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Keep Up With Your Firm's Alumni-The First Course

By **Gayatri Bhalla**

Posted on March 18, 2011 at 9:00 am



Let's face it, breaking up is hard to do. But when your firm loses a valuable employee, it doesn't have to mean goodbye forever. In fact, some of your best future referrals—or even clients—will come from your alumni. Here's how to build a platform to stay in touch:

1. Don't leave the connection in the hands of individuals alone. Social networking sites like [LinkedIn](#) and [Facebook](#) were built to make and keep connections amongst people. Make sure your firm has a robust profile and page on both.
2. Make sure all current and new employees know about the firm's profile and page so they can link to it themselves. More connections make everyone look better online, so it's win-win.
3. Link to your professionals' LinkedIn profiles now, while they are still with your firm. And encourage them to include links to their LinkedIn profile on their [biography pages](#).
4. Do respect individual's rights to keep their Facebook profile private. Give staff the option to link to the firm's Facebook page but don't require it.

CONTRIBUTORS

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Gayatri Bhalla, Principal of Interactive Marketing, has over a dozen years of experience in the interactive marketing and strategy disciplines. She brings a depth of understanding and experience with new media platforms and knows how to marry marketing with meaningful technologies.



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5. Chances are high that incoming professionals to your firm are very active of social networks—ask them which networks they recommend the firm interacts with.

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