

SERVE HERE AMERICA

Learning Module Week 6: The Nuts and Bolts of Building Social Capital

This week's objective is to discuss the concept of building social capital and what effective networking models might look like. Please also discuss invitations and barriers to networking.

Preparation:

Suggested Reading from the Springer Text:

- "Strategies for Building Social Capital" by James R. Cook

Additional Suggested Resources:

- "6 Steps For College Students Using LinkedIn To Connect" (2015) by Patrick Mathieson
<http://www.forbes.com/sites/quora/2015/07/17/6-steps-for-college-students-using-linkedin-to-connect/>
- "How to Grow Your Network on LinkedIn" (2015) by Stuart Holmes
<http://www.business2community.com/linkedin/how-to-grow-your-network-on-linkedin-01286592>

Learning Objectives:

- Participants should list 3 specific ways in which they can become more effective networkers.
- Participants should list 3 specific ways that social media is, or could be, mutually advantageous to them and their colleagues.
- In the coming weeks, participants should interview the CEO or one of the chief officers of their organizations. During class, please develop a list of possible interview questions in preparation for the interview. The objective of the interview is to learn how social capital helped that individual attain his or her leadership role. Participants should have a deep understanding of the mission of the organization and the officer's role in the mission before conducting the interview.

For this week's class:

- A. Please make the slides available before class, so participants can use them to guide their reading.
- B. Consider inviting a guest speaker to discuss his or her civic engagement and experience with networking groups
- C. Guest speakers are always encouraged. In fact, participants should invite people from their networks to join the learning module as a guest speaker.
- D. Please see PowerPoint for Week 6

Note: See PowerPoint slides

Slide 1: The Nuts and Bolts of Building Social Capital

Talk about work-related matters before diving into the planned material for the evening. Have each fellow speak and provide an update.

Slide 2: Schedule

- 1) Introductions (if guests are attending)/Work update
- 2) Building Social Capital/Best Practices for LinkedIn

- 3) Analysis of CEO/Exec. Director Interviews
- 4) Announcements

Slide 3: Strategies for Building Social Capital

- James R. Cook (2015) states: “ A sense of community is characterized by the following dimension [...]”
 - Membership – a sense of belonging and identification
 - Influence – people can make a difference with one another
 - Integration – sharing of values and resources
 - Shared emotional connection – positive community feelings

Slide 4: Shared Emotional Connection

- “Creating opportunities for people to connect with one another and build a sense of community, and then linking individuals to that community is how we create the type of social capital that allows individuals to thrive and communities to grow even stronger” (Cook 2015: 9).

Slide 5: Social Support Networks

- Strength of links – How does geography matter?
- Direction of links – Unidirectional v. [Bidirectional](#)
 - Asset Based Community Development (ABCD)
 - We all have strengths to offer a network
- Density of network- Bridging (Low Density) Networks v. Bonding (High Density) Networks

Slide 6: Building/Strengthening Networks

- Importance of starting “late”
- Need informal interaction
- Room arrangement
- Trust and Knowledge sustain networks
- Remember: The resources exchanged are the “capital” in social capital.

Slide 7: Case Study

- “One important way of creating exchanges is through joint problem solving and working together for a common goal. Through that process, individuals share their values (what is important), their skills (how to accomplish the goal), their knowledge, their time, and their connections to others, and thereby build relationships and trust, which create more social capital” (Cook 2015: 21).

Slide 8: Key Themes

- What key themes emerge from your data?
- How do these themes relate to social capital?

Slide 9: Linked In

- DO
 - Personalize Invitations, Nurture Connections, Others?
 - Ask current contacts to introduce you to their contacts
 - Spend time creating/enhancing your profile
 - Have a professional photo as your profile photo
 - Look at other profiles for ideas on how to enhance your own profile

- DON'T
 - Invite people to be your contacts if you do not know them at all. Look for a common connection
 - Assume that someone's LinkedIn contact is a strong tie. It can be a weak tie
 - Share information here that you would not want a current or future employer to know

Slide 10: Barriers to Building Social Capital

- [My Fair Lady](#)
- Needing to "dress" or "act" the part
- Flexing to the situation
- Importance of recognizing when we are flexing so much that we are losing sight of who we really are in the interaction
 - Do we really want to be a part of that community/network?

Slide 11: Meg Jay: Ted Talk

- [Why 30 is not the new 20](#)
- *In her book "The Defining Decade," Meg Jay suggests that many twentysomethings feel trivialized during what is actually the most transformative — and defining — period of our adult lives.*
- *Meg Jay is a Clinical Psychologist.*