



Making of the largest  
professional community:  
what are the principles behind  
the Localization Professional  
 group

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Localization Professionals  
Group Administrator

- **Economics:** instant getting and providing information about goods and services, online purchases
- **Media:** all media have web-versions; particular electronic media; easy to arrange; interactivity
- **Communication:** Minimal transfer of people and documents in space – everything is done online; long distances and states borders are not a problem for communication any more
- **Job and career:** Web agencies and job market; freelancers and new class of remote permanent employees
- **Education:** Any kind of courses, books, libraries, encyclopedias, reference-books can be found in the Internet
- **Creativity:** opportunities for public self-expression

**FLAT. CROWDED. NOISY.**  
**...TOO CROWDED! TOO NOISY!**

# The Network itself is bigger than its contents!

## How large is the contents of the NET?

10 nodes with 10K of text = 100K of text

266,848,493 web sites in 2010... ~ 4.2 billion of pages ( $10^9$ )

## Idea 1. Search

## How big is the NETWORK of connections?

1,000 nodes with connections to each other =

$1,000 * (1,000 - 1) / 2 = 499,500$  connections

12,000 people = 72,994,000 connections

In 1999 population of the Earth passed 6 BILLION mark.

Number of connections:  $1.8 * 10^{19}$

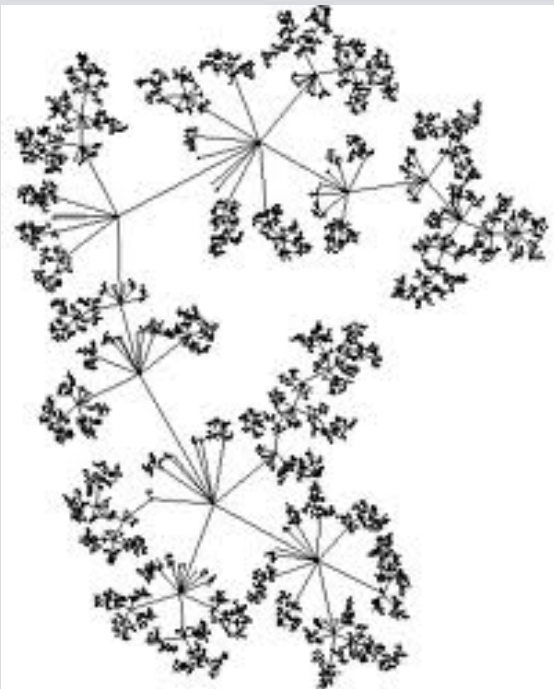
## Idea 2. Social Media

# Consequence 1: How big is YOUR network?

## How big is your connectivity?

If you are connected with 100 people, and each one of them is connected to 100 people, then you are connected to 1,000 people.

$N = \text{connectivity}^L$



LinkedIn Account Type: Business Plus

Home Profile Contacts Groups Jobs Inbox 388 Companies News More People

Connections Imported Contacts Profile Organizer Network Statistics

Here you see statistics about your network, including how many users you can reach through your connections. Your network grows every time you add a connection — [invite connections now](#).

### Your Network of Trusted Professionals

You are at the center of your network. Your connections can introduce you to 12,790,300+ professionals — here's how your network breaks down:

1	<b>Your Connections</b> Your trusted friends and colleagues	2,812
2	<b>Two degrees away</b> Friends of friends; each connected to one of your connections	622,900+
3	<b>Three degrees away</b> Reach these users through a friend and one of their friends	12,164,600+
<b>Total users you can contact through an Introduction</b>		<b>12,790,300+</b>

18,247 new people in your network since October 16

### The LinkedIn Network

The total of all LinkedIn users, who can be contacted directly through InMail.

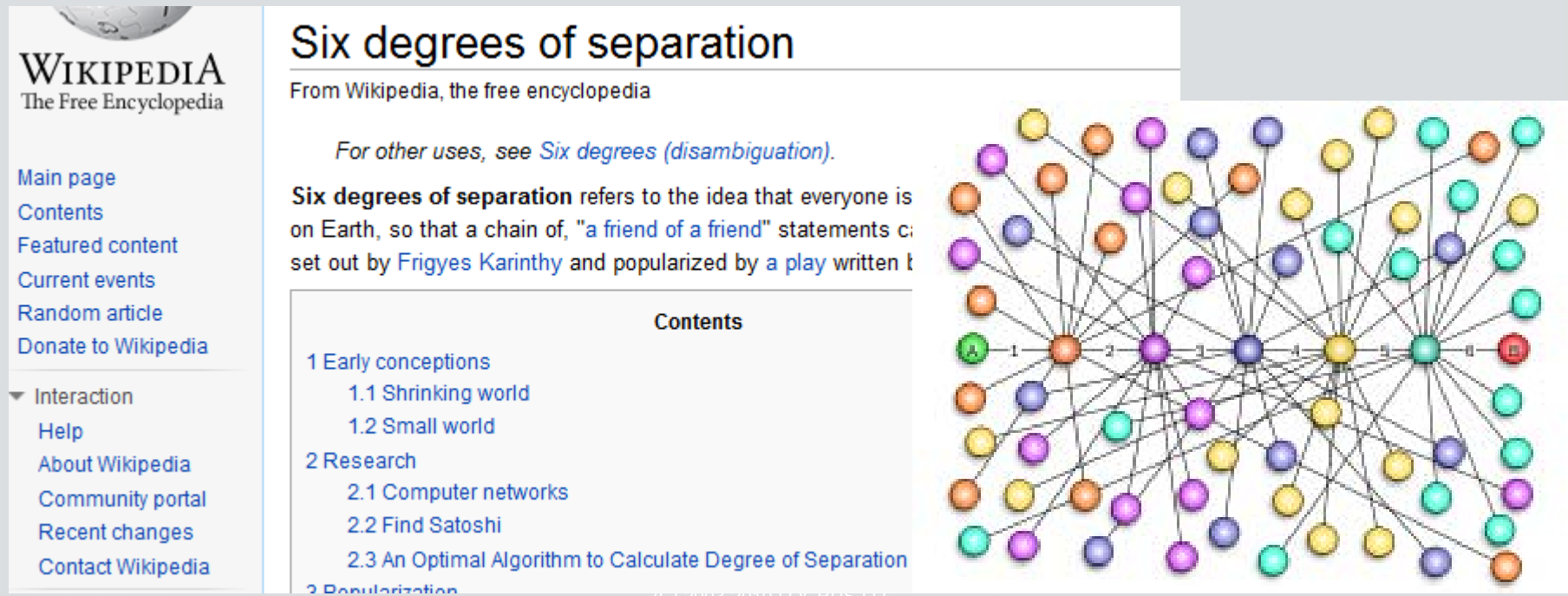
<b>Total users you can contact directly — try a search now!</b>	<b>120,000,000+</b>
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# Consequence 2: Everybody is close to each other

## How far is the stranger?

Everyone in the world is connected to each other through 6 degrees, on separation maximum, and on average the degree of separation is 3.

[http://en.wikipedia.org/wiki/Six\\_degrees\\_of\\_separation](http://en.wikipedia.org/wiki/Six_degrees_of_separation)



The image is a screenshot of the Wikipedia article titled "Six degrees of separation". On the left is the Wikipedia navigation sidebar. The main content area includes the title, a subtitle "From Wikipedia, the free encyclopedia", a disambiguation note, and a paragraph explaining the concept. Below the text is a "Contents" table of contents. On the right side of the article is a large network diagram consisting of numerous colored nodes (purple, orange, yellow, cyan, blue) connected by lines, representing a social network. A specific path of six nodes is highlighted and numbered from 1 to 6, starting from a green node 'A' and ending at a red node 'B'.

**WIKIPEDIA**  
The Free Encyclopedia

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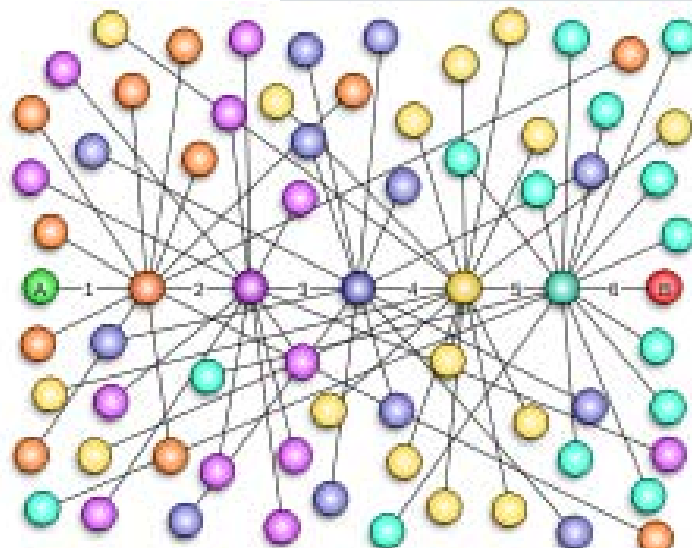
## Six degrees of separation

From Wikipedia, the free encyclopedia

*For other uses, see [Six degrees \(disambiguation\)](#).*

**Six degrees of separation** refers to the idea that everyone is on Earth, so that a chain of, "a friend of a friend" statements can be set out by Frigyes Karinthy and popularized by a play written by John Guare.

Contents	
1	Early conceptions
1.1	Shrinking world
1.2	Small world
2	Research
2.1	Computer networks
2.2	Find Satoshi
2.3	An Optimal Algorithm to Calculate Degree of Separation
3	Popularization



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# The Power of Network: Circles

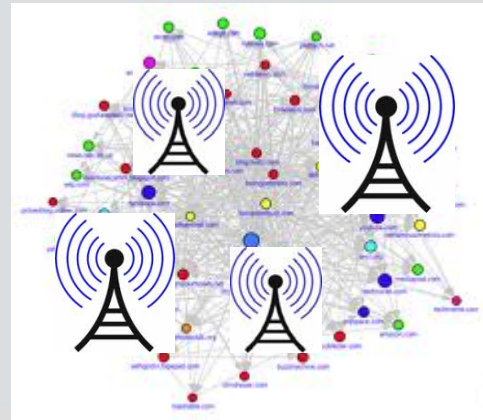
## Traditional media (field):

1. Unilateral communication from media to the audience: “one to many”
2. Passive perception by the audience
3. Single opinion



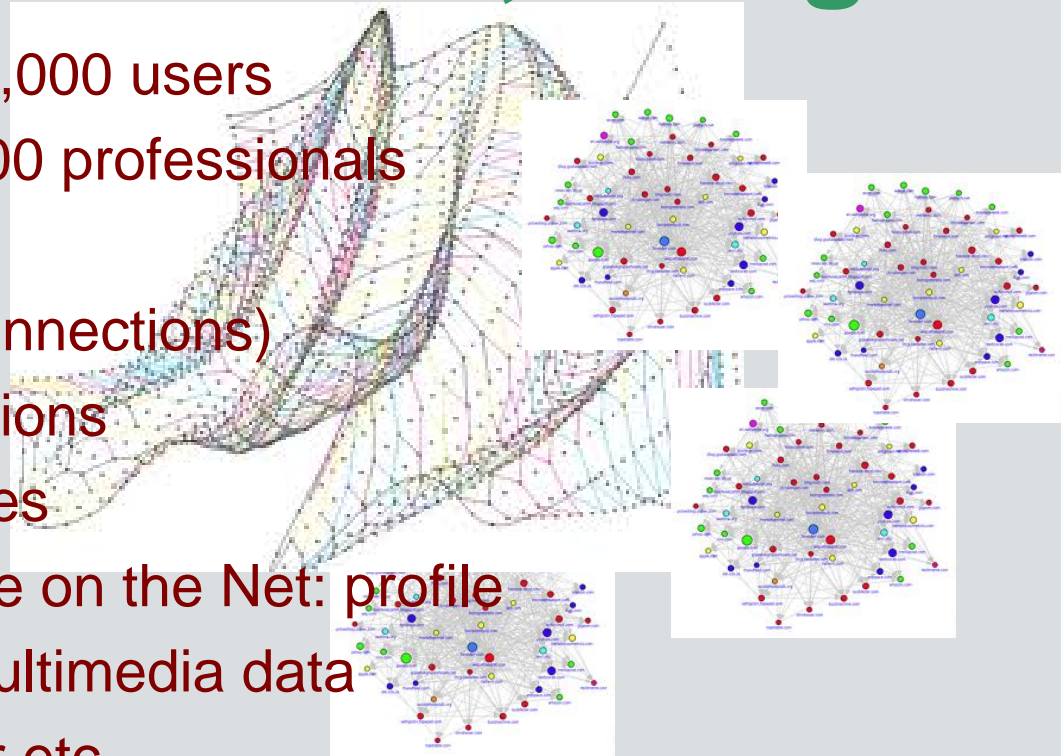
## Social media (network):

1. “Many to many” communication
2. Interactivity, feedback, common people participate in informational content creation
3. Multitude of views and presentations
4. Communities
5. Viral dissemination
6. Your circle = your own broadcasting station



## Facebook; LinkedIn; Google+

- Facebook = 500,000,000 users
- LinkedIn = 50,000,000 professionals
- High traffic (visits, connections)
- Establishing connections
- Thematic communities
- Your virtual residence on the Net: profile and virtual image, multimedia data depository, organizer etc.
- Wide opportunities for self-branding and self-expression
- Instant availability to the world through the Web & Network

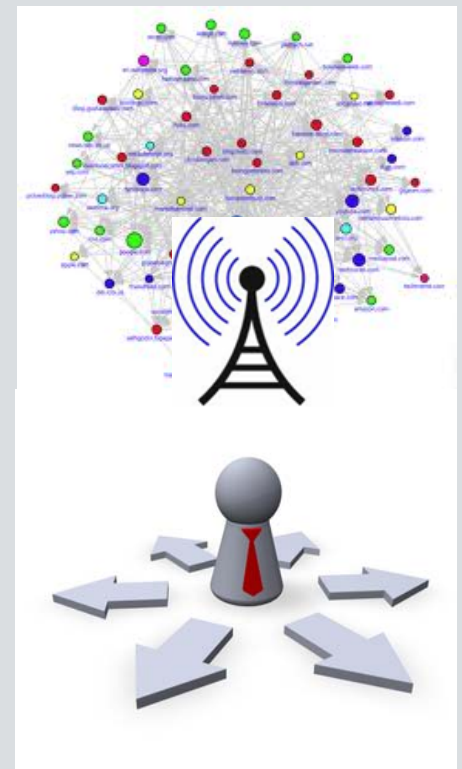


# What you can do within professional network

**LinkedIn is a social networking site for professional and business-oriented relationships.**

**It helps to find people and knowledge to attain professional goals.**

- Get/Send connections: Build new relationships
- Send opportunities: Look for candidates, work
- Get opportunities: Look for job, work
- Get Information: Get professional advice
- Send information: Promote your idea, product, service. Share relevant content consistently to brand yourself as an expert in your field or industry / build your professional reputation.
- Sending can be: Individual, Group and Broadcast



# Using LinkedIn group as individual / group member:

## LinkedIn groups allow you to (individual mode, group mode):

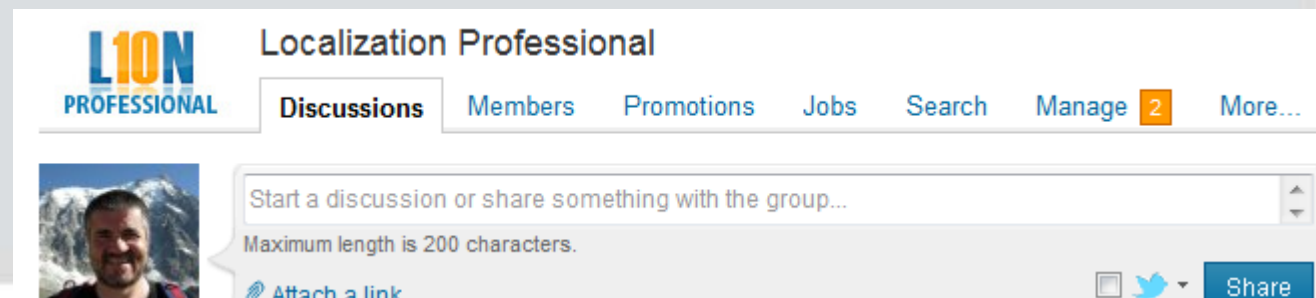
- Get assistance with your everyday work with advice from your colleagues
- Get insight into important industry problems now, and into the future
- Learn about new tools, techniques and technologies from systems developers themselves
- Post and look up specific industry jobs to hire staff and get new opportunities – the group is the largest consolidator of job offers in the industry!
- Take advantage of special promotions exclusive to the group
- Post your own promotions to this captive and qualified audience
- Get industry news fast directly to you
- Exchange ideas with your colleagues
- Find clients and suppliers efficiently
- Get more attention from the industry as a whole



# Working within a group on LinkedIn

## Group mode: Join groups answering your purposes:

- Using search tools **find several groups that fit your interests.**
- In the group search discussions by topic. Find ones interesting to you. Read, join, ask questions, answer questions of others.
- **Do not just spam in the group promoting your services and yourself.** Spam irritates people and provokes disrespect to its author.
- **Interact with people in the group, be considerate, answer people's question professionally.** Be authentic. Concentrate on adding value joining the existing discussions. This will increase your credibility and make you a valuable group member.
- **Don't direct people away from the group towards your own site.** Give direct answers to questions and try as far as possible to put much content in the actual discussion first, and only then, if you have relevant materials on this question on your website, you may post a link to it for reading more in-depth article.
- **Build up your professional reputation and credibility.**



The screenshot shows the LinkedIn interface for a group named "Localization Professional". The group logo is "L10N PROFESSIONAL". The navigation bar includes "Discussions", "Members", "Promotions", "Jobs", "Search", "Manage" (with a notification badge of 2), and "More...". Below the navigation bar is a profile picture of a man and a text input field with the placeholder "Start a discussion or share something with the group...". Below the input field, it says "Maximum length is 200 characters." and there is an "Attach a link" button. At the bottom right, there are icons for a document, a share icon, and a "Share" button.

# Getting to broadcast mode: create your own group

## Broadcast mode: Create your own group: unite your target audience!



### A group should give:

- unique potential and features to its members
- useful information
- interesting ideas
- valuable connections
- valuable communication (contacts and exchange of opinions, special offers, etc.)

# Group creation checklist

1. Define the mission of your group
2. Define your target audience
3. Define your differentiators
4. Decide whether it's going to be Open Group or a Members-Only Group.
5. Invent a group name (check that it does not exist yet and contains key words for searching)
6. Create materials for group profile (logo, description, summary).  
Make sure description and summary contain keywords so it can be found quickly.
7. The most difficult task: build your membership
8. The most time-consuming task: maintain your group

# How to draw people into you group:

- Compose an effective message to attract new members; the more individual your message is, the more effective it will be. Try to learn more about invited people and understand their needs.
- Send invitations to your LinkedIn connections and other contacts who are not on LinkedIn. Those who accept your invitations will automatically become members of your group.
- Connect with proper people to get access to their connections.
- Allow your members inviting people to the group to help it grow faster. Simply turn on member invitations in your group settings, and recipients who accept their invitations will automatically become members of the group.
- Send out mass invitations by uploading a .CSV file of your email addresses.
- **PROVIDE VALUE TO GROUP MEMBERSHIP**

## Localization Professional group advantages:

- Large-scale professional community – great resources for networking and business matchmaking.
- Deep involvement of participants owing to highly specialized nature of community
- A lot of interesting ideas, discussions, specialists thoughts and opinions – great chances to get competent answers to specific questions
- A good place to build up your professional reputation
- Wide opportunities for business promotion and career
- Can find very specific professionals in localization industry



## Group should be nurtured diligently

- Learn more about your professional network
- Provide benefit to community via special offers, ideas, promoting interesting discussions
- Careful moderation
- Keep inviting new members
- Always keep thinking about doing something new
- Learn from others
- Support your group, care about it, be honest, proactive and impartial



**WORK FOR THE PEOPLE SO PEOPLE TOLERATE YOU AS ADMINISTRATOR  
DO NOT TRY TO MONETIZE THE GROUP**

# Changes in Marketing Models

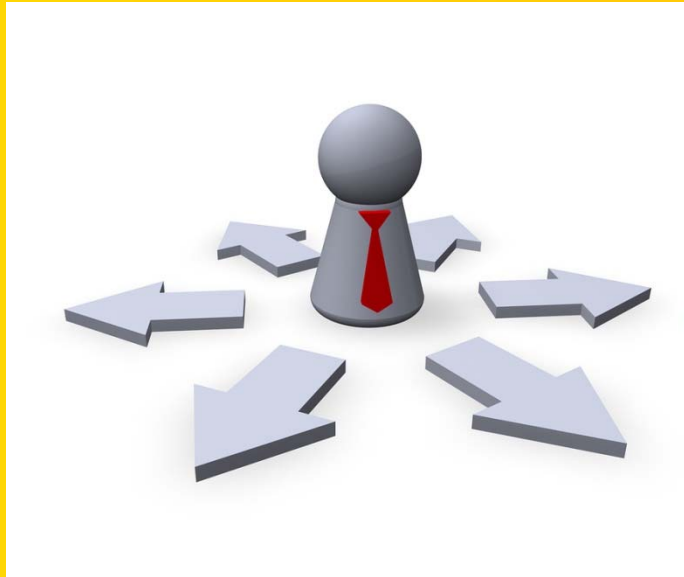
## **Traditional marketing:**

- Imprecise
- Impersonal message
- Unilateral communication
- Off the point (often untimely and to the wrong people)
- Pay-for-play model

## **Social media marketing:**

- Precise
- Communication with individuals
- Two-way conversation between salesman and customer
- Mostly to the point
- Free to play, needs time and effort
- You need to win people's respect and trust; become a leader

# Use the Power of Network Serve to gain!



**L10N**  
PROFESSIONAL

