

Networking and Social Media in Supply Chain

Tips for Success

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Networking and Social Media in Supply Chain – Tips for Success

- **Why - Promote and advance your careers in supply chain and networking with purpose**
- **Tools – LinkedIn, Twitter, Facebook, others**
- **Methods - What are you doing to actively Network with others in Supply Chain and Industry**
- **Having an ‘active’ Game Plan vs. ‘passive’ Observation**
- **Measuring your success**
- **Resources**
- **Next Steps**
- **Questions**

Network

net-work

verb

“link (machines, especially computers) to operate interactively.”

"interact with other people to exchange information and develop contacts, especially to further one's career.”

Why Network?

- **To promote and advance your careers in supply chain**
 - Promoting yourself, your contributions, your education...why is this important?
 - If you don't – who will?
- **It's far easier to advance your career if you share you share your 'enthusiasm' and aspirations with others**
 - If you can help others there's a chance they will help you as well. Pay it forward.
- **Networking with purpose**
 - You don't have to be looking for a job to network – you might be just looking to gain knowledge/research
- **Staying connected**
 - It's a full time job to stay connected. You need to make the effort.

Tools

- Tools – LinkedIn, Twitter, Facebook, Skype, Google +, others (print media included)...



Social Media and Networking

Social media can - and should - play a central role in supply chain management. After all, social networking is not really about socializing, but about facilitating people-to-people communication and collaboration. By Adrian Gonzalez, founder and president of Adelante SCM

- At its most basic level, you can think of “social networking” as another set of communication and collaboration tools in your toolbox. These tools include discussion forums (think LinkedIn groups), document sharing (think Dropbox), video conferencing (think Skype), texting and micro-blogging (think Twitter), video and photo sharing (think YouTube and Instagram), and blogs and wikis (think Wikipedia). These tools don’t necessarily replace emails, phone calls, or face-to-face meetings. But they are arguably more effective in situations where many people, across multiple groups and companies, and across different time zones and geographies, need to communicate and collaborate.
- And just like you have an email address and a telephone number - your identities on email and telephone networks - you have a “profile” on a social network, which allows you to connect, communicate, and collaborate (using the tools mentioned above) with other network members. And just like your email groups and telephone lists, you now have network contacts and discussion groups that you manage.

Searching on LinkedIn

The search engine in LinkedIn is a powerful tool – use it to network and for business intelligence.

The screenshot displays the LinkedIn 'Advanced People Search' interface. On the left, there are input fields for 'Keywords', 'First Name', 'Last Name', 'Title', 'Company', 'School', and 'Location' (set to 'Anywhere'). A 'Search' button and a 'Reset' link are at the bottom left. The main area is titled 'Advanced People Search' and includes a 'Reset' and 'Close' link in the top right. Below the title are several filter sections: 'Relationship' with checkboxes for '1st Connections', '2nd Connections', 'Group Members', and '3rd + Everyone Else'; 'Location', 'Current Company', 'Industry', 'Past Company', 'School', 'Profile Language', and 'Nonprofit Interests', each with a corresponding input field. On the right side, there are several filter categories, each with a list of options and a dropdown arrow: 'Groups' (including 'iLogistics - Supply Chain Management', 'Council of Supply Chain Management Prof...', 'ProcureCon Community', 'Canadian Transportation & Logistics N...', and 'Canadian Procurement and Supply Chain'); 'Years of Experience'; 'Function'; 'Seniority Level'; 'Interested In'; 'Company Size'; and 'When Joined'.

Professional Images

Do you have an image on your LinkedIn Profile? Why not? Is it professional?



Ryan Healey 3rd

Logistics Support & **Inventory Control** Manager at EMC
Greater Boston Area • Information Technology and Services
[Similar](#)

Send InMail

Current: Logistics Support & **Inventory Control** Manager at EMC



Chad Burgess 3rd

Inventory Control Manager at Brenntag Great Lakes
Greater Milwaukee Area • Chemicals
[Similar](#)

Send InMail

Current: **Inventory Control** Manager at Brenntag



Gabriella Valle-Moore 3rd

Inventory Control Supervisor - Mud Motors at Gyrodata
Houston, Texas Area • Oil & Energy
[Similar](#)

Send InMail

Current: **Inventory Control** Administrator - Mud Motors at Gyrodata



Jaron E. Ferguson 3rd

Customer and Employee Advocate
Tulsa, Oklahoma Area • Retail
[Similar](#)

Send InMail

Current: **Inventory Control** Expert at Microsoft Retail Store



Dana Chris Davis 3rd

Material and **Inventory Control**
Dallas/Fort Worth Area • Airlines/Aviation
[Similar](#)

Send InMail

Current: Material and **Inventory Control** Supervisor at Zodiac Seats US LLC

Job Search on LinkedIn

Not only search for yourself but to help others, gain some insight in to who's hiring, at what levels, job requirements

Search

Advanced >

All
Jobs
More...

Location

- All
- United States (196606)
- Greater New York Ci... (11357)
- Greater Los Angeles ... (7325)
- Houston, Texas Area (4457)
- Canada (4026)
- + Add

Company

- All
- The Home Depot Cana... (440)
- NetHire (138)
- Walmart Canada (105)
- Lowe’s Compa... (48)
- BMO Financial Group (16)
- + Add

Date Posted

Salary

Job Function

4,026 results for **inventory manager** Sort by Relevance Save search ⚙️

Canada ✕ Reset

Inventory and Demand Planning Manager
Castrol - Wakefield Canada Inc
Toronto, Canada Area • Mar 14, 2016
[View](#)
[Similar](#)

Inventory Controller & Operations Manager
Sloane Fine Tea Merchants
Toronto, Canada Area • Mar 4, 2016
[View](#)
[Similar](#)

Warehouse Manager
Roussel Eavestrough
Toronto, Canada Area • Mar 8, 2016
[View](#)
[Similar](#)

Manager, Strategic Sourcing
PCL Construction
Toronto, Ontario • Mar 7, 2016
[View](#)
[Similar](#)

Manager - Contract Administration
CH2M
Toronto - ON - CA • Mar 16, 2016
[View](#)
[Similar](#)

Manager, Inventory & Demand Planning
Wakefield Canada
Toronto, CA • Mar 15, 2016 • From jobs.wakefieldcanada.ca
[View](#)
[Similar](#)

Job Seeker Premium 



Get visibility.

Who's Viewed My Profile:
See your full list of profile viewers and how they found you

[Upgrade](#)

Do's and Don'ts for LinkedIn...

LinkedIn

Do's and Don'ts for Supply Chain Professionals

 **Do:** Make sure to fill out all sections of your profile with up-to-date keywords and quantifiable accomplishments. Whitepapers and spreadsheets are probably too much detail.

Don't: Neglect the groups! LinkedIn's user groups are one of the most unsung but valuable networking tools to learn about best practices, industry news, and to network. 

 **Do:** Use a picture. It should be recent, professional, and simple in composition. It shouldn't be a party photo, or include spouses, children or pets and it shouldn't have anyone cropped out of it.

Don't: Reach out to sell or solicit a new connection's business immediately after connecting with them. Build your network long-term instead. 

 **Do:** Share relevant content on your profile via the "update" button - Supply Chain news, trends, observations, and articles. Invite discussion. Use the Publisher feature to post your perspective on emerging issues.

Don't: Share images that have nothing to do with the site as a professional network. This includes: "Are you a genius" questions or funny pictures. 

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Logistics Operations, &
Planning.



Twitter – add to your network – tweet with other professionals

Join in conversations or subscribe to following others to gain insight in to your profession or just to follow current events

apics

Top | Live | Accounts | Photos | Videos | More options ▾

13 new results

Accounts View all

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SCMA Alberta and 12 others follow

 **Lisa Anderson** @LisaAndersonLMA · 17h
Join me for the April 12 **APICS** Ventura County Chapter mtg to discuss the #Amazon Effect on #business #operations lnkd.in/bx5Eu8n

APICS liked

 **Jorge Lopez** @TheLopez23 · 20h
Hey, can't turn down a free race entry. Thanks, **APICS!** I know mattlidiam is in too. Anyone else... [instagram.com/p/BDnxtiCpg8h/](https://www.instagram.com/p/BDnxtiCpg8h/)

Dean Foust follows

 **GRNQC E. Clark** @GRNQC_EClark · Mar 30
GRN Queen City grnqc.com - Achieve Supply Chain Excellence with the **APICS** CSCP Learning System ow.ly/3d1fFN

"Viewpoint: The End of Twitter?" by @RandallCraig on @LinkedIn <https://www.linkedin.com/pulse/view-point-end-twitter-randall-craig>

Who follows what you follow? Are they also worth following?

See who you know that follows... an association, another person or event... Are they someone who you might also like to connect with?

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APICS is the leading source for supply chain and operations management certification, education, and research for supply chain professionals and corporations.
Chicago, IL
apics.org
Joined July 2009

TWEETS 5,509 FOLLOWING 3,262 FOLLOWERS 8,636 LIKES 1,424 LISTS 3

Following

38 Followers you know

540 Photos and videos

Who to follow - Refresh - View all

- Pamela** @pameladobias
Supply Chain Management/Program Management Professional
- Ben Uruena** @bnjmn_rn
- SAP Industries** @SAPIndustries
Connect on the latest industry news, insights and events. Most Tweets by @subhankarP, @MandyBayArea and SAP Industry Experts unless otherwi...
- ISM Magazine** @ISM_Magazine
Inside Supply Management® is the official magazine for members of Institute for Supply Management (instituteforsupplymanagement.org).
- Alan J Lewandowski** @alanjustinlee
- Jasper** @jasperwong
Dreamer and optimist, with a touch of renaissance; doing everything people said I couldn't.
- Muhamad Adnan Sohail**
- Tim Calle**
- Craig Eason**

Facebook...not just for family pictures...

Look to connect to others in your friend network with “supply chain/inventory” interests...share in discussions....join events

The image shows a screenshot of the APICS Facebook page. At the top, there is a green banner for "APICS 2016 SHANGHAI" with the dates "April 14-15 | Shanghai, China" and a call to action "Registration now open! ▶". Below the banner is the APICS logo and the text "APICS Educational Organization". To the right of the logo are buttons for "Sign Up", "Liked", and "Message". Below the logo and text are tabs for "Timeline", "About", "Twitter", "Instagram", and "More".

On the left side of the page, there is a search bar "Search for posts on this Page". Below it are statistics: "11,807 people like this", "64 people have been here", "Invite friends to like this Page", and "4.8 of 5 stars · 42 reviews View Reviews". At the bottom left, there is an "ABOUT" section with a map showing the location "Greyhound-Chicago Cumberland Ave".

On the right side, there is a "Status" section with a "Photo / Video" icon and a "Write something on this Page..." prompt. Below that is a post from APICS, dated "15 hrs", with the text: "Safety and near-miss programs get an assist from the latest technology. Check out APICS magazine's cover story with the details. <http://bit.ly/1RpsZV2>". Below the text is a photo of the APICS magazine cover.

Methods

- **Methods - What are you doing to actively Network with others in Supply Chain and Industry**
 - OPEN DISCUSSION

Active Game Plan

■ Having an 'active' Game Plan vs. 'passive' Observation

- Blogging – it's free and allows you the freedom to express your ideas
- Magazine articles – read lots, get in one or even better 'get published'
- Volunteering – at work (H&S), in the community (safety councils, transporting patients, etc.)
- Taking courses, attending seminars, attending conferences
- Guest speaking 😊
- Keeping up your memberships in related industry associations
 - but not just "membership" – get involved in 'something' – one of the associations committees?
 - Perhaps just to arrange an event

Measuring Success

■ COMMUNITY:

- I have been able to make real connections with people I would never encounter in my personal or business lives. I mean this in the way that the people (I mentioned above) share relevant content that helps other succeed. Also they were all happy to connect with me and genuinely offer their support. The LinkedIn community seems to be full of those willing to help advance others careers and provide insights use that to your advantage.

■ So what have I learned in my 60-day journey?

- Well, LinkedIn is awesomely powerful but in so many more ways than just as a networking, job hunting, or prospecting platform. It's truly a way for business minded people to collaborate and connect for the greater good on a global scale. [Michael Webb](#) Assisting Life Sciences, Medical Device, and Biotech organizations to effectively engage their international audience

How can you measure your success?

- It's not about **quantity** of connections but **quality** of connections.
- Look for 'outside your industry' or your traditional space connections



Impact of Social Networks on SCM

EXHIBIT 1

Does Your Company Currently Block Employees from Accessing Public Social Networking Sites Like Facebook, LinkedIn, and Twitter?

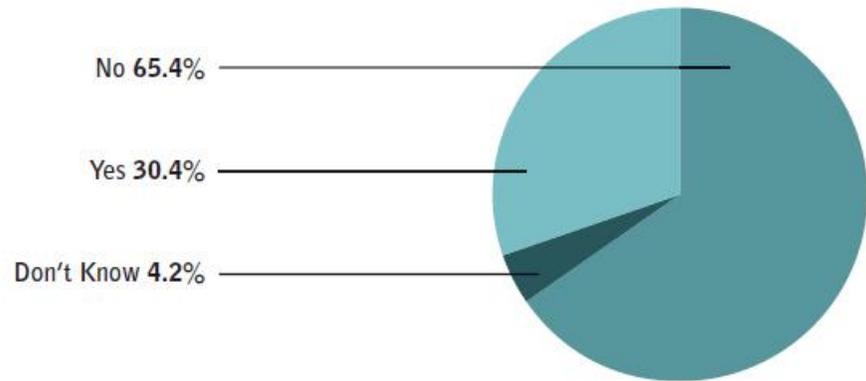
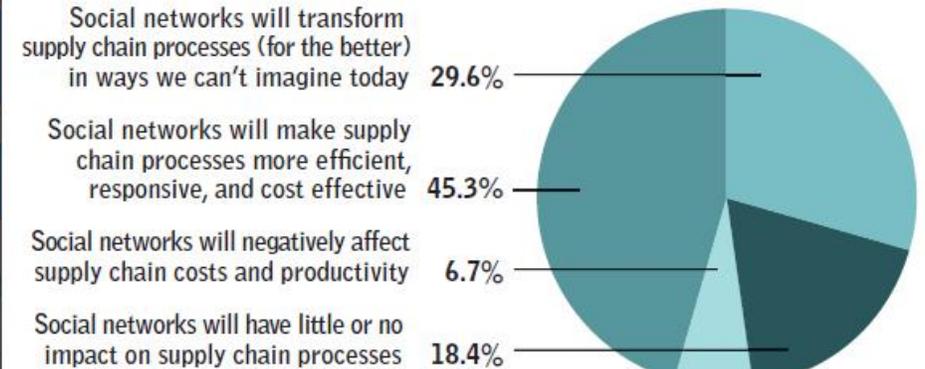


EXHIBIT 2

What Impact Will Social Networks Have on Supply Chain Management over the Next Five Years?



Resources

- Great article on Social Media in Supply Chain

<http://www.supplychain247.com/>

http://www.supplychain247.com/article/improving_supply_chain_collaboration_with_enterprise_social_networking/social_media

www.linkedin.com

www.twitter.com

www.facebook.com

Next Steps

■ Next Steps

- Engage in periodic re-connections
- Get out to events like this and other industry tours
- Never pass up an opportunity to make a 'connection' and to network
- Be seen and heard – publish an article, get some trade magazine exposure on a business success, volunteer your time for non-profit and/or community, join other 'groups' such as running groups, arts councils, etc.
- Stay 'in the know' – it's just as easy to relax your networking but more difficult to resurrect it. It's not just for job hunting.

Final Thoughts...

While it's important to Focus on an ROI when it comes to the time and effort you spend on Networking - Don't look at getting a 'balanced' result...

“PUT IN MORE THAN YOU EXPECT TO GET OUT...ALWAYS”

Questions and Comments



Questions

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Disclaimer: views are of the author and not necessarily representative of the company