

Using Social Media to Display Your Technical Expertise

by Mike Mitchell

In the world of telecom you face new challenges each and every day. It's a continuous learning curve where your knowledge is continually increasing. You might even consider yourself an expert in a particular area. Have you ever felt a burning desire to demonstrate your level of technical expertise to your peers, your organization, or even the world?

With the phenomenal growth of easy-to-use Web 2.0 applications, you have a plethora of opportunities to display your expertise across a variety of social media venues. Although Twitter and Facebook are high profile social networking sites, there are many lesser-known sites with question and answer technical forums. These are the perfect vehicles through which you can share your expertise.

How to display your expertise

- Answer questions on forums asked by other technical, and non-technical people.
- Start a telecom blog focusing on your specific area of expertise.
- Contribute articles or white papers to telecom sites that solicit information.

Where to display your expertise

There are many sites with forums specifically geared toward technically-oriented people. Most sites require you to register as a forum member before allowing you to ask a question or post an answer. Registration is usually free and takes less than five minutes. I recommend these sites to get you started:

- www.techsupportforum.com – Forums include security, software, operating systems, hardware, networking, web design, and more.
- www.tek-tips.com – Forums include Avaya IP, Cisco, Nortel, Mitel, as well as software, graphics, programming, PC hardware, among others.
- www.techrepublic.com – Forums include networking, software, operating systems, security, project management, careers, and more.

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You can benefit by communicating your expertise

Not only can you help your peers by sharing your knowledge and experience with them, but you can also benefit in a number of ways:

- By developing your reputation as an expert in a particular area, readers will, in time, seek your advice and possibly extend additional writing opportunities to you.
- Networking with peers in other companies and around the world opens you up to a new learning environment. This could lead to invitations to participate in unique projects and ventures.
- Being known as an expert adds credibility to your reputation. This could enhance your career path within your own organization and create career opportunities elsewhere.

Is it time for you to take an active role in social media discussions? If you want to display your expertise and establish a following, then become an active contributor in this worldwide online community. Whether your motives are purely altruistic or to gain personal recognition for career advancement, displaying your technical expertise and connecting with like-minded people is exhilarating and can produce positive results for you.

- Mike

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