

Social/Business Networking Resources

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A sampling of business networking sites and sites with an alumni component or basis

Classmates:

<http://www.classmates.com>

Designed to allow users to connect with friends/fellow graduates of educational institutions, including elementary, middle and high schools.

COMMON.net:

<http://www.common.net>

Based on principals derived from “real world” social interactions: When two members interact, only the shared tags in their profiles are revealed to both parties.

Ecademy:

<http://Ecademy.com>

UK based business networking. Heavy emphasis on user-generated content: articles, weblogs, and discussion forums.

LinkedIn:

<http://www.linkedin.com>

Business networking site. User profiles indicate education employment and expertise. Formal groups allow users to affiliate with a conference, association, or alumni group.

Meetup:

<http://Meetup.com>

Online tool designed to foster real life face-to-face meetings between interest groups.

Monster Networking:

<http://network.monster.com>

Offers customizable personal profile pages, private messaging, and public discussion boards.

Orkut:

<http://orkut.com>

Google-affiliated social networking.

Ryze:

<http://www.ryze.com>

General purpose business and social networking.

SelectMinds:

<http://www.selectminds.com>
Corporate alumni relations and business networking.

Spoke:
<http://spoke.com>
Primary focus is accelerating the sales process. Also used for business networking.

The Square:
<http://www.thesquare.com>
Students and alumni connect for business and social networking opportunities, including dating and job listings. Limited to a group of 39 colleges and universities.

Tribe:
<http://www.tribe.net>
Social networking. Users connect with one another and also subscribe to interest groups (“tribes”).

Yahoo Groups:
<http://groups.yahoo.com>
Free online group email and web-based discussion boards.

Social Network Analysis:

Introduction to Social Network Analysis
<http://www.orgnet.com/sna.html>

International Network for Social Network Analysis
<http://www.insna.org/>

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Trends in Online Tools and Networking:

<http://socialsoftware.weblogsinc.com/>
A blog on social software by well-established blogger, researcher, editor and commentator Judith Meskill.

<http://thevirtualhandshake.com/blog>
A blog connected with a book about online networking and an online resource guide for social networking, virtual communities and business relations software users.

<http://www.thelongtail.com/>

Chris Anderson discusses the aggregation of many small markets into one large market in the online arena; this may have implications for the ability of alumni associations to influence online business networking trends.