The exercise of conducting a social network audit is about reaching network capacity. It is helpful for individuals who are attempting to reach a goal, such as finding a job, going to graduate school or attempting to start a business. Network capacity is about being able to maximize the number of contacts in a network who can provide information that leads to a solution.

7 Steps to Conducting the Social Network Audit

Step 1: In my***Goals*** you have the option of creating as many goals as you would like. The best way to organize your goals, is to label them (1) main goal (2) sub goal. Get someone to help you develop your goals if required.

Example: *An individual who is looking for a job*

Name of Goal: (1) Main Goal
Description: Find a job in my field
Target Date: February 15, 2006

Name of Goal: (1) Sub Goal
Description: Write a resume
Target Date: December 12, 2005

Name of Goal: (1) Sub Goal
Description: Contact employers for an informational interview
Target Date: January 7, 2006

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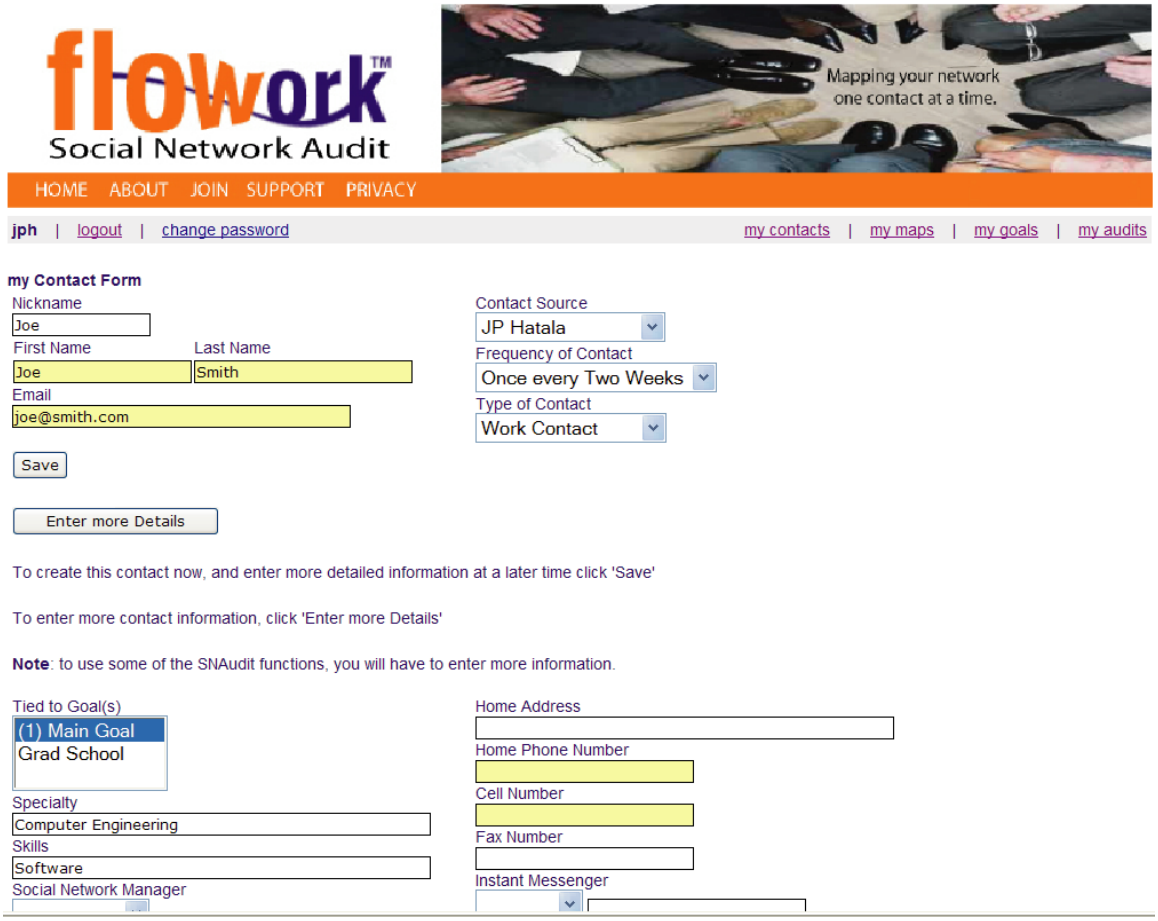
Step 2: Once you have entered your goals, go to my***Contacts*** and start to enter the names of all the people who you directly know that can help you with achieving your goals. Under 'contact source' the selected individual should be you. Be as specific as possible and link your contacts to specific goals.

Think about the different types of contacts you may have. For example, family, friends, work contacts, school contacts, neighbors, business contacts, etc.

Also, for each contact, indicate the frequency of contact that you have with each of them. This will help determine the type of information you will come across.



Step 3: In addition to friends, family and colleagues, think of any agencies, service organizations, support groups, churches, or special interest groups that may help you.

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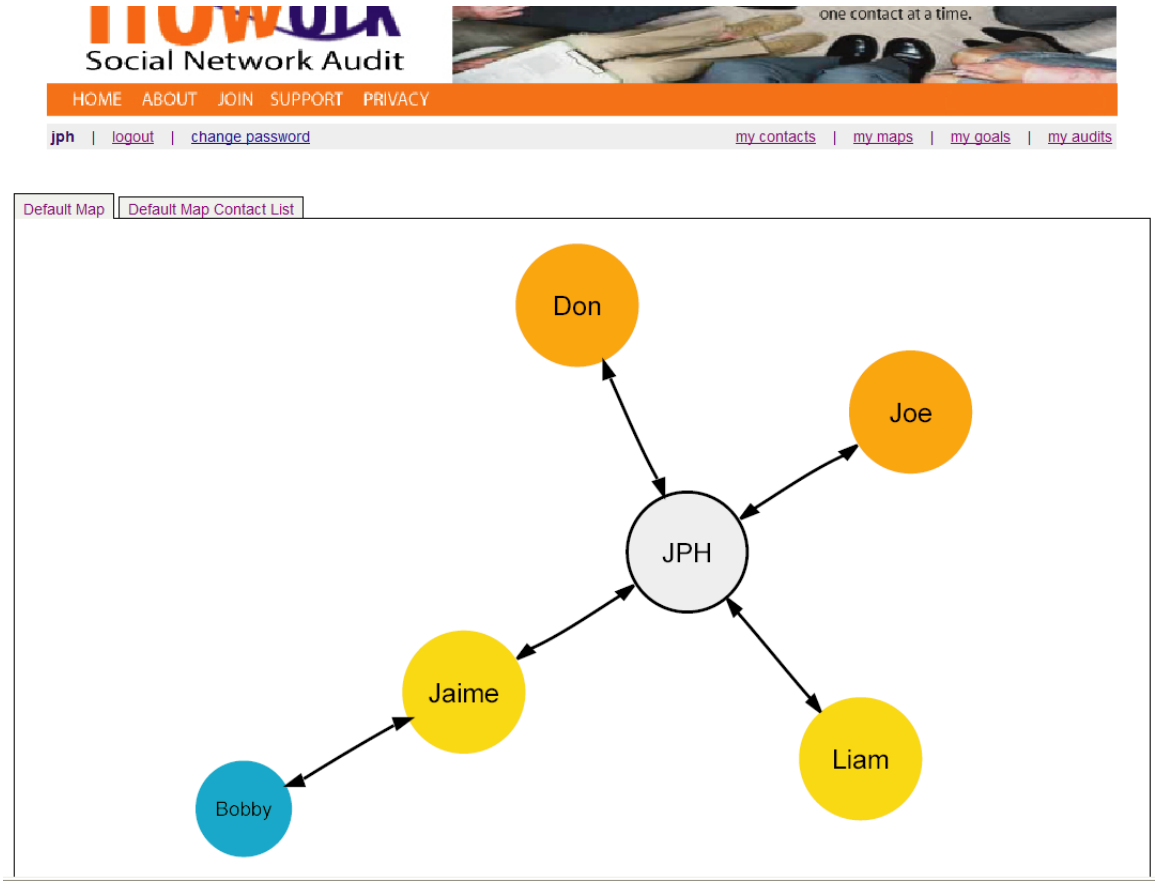
Step 4: Now go to my***Maps***, and click on 'default map'.

Look over the map to see if there are any contacts that you are missing. Consider why this is happening. Start to think of the people your contacts know and determine whether they can help you achieve any of your goals. When you have identified new contacts, go back to my***Contacts*** and enter them. Under contact source, make sure that the contact who is linked to the individual is listed.



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Step 5: Go back to **my*Contacts***, click on 'request external contacts' and select those contacts who you feel can refer you to individuals that can help you reach your goals.

Step 6: Go to my***Audits*** and create an audit and look for patterns in your numbers. Ask questions like the following.

- Are there as many contacts in my network as I thought?
- Are the majority of my contacts 'strong ties', those individuals that I am in frequent contact? (Strong ties are those individuals you have frequent contact with, for example, immediate family)
- Do I know many people in which there is limited frequency of contact? (Weak ties are those individuals you do not have contact with on a frequent basis. They are typically contacts that provide you with new information)
- How many contacts are in my network a directly linked to you?
- How many of my contacts are tied to an organization? (These contacts can link you to individuals in their organization)
- How many times have I requested referrals from my contacts?
- How many contacts have actually referred me to a new contact?

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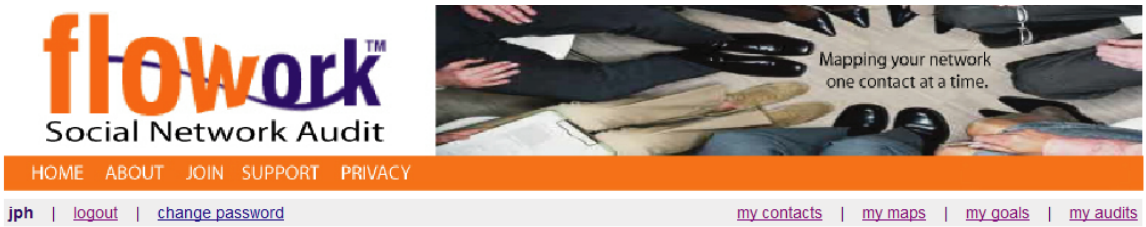

Network Audit - INterim
28-OCT-2005

	This Audit 28-OCT-2005	Prev Audit None	Difference
Contacts			
Total Number of Contacts	4	0	4
Strong Ties	2	0	2
Weak Ties	2	0	2
Obsolete Contacts	0	0	0
Direct Contacts	3	0	3
Contacts tied to an Organization	0	0	0
Requests for External Contacts	1	0	1
Contacts Added from External Requests	1	0	1
Contact Types			
Immediate Family	2	0	2
Extended Family	0	0	0
Friend	0	0	0
Acquaintance	0	0	0
Work Contact	1	0	1
School Contact	0	0	0
Business Contact	0	0	0
Professional	0	0	0
Association	0	0	0
Referred Contact	1	0	1
Neighbor	0	0	0
Other	0	0	0
Goals			
Contacts tied to Goals	1	0	1
Active Goals	1	0	1
Achieved Goals	0	0	0
Abandonded Goals	0	0	0

Step 7: Continue to add individuals to your network. Don't necessarily worry about linking contacts to goals right away, this will come in time. The goal is to grow your network and identify the type of information your contacts can potentially provide.

Congratulations! You've just completed your first social network audit. The process that you just went through is something you need to continue to help you determine your network growth. It's not just about knowing many people; it's about being knowledgeable about what information exits within your network.

Good luck in reaching network capacity!

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