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# Social Networking

WIIFM?

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1



## Karen López, ISP

- Karen has 20+ years of data and information architecture experience on large, multi-project programs.
- She is a frequent speaker on data modeling, data-driven methodologies and pattern data models.
- She wants you to **love your data**.



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3

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## Social Networking Benefits

- It's NETWORKING with no handshakes, biz cards, dressing up, bad meals
- Fun
- Where professional conversations have moved
- It's where the real jobs are
- Get help fast
- Get in early – Get your Brand

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4

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## Demographics of \*my\* Social Network

- Data Professionals – 5%
- DBAs – 60%
- Developers – 10%
- Vendor staff – 5%
- Emerging Technology Professionals – 15%
- Celebrities, Politicians, Family members, etc. – < 5%

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5

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## Social Networking Costs & Risks

- Time
- Privacy
- Risk of making a mistake
- Gadgets and apps

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6

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## Engaging

- Conversations, not just posts
- Limited broadcasts
- Shared resources
- Encouraging / Motivating
- Grassroots

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