

# BUSINESS NETWORKING PROFILE ON OPENBC



The orange **“My Profile”** button on the top right part of the openBC website is where you need to click to fill in details regarding your business profile that will be posted on openBC.

Once you click there, you will reach a page, which gives you various options to edit and change various parts of your profile. The various headings are:

## A. Change basic personal info

- a. First Name
- b. Family Name – Your surname or last name
- c. Sex (this is necessary – because of the international nature of online business networking, where sometimes people might not put up their photographs, at least one needs to know whether we are addressing a lady or a gentleman – just for e-mail etiquette)
- d. User Name

## B. Edit business details

- a. Status – freelancer, employee, entrepreneur, etc.
- b. Company – the name of the company that you work for currently. There are other options under this head where you can give a list of additional current companies and past companies that you have worked for with links to their websites.
- c. Title – a brief one-liner of your specialty – for me it is “Designer, photographer, online business networking consultant”.
- d. Industry – the industry of your current company
- e. Wants – what are you looking for? When someone visits your profile on openBC, when they look at this section, they will get a picture of what are your goals when you use online business networking. Are you looking for partnerships, a graphic designer, some office space, for a job etc? For this section and the “Haves” section below, it is important that you use keywords instead of writing paragraphs and redundant text. Separate your keywords with commas.
- f. Haves - what you have to offer- when someone visits your profile, this section will tell them about your capabilities and how you might be of help to them.
- g. Organizations
- h. Universities
- i. Other interests

## C. Change business contact data

These are your business / office details. You can control who sees which details. The options range from showing all your details to everyone on

openBC whether they are in your contacts list or not, to not showing anything to people even in your contacts list.

- a. Academic title
- b. Academic degree
- c. E-mail
- d. State
- e. Address
- f. City
- g. Telephone
- h. Fax

#### **D. Change private contact data**

This data is your private information and you can control who should be able to see it. Options are available to customize the visibility of each and every piece of information for every different contact what you have on openBC.

- a. Private e-mail
- b. Date of Birth
- c. Birth/Maiden name – this is important because if you have recently married and have taken on the name of your spouse, your older business associate and friends will still be able to find you using your maiden name.
- d. State
- e. Address
- f. City
- g. Telephone
- h. Fax
- i. Homepage
- j. ICQ number – and other instant messaging id's like Yahoo messenger, MSN messenger and Skype.

#### **E. Upload photo**

There is a specific size mentioned and if you don't stick to a photograph that size, your face will either look too fat or too long – it will not look like you! Also, as far as possible, try to keep the photograph professional. If you do not immediately have a photograph, then do not put anything. I have seen people put photographs of their pets, their children and their own photographs while they were mud wrestling – not impressive.

#### **F. Change Password**

#### **G. Edit "About Me" page**

Here you can create an about me page where you can give other details that have not been covered by the business profile. You can also enable or disable this page depending on whether you want to have the "about" page or not. The about page can have your CV pasted on it or you can add photographs/graphics, your logo etc. depending on what your focus is. If you do not have a personal website or blog, this page can be used as a brief substitute.

#### **H. Change language settings**

What system language would you want to use and what other languages are you comfortable with.

#### **I. Change info box settings**

Select the info boxes you want displayed on your start page on openBC – the various info boxes include a birthday list from your contacts, list of

new people who have joined openBC, list of your second degree contacts – these are limited to only 5 entries so your start page does not get cluttered. This is a good way of keeping track of whose birthday it is and wishing them, also you might see someone who you might want to connect with.

#### J. Change notification settings

Set what notifications (e-mail or private message) you want to receive. For example, when you add someone as a contact and they reply to your request on openBC, do you want to be notified of the same in your e-mail inbox or not. Similarly when someone leaves an entry in your guest book, do you want openBC to tell you via e-mail?

#### K. Edit my privacy settings

To determine who may contact you.

OpenBC itself has its rules and guidelines for how to fill in each field in your profile. While you are filling your profile, you will see dark gray boxes to the right of almost each field that will give you more detailed guidelines.

Once you are done, your profile will appear like this:

**Haina Redhu** (MBA, B.Com.)



**Business details**
**Contact details**
**Guest book (✓)**
**About me (✓)**

<b>Status</b>	Freelancer
<b>Company</b>	ASIDE Design [ <a href="#">Web site</a> ]
<b>Title</b>	Designer, Photographer, Illustrator, Creative Head
<b>Industry</b>	Photography, Art and Design, Graphic Design, Media, Web Design - Conception Graphique - Graphisches Design - Illustrateur - Kunst
<b>City, business</b>	400068 Mumbai
<b>Country, business</b>	India
<b>Wants</b>	Photography assignments, Freelance design work, Illustration work, Graphic Design Jobs - Unabhängige Designarbeit - Travail de Conception Indépendant, Projects, Freelance Employment Opportunities, Clients who want to outsource design requirements at cheaper costs
<b>Has</b>	Photography, Art, Design, Graphics, Illustration, Innovation Consulting
<b>Additional current companies</b>	<ul style="list-style-type: none"> <li>▪ Cynapse: Creative Head [ <a href="#">Web site</a> ]</li> <li>▪ InnovationNetwork: Designer [ <a href="#">Web site</a> ]</li> </ul>
<b>Previous companies</b>	<ol style="list-style-type: none"> <li>1. Bracket Consulting: Creative Head [ <a href="#">Web site</a> ]</li> <li>2. InnovationNetwork: Innovation Consultant [ <a href="#">Web site</a> ]</li> <li>3. Technology Network (India) Pvt. Ltd.: Associate Consultant [ <a href="#">Web site</a> ]</li> <li>4. DEEVA Network: Diagnostics Executive [ <a href="#">Web site</a> ]</li> </ol>
<b>Universities</b>	Symbiosis Centre for Management and Human Resource Development (SCMHRD), Symbiosis College of Commerce, The Army Public School
<b>Organizations</b>	LinkedIn
<b>Other interests</b>	Business Contacts, Blogging, Innovation Management, Google, Photography, Sketching, Graphic Design, Photoshop, Illustration
<b>Confirmed contacts</b>	Luka Abaton, Anuradha Acharya, Fernando Acosta, Raj Adroit, Onno Aerden, Pia af Rolén, Mani Afschar Yazdi, Ruchika Agarwal, Umesh Aggarwal, Sunil Agrawal, Porqy Ahlers, Imran Ahmad, Prof. Laila Ahmed, Maria Ahuactzin Lepel, Christian Ahuis, Dr. Walter Aigner, Mikko Ala-Peajari, Marc S. Alexander, Silvia Alles, Ellen Altenburg, Michael Altenburg, Janine Altmann, Mirja Ammon, Paula Amunátequi Perelló, Pras Anand ( <i>more...</i> ) [ <a href="#">Show</a> ]
<b>Forums</b>	Consulting Business, Corporate Identity, Ideen- und Innovationsmanagement, India Shining, Innovationen, Kreativitätsförderung und Ideen-Börse, Online Networking Best Practices and Success Stories, Woman Entrepreneur Club
<b>Language abilities</b>	English

[Change business details](#)
[Change contact data](#)
[Change language settings](#)

**Statistics Haina Redhu:**

- # confirmed contacts: 994
- # page hits: 9.146
- # member since: 10/2004
- # premium member
- # Activity meter: [ [?](#) ]

Notice the box below my photograph on the top left corner – that box is for the statistics and this is how you will know how many times your profile has been visited. The “**Activity Meter**”, the one with the green bar tells the visitor how active you are on openBC. There are lots of people who join business networks but because of various reasons are unable to keep up steady appearances. I sometimes look at the activity bar and decide whether I should invest time networking with a certain person or not. OpenBC gives you an option where you can control the visibility of the activity bar - whether you want your visitors to see it or not!

If you have question about specific details on what would be the best way to fill your profile details on openBC, feel free to get in touch with via e-mail on [naina@aside.in](mailto:naina@aside.in) If you find this document of any help at all or if I have missed something or if there is something that you would like added to this, please write in.

This document is meant to serve only as a generic guideline on how to go about filling your profile details on openBC. This does not in anyway guarantee that you will be successful at online business networking – but it’s a start!