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

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](http://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](http://www.augustgroup.org)  
[www.facebook.com/theadugustgroup](http://www.facebook.com/theadugustgroup)  
No membership fees  
Focus: Job searching, skill building in professional fields

Development of Indo-American Leaders (DIAL)  
[www.dialrochester.org](http://www.dialrochester.org)  
Focus: Civic leadership training for professionals of Indian origin

New Horizons Network  
[www.groupspaces.com/newhorizons](http://www.groupspaces.com/newhorizons)  
Donation per meeting  
Focus: Employment assistance, self-employment, retirement alternatives

Rochester Professional Consultant Network (RPCN)  
[rochesterconsultants.org](http://rochesterconsultants.org)  
[www.facebook.com/rochesterconsultants](http://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](http://rwn.org)  
[www.facebook.com/rochesterwomensnetwork](http://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](http://www.rochesterworks.org)  
Free weekly event, no membership required  
Focus: Job searching, information sharing

Rochester Young Professionals  
[r-y-p.org](http://r-y-p.org)  
[www.facebook.com/rochester-young-professionals](http://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](http://techrochester.org)  
[www.facebook.com/TechRochester](http://www.facebook.com/TechRochester)  
$50/year membership fee  
Focus: Job searching, skill building, business growth, tech entrepreneurship

True Networking Thursdays (TNT)  
[www.facebook.com/tnt.rochester](http://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](http://www.rocwomenscouncil.org)  
[https://www.facebook.com/weare4women/](https://www.facebook.com/weare4women/)  
$75/year membership fee  
$35/year student membership fee  
Focus: Professional development, community service, networking for women