



BBA

Semester VI

Calicut University

Networking in Business

Course Code: BBA6CJ304 • Module 4 Notes

1. Internet Communication & Social Media Networking

Digital networking platforms have democratized professional outreach, enabling individuals and organizations to build global networks, engage with industry leaders, and establish digital presence irrespective of geographic boundaries.

Major Social Media Networking Channels

Platform	Primary Professional Function	Optimal Business Strategy
LinkedIn	World's premier B2B professional network, talent acquisition, and corporate brand platform.	Publish industry articles, share project updates, engage with thought leaders, and optimize profile.
X (formerly Twitter)	Real-time commentary, tech community networking, public relations, and direct founder outreach.	Participate in industry threads, share timely insights, and engage with journalists/executives.
Facebook & Meta Groups	Local business communities, regional trade groups, and consumer brand community building.	Manage specialized niche groups, share community events, and run targeted local business outreach.

2. Benefits and Risks of Social Media Networking

Leveraging social media as a networking strategy provides massive scalability but introduces distinct reputation and security risks.

Benefits vs. Disadvantages Analysis

Strategic Benefits

Global reach, zero distribution cost, rapid brand building, automated inbound opportunities, and real-time social proof.

Potential Disadvantages & Risks

Public relations blunders, risk of impersonation, privacy erosion, time drain, and misinterpretation of tone.

3. Workplace Instant Messaging Netiquette

Instant messaging tools like Slack, Microsoft Teams, and WhatsApp Business are the primary nervous system of modern workplace communication. Following professional messaging netiquette is essential to maintain team productivity and professional respect.

Workplace Messaging Guidelines

- **Observe Working Hours:** Respect offline status and avoid sending non-urgent messages late at night or over weekends without scheduling delay-send.
- **Avoid "Ghost Greetings":** Do not send a standalone "Hi" or "Hello" and wait for a response. State the greeting and the full context/question in one complete message.
- **Use Threaded Replies:** Keep channels clean by replying within message threads rather than broadcasting every follow-up to the entire main channel.
- **Be Clear and Concise:** Use bullet points, bold key terms, and state urgency clearly (e.g., * [Action Required by 3 PM]*).

4. Building Business Connections through Blogging & Thought Leadership

Corporate blogging and digital thought leadership serve as powerful inbound networking magnets, attracting opportunities, clients, and collaborators by demonstrating domain expertise publicly.

Building a Thought Leadership Engine

A successful professional blogging framework involves:

1. **Niche Focus:** Consistently writing about specific industry problems where you possess unique domain knowledge.
2. **Value-Add Content:** Publishing actionable case studies, data breakdowns, and practical how-to guides rather than self-promotional press releases.
3. **SEO & Distribution:** Distributing long-form blog posts across Medium, Substack, LinkedIn Newsletters, and corporate websites.

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