

Social Capital

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What is Social Capital?

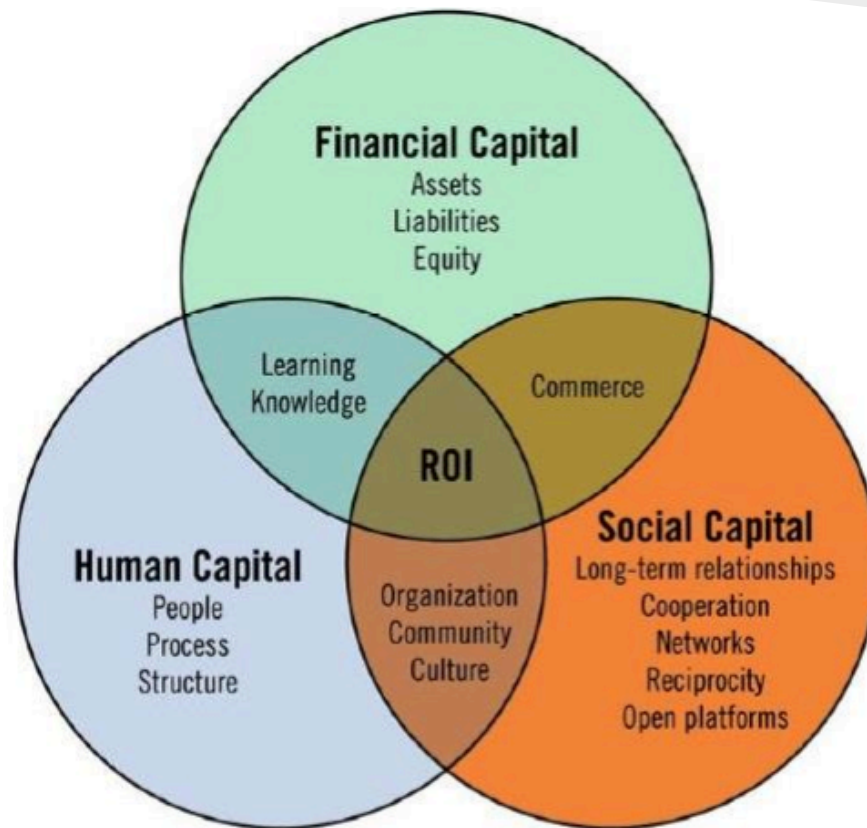
An economic idea that refers to the connections between individuals and entities that can be economically valuable.

Social networks that include people who trust and assist each other can be a powerful asset.

These relationships between individuals and firms can lead to a state in which each will think of the other when something needs to be done.

Read more: <http://www.investopedia.com/terms/s/socialcapital.asp#ixzz3XsHj69GF>

Why is it important?



**Social Capital is One
of Three Major
Business Catalysts**

Examples of Social Capital

- Family connections
- Personal friendships
- Relationships built while attending college
- Relationships founded at networking events
- Relationships through employment and volunteering
- Relationships built while on vacations



History of Social Capital

Active in school functions - PTA

Post Office Postings

Dentist

Barbershop & Hair Salons

Work Associates

College Friends

Heavy reliance on family



Platforms

LinkedIn - Worlds Largest Professional Network

Founded in December 2002 and launched on May 5, 2003

More than 259 million acquired users in more than 200 countries and territories

The site is available in 20 languages



Job seekers can review the profile of hiring managers and discover which of their existing contacts they can reach out to.

Users can post their own photos and view photos of others to aid in identification.

Users can follow different companies and can receive notifications about the new joining and offers available.

Users can save jobs that they would like to apply for.

Users can "like" and "congratulate" each other's updates and new employments.

Users can see who has visited their profile page.

Advantages

The Advantage of having strong Social Capital

- Job Opportunities & Career Advancement
- Intelligence and Knowledge
- Letter of Recommendations for jobs and schools
- The best deals on Contracts and Negotiations
- Save Time and Money
- Being able to assist family and friends

Recommendations

Invest early in your career to make friends and build relationships.

Maintain these relationships with comments on facebook pages, LinkedIn accounts, Invites to networking events, etc.

Never underestimate the potential of someone who can later be of assistance.

Do not use people as a “means” but value their friendship and always thank them.

Always carry business cards with contact information - Vistaprint.com