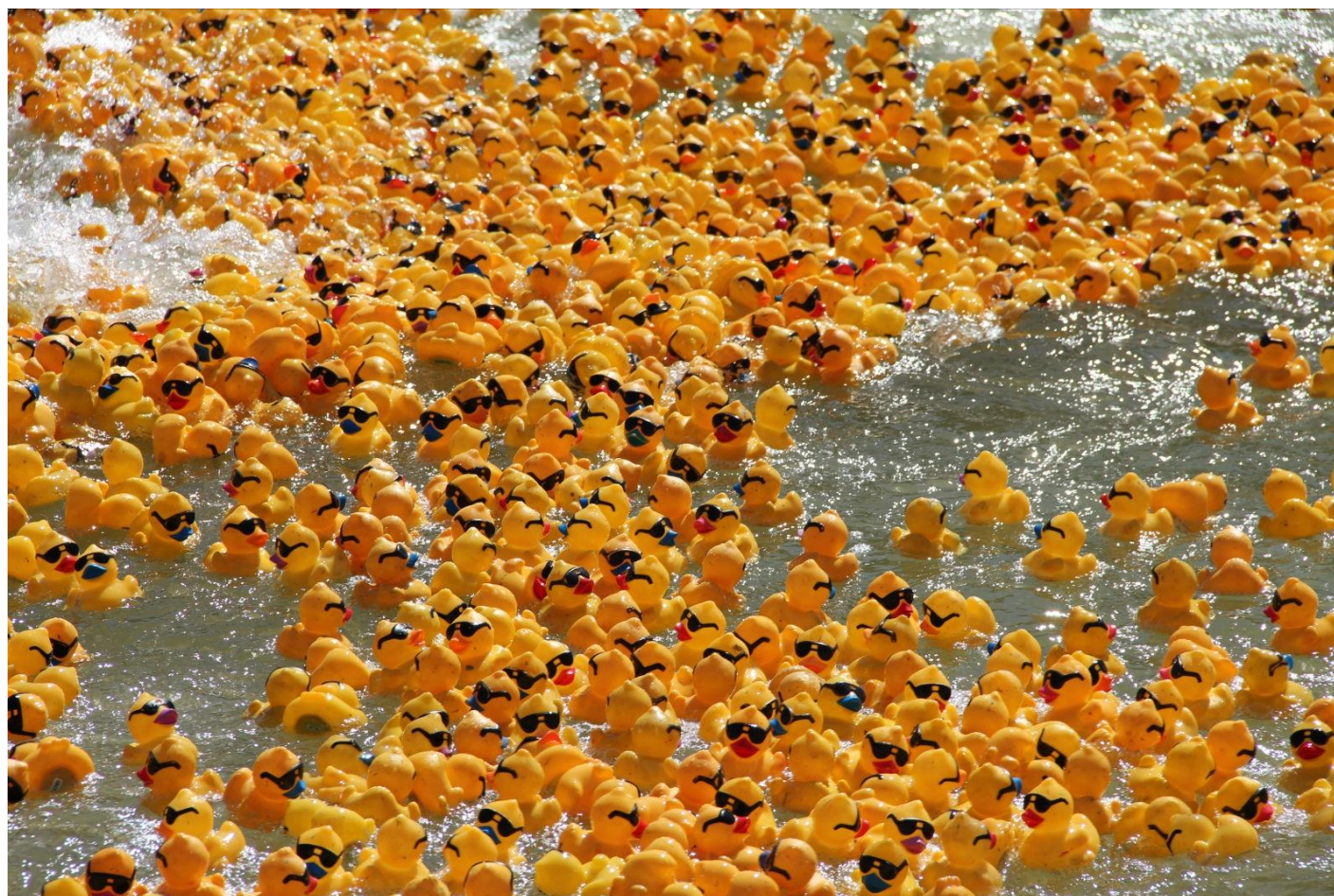# ONLINE NETWORKING

Making meaningful connections online…how to make it work for you.

KNOW YOUR COMMUNITY

Depending on how you identify or choose to build your personal brand, know and understand where individuals of like minds gather and share and coach and support and give to each other online….

These common goals will provide a safe place for discussing ideas, getting advice, airing grievances, learning new tips and gaining connections who can help you…

DETERMINE YOUR BRAND

Decide how you want to brand yourself online, whether as completely transparent about who you are, or conservative in your presentation. A personal choice, no one is dictating how you present yourself to connections online.

Consider how your personal brand can be shaped over time, and what can be added or changed to advance your objectives to make the right level and types of connections.

PICK YOUR CHANNELS

Get ready to tell your story! Choose online tools and social media channels where you can promote who you are, work you have done, opportunities you are seeking, what you need to further your path.

Watch closely for people who can support your goals and expand your options, pay attention to their story, see where you align, and create a meaningful connection that can last.

Excellence takes sacrifice, mistakes, and enormous amounts of effort. There are no shortcuts."

Rafe Esquith.

CREATE EXCELLENT WORK

Allow the focus of your online interactions to be about your work, what you choose to create, your tools and techniques, what you can contribute to the process, how you solve problems, what expertise you have gained, what lessons you have learned, how you develop ideas.

Demonstrate that you are curious, intelligent and open, that you can take and offer feedback, that you can make a difference to a team or product, that you've had impact, that you're working hard on your next big idea or project…
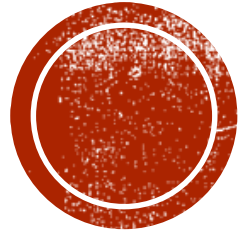
FIONA CHERBAK
LEAD RECRUITER, WORLDWIDE STUDIOS
SONY PLAYSTATION

Co-founder of Women in Games International, former chair IGDA Women in Games SIG, co-creator of GameMentorOnline, advisor European Women in Games Conference, former advisor SXSW/Screenburn, principal founder Boston Festival of Indie Games, SIGGRAPH chapter organizer, regular speaker on diversity issues in the games industry.