Segregating Facebook and LinkedIn or Twitter

After a recent presentation at SQL Saturday Denver on building your personal brand name presented by Steve Jones (@way0utwest). One of the things that was discussed was splitting your personal contacts from your professional contacts in the following social networks:

Facebook

Just close friends and family, not the people you work with. This way when friends or family say something that might be taken out of context your coworkers don't see it.

LinkedIn

All professional contacts, but not all the people on your Facebook account. Your co-workers and business associates are fine here. Use this to build your business brand name so that people know what you do professionally. No need to have close personal friends or family here unless they are also business associates.

Twitter

Your general themed contacts, but split up based on a theme. For instance if you like to tweet on political views, then do this on a separate twitter account than your professional views. No matter what your political view may be, you are likely to upset or anger at least half of the population, or at least half or your followers, unless you separate it into a twitter account where people can follow you just to hear your political opinions.

Cleaning up

As I clean up my social networks, the one group of people that I can't figure out how to categorize is those friends from high school that I don't stay in touch with, but that I will want hear from at the next high school reunion. Most of them don't really fit into any of the three above categories.

For my business contacts that are currently my Facebook friends, please don't be upset if I un-friend you, just look me up on LinkedIn and I would be happy to have you as a connection.

Finding me:

- My personal profile on Twitter: https://twitter.com/stedmansteve I don't use this much.
- My @SqlEmt profile on Twitter, I use this mostly for SQL Server database themed activity: https://twitter.com/sqlemt
- My @DatabaseHealth profile on Twitter. This profile is used to mostly push out information

about that is happening with the Database Health Monitor project. https://twitter.com/DatabaseHealth

- My Linked in profile: www.linkedin.com/in/stevestedman/

-Steve Stedman