

Online Networking & Outreach Tips

Online networking is not just about adding contacts. It is about building trust, sharing resources and working together.

Networking effectively



- ✓ Be clear about what you want to achieve.
- ✓ Reach out to people you already know so they can introduce you to others.
- ✓ Attend online meetings, webinars, or community discussions to meet new people and find opportunities to connect.
- ✓ When contacting someone online make your request personal & make sure to explain why you are reaching out.
- ✓ After meeting someone online, send a quick message to stay connected.
- ✓ Share resources, events, or knowledge that could help you achieve your community-based goals.

Best Practices for online networking



- ✓ Create communities on WhatsApp, Facebook or Bluesky so people can come together
- ✓ Post updates & engage with others regularly, but don't send too many messages.
- ✓ Have clear group guidelines to protect privacy and safety of the group
- ✓ Use your own voice and be genuine.
- ✓ Be sure to acknowledge the contribution & leadership of others
- ✓ Be patient. Building strong and trusting relationships online takes time.
- ✓ Notice which connections or activities can help your community the most.

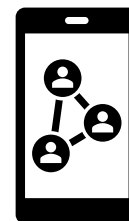
The don'ts of online networking



- ✓ **Don't be too salesy:** Build relationships first—don't jump straight into a pitch.
- ✓ **Don't ignore engagement:** Respond to messages & comments regularly.
- ✓ **Don't be afraid** to take initiative—start conversations and participate actively.
- ✓ **Don't overshare:** Keep it professional and avoid sharing too much personal information.
- ✓ **Don't be negative or controversial:** Stay respectful, positive, and professional in all interactions. Create group norms to ensure everyone is on the same page.
- ✓ **Don't be a gatekeeper:** sharing leadership, resources, and duties builds trust, the capacity of others, a welcoming environment and sustainable networking.

Online outreach tips

- ✓ Outreach means building strong, lasting relationships in your community.
- ✓ When people feel connected and included, they build trust and ownership.
- ✓ Good outreach keeps communities engaged and working together for change.



Key outreach strategies

- ✓ CREATE Social Media Groups where people can gather. For example: WhatsApp, Facebook groups, LinkedIn, BlueSky.
- ✓ Share posts, stories, videos and polls to keep people engaged.
- ✓ Think about how you visually present materials. Use a free visual tool like Canva.
- ✓ People use hashtags to join conversation on social media. You can even create a specific #hashtag for a group conversation. #Hashtags let everybody see all posts on a topic in one place.
- ✓ Having social media means actively engaging. Make sure to post & comment regularly.



Build online communities

- ✓ Together decide what kind of online presence you want for your community.
- ✓ As a group, plan how often you will post and share updates.
- ✓ Think carefully about which social media platforms you want to use - there are lots of options and some respect privacy better than others.
- ✓ Consider privacy concerns when choosing a platform.
- ✓ Remember to communicate with folks regularly, have regular online meetings, send emails to share updates and upcoming tasks.
- ✓ Personalized emails can help people feel more connected.
- ✓ Get regular feedback from participants using online tools like polls & surveys.
- ✓ Help people participate. Offer support if they need help getting online.
- ✓ If you want to grow your community group or share your work with others, get the community involved in contributing to a regular blog, podcast or social media posts.



When people work together, anything is possible!

Sources

CFA Institute. (n.d.). *Networking online: Dos and don'ts*.

<https://www.cfainstitute.org/insights/articles/networking-online-dos-and-donts>

University of Toronto Mississauga. (n.d.). *Tips: Networking strategies*. <https://www.utm.utoronto.ca/careers/tips-networking-strategies>

Sash & Company. (n.d.). *Outreach strategies & examples*.

<https://sashandcompany.com/outreach/outreach-strategies-examples/>