesting and / or expert micro-blog?
- Is it for you?
  - Can you be passionate about your topic?
  - Do you have something useful or entertaining to say?
  - Can you write in short 140 character bursts? Do you enjoy writing?

# www.twitter.com



## Join the Conversation

Already on Twitter? [Sign in.](#)

Already use Twitter on your phone? [Finish signup now.](#)

Full name

⇒ enter your first and last name

Username

Your URL: <http://twitter.com/USERNAME>

Password

Email

I want the inside scoop—please send me email updates!

York shiners

Type the words above

Can't read this?

[Get two new words](#)

[Listen to the words](#)

Powered by reCAPTCHA.  
[Help](#)

Create my account



*By clicking on 'Create my account' above, you confirm that you are over 13 years of age and accept the [Terms of Service](#).*



What are you doing?

140

Text input field for a tweet

update

Home



GuyKawasaki (via http://new-york-times.allto...) Dear Donna: A pinup so swell she kept G.I. mail. http://adjix.com/dr3h GR 14 minutes ago from Adjix



nprpolitics Speaker Pelosi Visits China; Protesters Seek Help http://tinyurl.com/r9y8e9 37 minutes ago from twitterfeed



clairecmc Just came from great Memorial Day program at Sunrise Beach #MO. Thank you Am Legion Post 624 for the invite. God bless our veterans. about 1 hour ago from web



GuyKawasaki (via http://iphone.alltop.com/) 6 ways to sync music to your iPhone without iTunes. http://adjix.com/dr3c GR about 1 hour ago from Adjix



rainnwilson Watching Disney's Fantasia with Walter and Holiday. Awesomely weird and beautiful. Love the awkward tux wearing narrator.



dslackman

16

following

18

followers

0

updates

y-frog

n. a photo sharing service for Twitter by ImageShack

Home

@dslackman

Direct Messages

Favorites

Search



Trending Topics

#3wordsaftersex

Happy Memorial Day

#3wordsduringsex

#musicmonday

#twitterfilms

#3drunkwords

Air Force

#towaldy

People you are watching

People who are watching you

Your comments

Other people's comments

# Call on us if you need help!

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