

Books about Networking and Social Media

Burkus, David
Friend of a Friend ...: Understanding the Hidden Networks That Can Transform Your Life and Your Career
Houghton Muffin Harcourt, 2018

Cavoulacos, Alexandra
The New Rules of Work: The Muse Playbook for Navigating the Modern Workplace
Currency, 2019

Coleman, Ken
The Proximity Principle: The Proven Strategy That Will Lead to the Career You Love
Ramsey Press, The Lampo Group, LLC, 2019

Deckers, Erik
Branding Yourself: How to Use Social Media to Invent or Reinvent Yourself
Que, 2018

Elad, Joel
LinkedIn
John Wiley & Sons, Inc., 2018

Hoey, J. Kelly
Build Your Dream Network: Forging Powerful Relationships in a Hyper-connected World
TarcherPerigee, 2017

Johnson, Cynthia
Platform: The Art and Science of Personal Branding
Lorena Jones Books, an imprint of the Crown Publishing Group, 2019

Kerpen, Dave
Likeable Social Media: How to Delight Your Customers, Create an Irresistible Brand, and be Generally Amazing on All Social Networks That Matter
McGraw-Hill, 2019

Misner, Ivan R.
Networking Like a Pro: Turning Contacts into Connections
Entrepreneur Press, 2017

Port, Michael
Book Yourself Solid: The Fastest, Easiest, and Most Reliable System for Getting More Clients Than You Can Handle Even If You Hate Marketing and Selling
Wiley, 2018

Quesenberry, Keith A.
Social Media Strategy: Marketing, Advertising, and Public Relations in the Consumer Revolution
Rowman & Littlefield, 2019

Serdula, Donna
LinkedIn Profile Optimization for Dummies
For dummies, a Wiley brand, 2020

Zimmerman, Jan
Social Media Marketing All-in-one
John Wiley & Sons, Inc., 2017

Networking in Rochester



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Networking in Rochester

Why network?

- Find a job • Find a better job • Grow your business
- Make valuable contacts • Be informed of local economic climate

Groups in the Rochester Area:

Rochester Chapter of the Association for Training and Development

rocatd.org

\$97 new membership fee

\$79/year membership renewal fee

\$59/year student membership fee

Focus: Skill building, business growth

The August Group (TAG)

www.augustgroup.org

www.facebook.com/theaugustgroup

No membership fees

Focus: Job searching, skill building in professional fields

Development of Indo-American Leaders (DIAL)

www.dialrochester.org

Focus: Civic leadership training for professionals of Indian origin

New Horizons Network

www.groupspaces.com/newhorizons

Donation per meeting

Focus: Employment assistance, self-employment, retirement alternatives

Rochester Professional Consultant Network (RPCN)

rochesterconsultants.org

www.facebook.com/rochesterconsultants

\$125/year membership fee

\$40/year student membership fee

Focus: Job searching, skill building for professional business consultants

Rochester Women's Network

rwn.org

www.facebook.com/rochesterwomensnetwork

\$150/year basic membership fee, but many programs are open to non-members

Focus: Job searching, skill building, business growth for professional women

RochesterWorks! Job Strategy Group

www.rochesterworks.org

Free weekly event, no membership required

Focus: Job searching, information sharing

Rochester Young Professionals

r-y-p.org

www.facebook.com/rochester-young-professionals

No membership fees

Focus: Job searching, community outreach, professional development for people 39 and younger

Tech Rochester

techrochester.org

www.facebook.com/TechRochester

\$50/year membership fee

Focus: Job searching, skill building, business growth, tech entrepreneurship

True Networking Thursdays (TNT) Professional Networking Association

tntrochester.org

www.facebook.com/tnt.rochester

\$65/year membership fee

Focus: Professional resources, networking for African American professionals

The Women's Council of the Greater Rochester Chamber of Commerce

www.rocwomenscouncil.org

<https://www.facebook.com/weare4women/>

\$75/year membership fee

\$35/year student membership fee

Focus: Professional development, community service, networking for women