

## **Linking In, Googling and Twittering: The Future of Social and Professional Communication.**

In last month's QUICK SURVEY, 93 percent of respondents said that they use social networking sites, a fact that only reinforces the important role that e-communications plays in today's business and social environments. The majority of respondents (57 percent) are currently using [Facebook](#), followed by 23 percent who are using [LinkedIn](#).

This month in *ImageWatch* we're exploring the power of e-communications and the various electronic communication tools available that make working, networking and communicating faster and easier than ever before.

### **Featured Articles:**

E-mail, social networks and search engines are just three of the tools available to help you communicate faster and more effectively than ever before. Read on for some insight about these tools and how they can help you both socially and professionally.

**E-mail:** How *did* people work before e-mail? And perhaps a more pointed question, how can you make e-mail work for you?

- [How to Communicate Powerfully by E-mail](#)
- [How to Use E-mail Effectively](#)

**Social Networking:** Now extending beyond social purposes, electronic networking is a fast way to connect with people around the world who share professional interests and backgrounds. How can you use these tools to expand your network?

- [Are you LinkedIn?](#)
- [Twitter: How to Get Started Guide for Business People](#)
- [How to Use Facebook](#)
- [Should You Use Facebook for Professional Networking?](#)

**Search Engines:** Who remembers the day that "Google" became a verb? Regardless, by now we've probably all "Googled" something or someone. It's most likely one of the fastest ways to get information. So, how do you make sure that your name or business rises to the top when you're "Googled"?

- [Eminence Building 101 Via Google](#)

### **How Actuaries Have Turned Risk into Opportunity**



Did you know? In 1957, The International Congress of Actuaries discussed electronic data processing in response to the introduction of computers, paving the way for the pioneering use of electronics in the profession.

Want to learn more facts about the profession? Visit the interactive [timeline](#) of the profession on [ImageoftheActuary.org](#).

### **Career Action of the Month**



This is the first in a series of articles designed to help actuaries at all stages of their career to take the steps they need to take their careers to the next level. Watch for additional tips in upcoming editions of *ImageWatch*.

**Actuaries in the process of completing exams and those in the first five to six years of their careers:** At this point in your career, the most important thing you can do is commit yourself to successfully completing your exams. While the process may seem rigorous now, this training will open doors for you in the future. Here are some study tips that might help you along the way:

- [Plan your path](#)
- [Successfully prepare for each exam](#)
- [Take sample exams online](#)

**Actuaries who have completed their examinations and have acquired several years of experience:** Ideally, this is the time when your career really starts to take shape and you are beginning to move up the corporate ladder. Now that you've put your training to good use, it's time to start seeking out new roles with increased responsibility and visibility. Some ideas might include:

- Serve on new committees at your workplace – not only is this a chance to use your skills and start to be a leader, it's also a good opportunity to make new connections at your company.
- Become involved in your community, maybe serving on a board that could use your unique skill set. Consider checking with your local Chamber of Commerce to identify opportunities.
- Take the time to participate in seminars that relate to your field of work and might help you expand your knowledge base. Not only will you learn something new, you'll make connections with others in your industry.

**For actuaries with a long, successful career who are prepared to take on advanced leadership roles within their organization:** Look for opportunities to shape strategy at your firm or with your clients by:

- Highlighting a current trend or identifying a problem, and helping your company's leadership understand what solutions they might want to consider.
- Helping them to see you as an important partner and resource, by giving them further insights into your training and experience.

## Actuaries in the News

- [Stepping Out: How Assurant's Holistic View of Business Exposure Keeps Risk at Bay](#) This February 2009 *Best's Review* article explores the ways that Assurant has built its business by focusing on specialty markets and highlights the five guiding principles of enterprise risk management.

## And the Winner is ...

Congratulations to Carrie Round, whose name chosen in the \$100 AmEx gift card drawing! Thank you to all who participated in the *ImageWatch* readership survey.

## Next Month in ImageWatch: The Future of the Profession

We want to hear from you! The next edition of ImageWatch will focus on tomorrow's actuaries - those currently studying or pursuing a career as an actuary. Tell us what first attracted you to the profession through the poll on the [home page](#), then check out next month's edition for the results of the survey.