

Internationally friendly networking

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As we continue to navigate post pandemic and into our proclaimed new normal, networking continues to evolve. The use of technology, generative AI, and other tools make our reach even broader and wider. It is only right that our networks become internationally friendly. Studies have shown the positive and enormous impact of diverse networks. There is an increased number of individuals and organizations using social media and online networking. Platforms are being created daily to enhance communication, commerce, and business. It is evident that there are opportunities to leverage these kinds of digital connections.

In this article, let us explore practical, efficient, and internationally friendly ways of expanding our networks.



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Profile Power

The profile page is probably the most underutilized component of social/online networking. It is important to complete your profile page in order to rank high and be searchable on the platform. As well as gain access to other resources and info via algorithm trends. Take advantage of your profile page in order to:

1. Express your value proposition
2. Sell/Market your products and services
3. Promote your personal/business brand
4. Engage with like-minded individuals, companies, associations, etc.
5. Offer up to date info and resources
6. Share your story and build community
7. Connect quickly and effectively
8. Show professionalism, credibility, and trust

Like and Follow

Along with maximizing your profile page, it is essential to engage on the social platform. Make it a point to schedule posts on a consistent basis or use third party scheduling apps. The next step is to be intentional on whom you follow and like. Select international groups, brands, and associations

which support your values and business models. Create an avatar for your ideal client or networking contact.

Here are a few suggestions to get started:

- In which country does the person reside?
- What is their profession?
- What language(s) do they speak?
- What are their club/member associations?
- Are they connected with individuals/organizations in your existing network(s)?

Read articles, Google, and utilize ChatGPT to learn cultural norms for building quality relations. Also, consider joining organizations, groups, or associations which have foreign chapters and affiliations. This can provide real-time and hands-on experience with your foreign counterparts.

Make Your Business International

Last, but not least, make your business model internationally friendly. Consider

doing market research or connecting with your local economic development office to find countries who can use your products or services. Utilize bi-national chambers of commerce to learn about current/future opportunities. Many are linked with consulates and embassies which can offer additional assistance and support. This can help direct you in a clear path with purpose and intentionality. Moreover, follow these organizations on social media to be knowledgeable of their mission and objectives for business development and partnerships.

Use these constructive tips to network on an international scale, make the most of your online presence to establish a solid brand; as well as, engage with like-minded individuals and/or companies. Lean into resources and opportunities to properly connect and gain understanding of cultural norms. Making your networks internationally friendly broadens your perspective and reach for continued success. **TE**



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