



Maryland State Geographic Information Committee

A commitment to excellence in the development and coordination of geographic information technologies.

Networking Digitally

MSGIC Lunch and Learn

Session 4 of 5

May 20, 2020

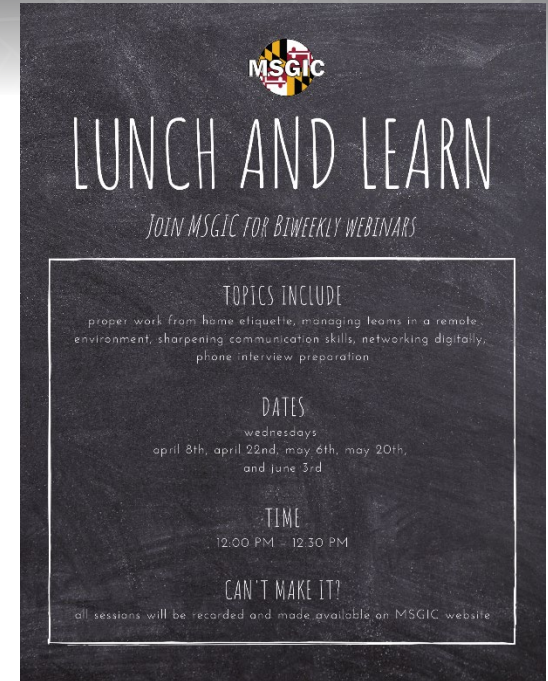


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- **MSGIC LUNCH AND LEARN SERIES**

- Five 30-minute lunchtime sessions
- Every other Wednesday starting April 8th
- Topics include:
 - Work from Home Etiquette
 - Managing Teams in a Remote Environment
 - Sharpening Communication Skills
 - **Networking Digitally**
 - Phone Interview Preparation





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- **SPEAKER: SID PANDEY**
 - Associate/Senior Geospatial Analyst, Dewberry Engineers Inc.
 - Geospatial and Technology Services
 - MSGIC Member
 - Lets connect on [LinkedIn!](#)





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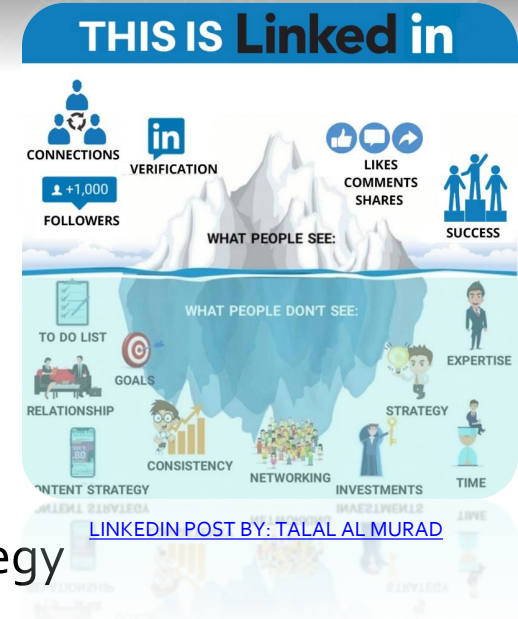
- NETWORKING DIGITALLY – TOPICS TO COVER
 - Reasons for networking
 - Personal branding
 - Networking venues
 - Creating opportunities, connections, and content
 - Networking tips/tricks



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- **WHY ARE YOU NETWORKING?**
 - What are you trying to get out of networking?
 - A job?
 - A new job/career change?
 - Business development?
 - Getting advice/mentorship?
 - Or simply to expand your network?
 - Your “why” helps define your networking strategy





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- WHAT IS YOUR PERSONAL BRAND?
 - Build your value proposition (aka your “brand”)
 - Knowledge/Expertise on a specific topic
 - What are you the “Go-To” for?
 - Related prior experience?
 - Personal qualities – supportive/positive coworker?
 - Why should your audience listen to you?
 - Produce/share content that supports your brand



Sid Pandey
Associate at Dewberry | Geospatial and Technology Services
10mo • Edited •

It was great catching up with my Maryland GIS friends today at [#TUGis 2019](#). I had the opportunity to share some of the uses of lidar data and some of the projects that Dewberry's Geospatial and Technology Services group has completed recently and learn about what's new in the MD GIS community. Looking forward to next year! [#Dewberry](#) [#GIS](#) [#Geospatial](#) [#MarylandGIS](#) [#Lidar](#)



Sid Pandey
Associate at Dewberry | Geospatial and Technology Services
3mo •

Apr 8, 2019

#TechTips: Finding Geospatial Data

Many of us work on projects that require us to pull geospatial data from a variety of sources. Sometimes we have to perform our own analysis on them, and sometimes we just use for visualization. Below are some resources I use regularly or refer others to when looking for geospatial data. Please keep in mind, there are many more sources of geospatial data out



Sid Pandey
Associate at Dewberry | Geospatial and Technology Services
3mo •

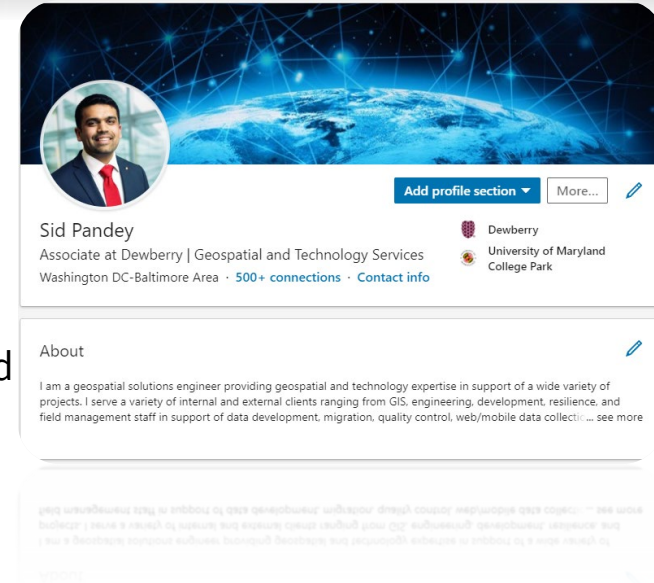
Looking forward to connecting with the GIS community this week at the [#ESRI #FedUC!](#) [#Dewberry](#) will be at booth #1001, please come swing by and learn a bit about the projects we are working on and how we use ESRI technology to support those projects. We will also be talking about a few of those projects in the [#systemintegrator](#) zone in the expo hall at 4:15 on Tuesday, so be sure to swing by if you're able to! [#gis](#) [#technology](#) [#innovation](#)



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- **YOUR ONLINE PRESENCE**
 - Review your profile
 - Do you have an appropriate profile photo
 - Have you effectively described yourself, your achievements, and other important information about yourself?
 - List your prior positions
 - If using LinkedIn, use your prior positions and other information to develop your portfolio
 - Enter as much information as possible
 - Education, skills, volunteering, etc.
 - Ask for recommendations





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- WHERE IS YOUR AUDIENCE?
 - Where does your audience typically get their information?
 - LinkedIn? Twitter? Instagram?
 - Identify which platforms your audience frequents and develop your presence on it.
 - Does your organization have an intranet or other internal means of marketing?
 - Sharing your experience and your brand internally is just as important as sharing it externally!
 - Join online industry groups!





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- CREATING MEANINGFUL OPPORTUNITIES, CONNECTIONS & CONTENT
 - Be strategic with your connections
 - Connect with colleagues, clients (existing or prospective), former classmates/teachers, and people currently in positions you're interested in.
 - Add a personal note when connecting with others
 - Ask questions, but do your homework beforehand
 - Personalize your content, and share information that is meaningful to you
 - Share content from your colleagues or affiliations with your network – Share their good news!
 - Use good tags to strategically increase viewership and reach of your content

You can customize this invitation

Include a personal message (optional):

Ex: We know each other from...

300

Cancel Send invitation





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• POSTING CONTENT BEST PRACTICES

- Keep your posts short and sweet – “Snackable” content is what most social media followers are looking for
- Focus on how your content can benefit your connections and followers
- Include links and photos in your content
 - Think about how you can catch your connection’s eyes and keep their attention throughout your post
- Keep your content informational, but also entertaining
 - Remember – nobody likes commercials. Think about how you connect with others and share your expertise without sounding like a sales person.





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- **DIGITAL NETWORKING TIPS AND REMINDERS**

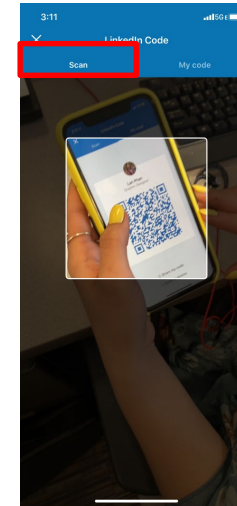
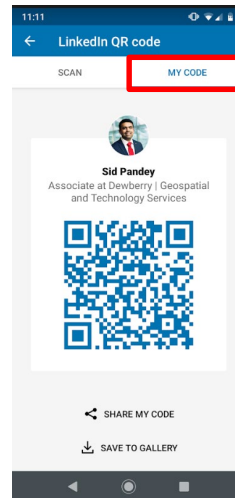
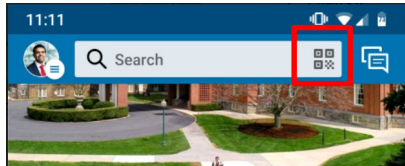
- **Manners matter!** – be courteous to those who you wish to network with
 - Persistence is a good thing, but be careful not to annoy your connections with repeated requests for information
 - Do your homework prior to connecting and communicating with your connections
 - Ask thoughtful questions
 - Be prompt with your responses
- **Be realistic** – not everyone will respond to you.
 - Don't take it personally, everyone has different priorities
- **Be generous when networking:**
 - Share your contact's good news, Like/Share/Retweet promote others, provide recommendations
- **Post and/or share content consistently**
 - Building your brand and reputation takes time!



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- DIGITAL NETWORKING TIPS AND REMINDERS
 - No contact business cards! – LinkedIn QR Codes

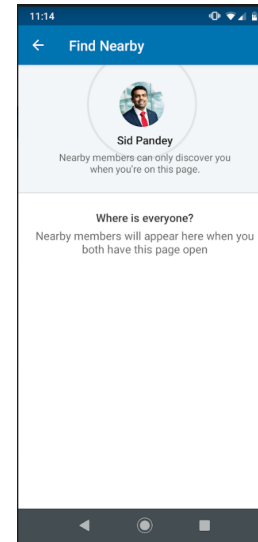
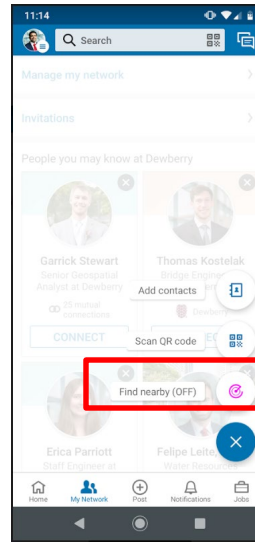
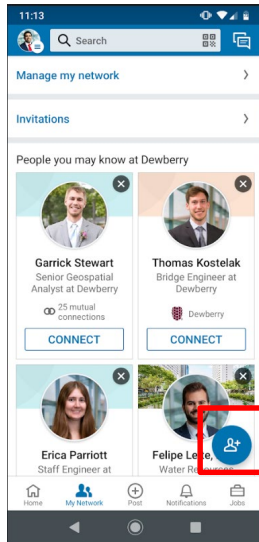




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- DIGITAL NETWORKING TIPS AND REMINDERS
 - No contact business cards! – Find Nearby





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Thank you!

Questions?