

# A Social Networking Strategies Report

By Natalie Ngan

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To: Members of The Girl Code  
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## Introduction

In a world where an increasing amount of connections and conversations are made online, people are turning to the online world to build their careers, especially through social networking platforms. As a result, many social networking platforms are developed to cater to people in specific fields. In this report, I will be examining social networking strategies unique to computer programmers. With the examined techniques, I will devise a plan that can help with building a strong social network throughout my software programming career. Hopefully, these strategies on social networking will also be useful to help everyone in The Girl Code to succeed in the computer science industry.

## Strategies

### 1. Create a GitHub account

- Use GitHub as a portfolio to showcase your project. GitHub also allows prospective employers to check out the projects you've worked on.
- I will be creating a GitHub account, and maintaining at least 5 personal projects on GitHub. I will also be providing a URL to my GitHub on my LinkedIn profile and my resume.

### 2. Create a LinkedIn profile with personal projects in mind

- Projects are very important to demonstrate your skills, so the LinkedIn profile of a software developer should emphasize personal projects.
- I will be updating my LinkedIn "Project" section with details of my personal projects as I complete them and provide URLs to these projects.

### 3. Follow LinkedIn pages of tech companies

- Many tech companies like Google and Microsoft regularly post news and updates, including job postings, on LinkedIn. Keeping yourself informed with the updates of large tech companies can help you learn more about the field and find job opportunities.
- I will find five tech companies to follow on LinkedIn within the next week. Meanwhile, I will also ensure my LinkedIn profile is up-to-date and professional-looking before commenting on the posts by the company. I will set aside half an hour every week to read updates of these tech companies.

### 4. Keep a blog

- Posting regularly about your learning process and project progress allows peers and prospective employers to see your motivation to learn and how you approach problems.
- I plan to create a WordPress blog and begin blogging 3 times a week to reflect on my course work and share some of my knowledge gained from these courses. To help bring readers to my blog, I will add my blog URL to my social media profiles, and share the blog posts on these social media accounts when I publish my posts.

### 5. Make YouTube Videos

- Creating YouTube tutorials on programming concepts and techniques demonstrates your passion towards your profession. Making successful videos and tutorials

techniques are also great evidences of your strong communication and presentation skills. YouTube is also an excellent platform to make connections with audiences all over the world.

- I will be posting videos (once a week) on computer science concepts learned in class after I've completed my courses this semester and gained full understanding of the topics. Eventually, with sufficient subscribers, I will make videos to showcase my personal projects and to discuss other computer science topics such as trending news in the tech industry.

#### **6. Participate in Stack Overflow**

- Stack Overflow is a popular web platform where software developers ask and answer questions related to coding. Forums are excellent places to engage in peer-to-peer support, and connect with people who are on the same journey to learn programming.
- Having used Stack Overflow frequently for help with course work, I plan to give back to the community by creating an account on Stack Overflow and setting aside an hour per week to answer the questions of other developers.

#### **7. Use Facebook to join computer programming groups and find events such as hackathons and seminars**

- Facebook is an excellent social networking platform for joining group events and connecting with like-minded people.
- I will be joining a minimum of five Facebook groups related to computer science and software developing, and will be monitoring the groups for events. I aim to attend at least two socializing event per year and at least one hackathon (an event where programmers gather to work intensively on a project) per year.

#### **8. Join Forrst**

- Forrst is a forum where software developers can share their code and ideas, and receive feedback from other developers.
- I will be creating a Forrst account, and take half an hour each week to give feedbacks on other developers' projects. I will also be using Forrst to get opinions on my future personal projects.

#### **9. Use Facebook to share blog posts and YouTube videos**

- Sharing a link to the blog posts and YouTube videos after publishing them is important to reach more audience. Ensure that the Facebook posts are set for public viewing so more audience can see your updates.

#### **10. Stay active on all social networking accounts**

- The best way to gain and maintain followers is to post consistently and participate in the conversations. By keeping the conversation going, your posts are more likely to be shared by other users and to show on their connections' feed. Staying active will improve your visibility, which will increase the chances of potential employers and valuable connections to find you.

## **Conclusion**

Online Social Networking has become an essential aspect of career-building. In addition to the popular social networking platforms, such as Facebook and LinkedIn, software developers can benefit from many other web platforms to build their professional network. Following the strategies outlined in this report will help novice software developers to break into the field and stand out from their peers.