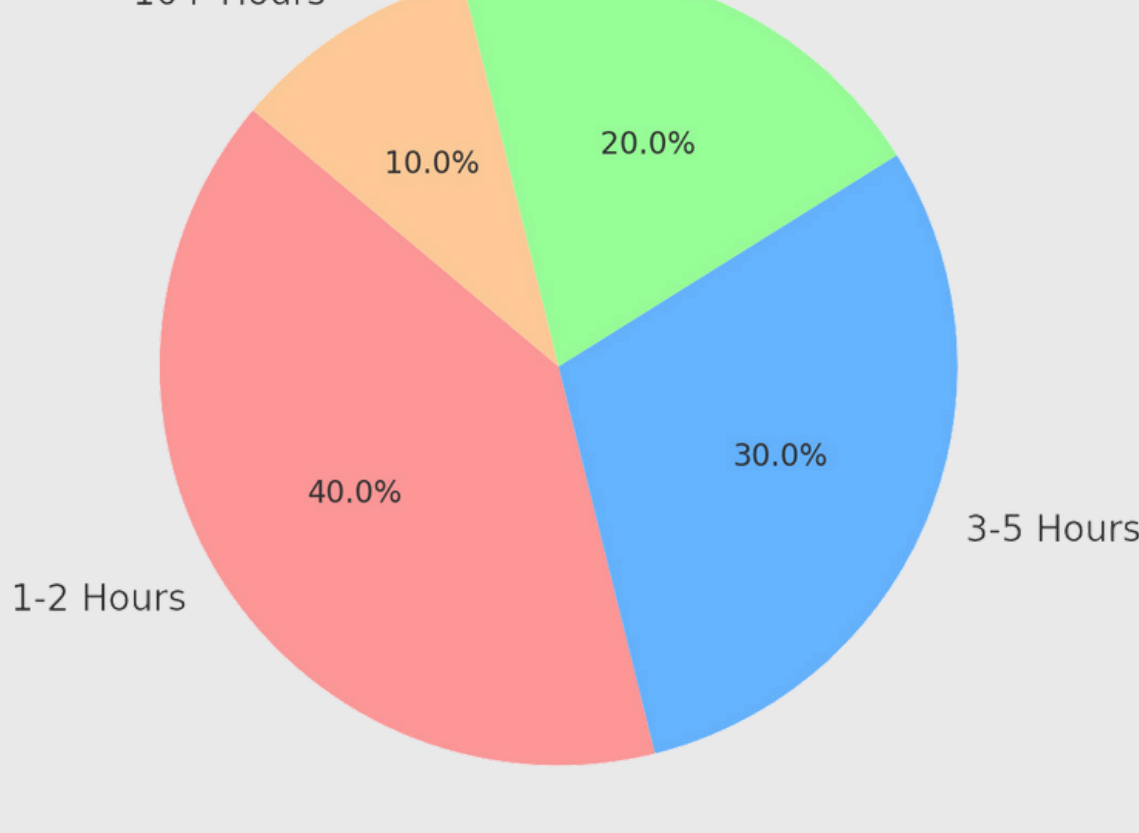


### Question or data required:

My project is focus on supporting people with networking challenges and at the moment I want to grow my online community, but I'm unsure which platform to choose. I'm looking for platforms that offer the potential for rapid growth and high engagement levels. Could you provide me with some information on the best options available?

### Time Spent on Networking Activities Each Week

Online Forums / 300 Respondents / Founders and Entrepreneurs  
Australia  
Period: 2022 - 07/24



"I often miss out on great networking events because I don't know where to find them. A tool that curates events for me would be a game-changer."

"I'm busy running my startup, so I only have time for quick tips or short articles. A 5-minute read is ideal for me."

"I'm busy running my startup, so I only have time for quick tips or short articles. A 5-minute read is ideal for me."

"I'm an introvert, so I prefer one-on-one or small group settings. Big networking events can be overwhelming."

### Why is this Information Important?

Understanding preferred strategies helps tailor content and resources to support the most impactful networking methods.

### Here are 4 simple, actionable insights on supporting people with networking according to this data set

- **Focus on Event Discovery:** Since attending events is a top networking strategy, include features that help users find and participate in relevant networking events easily.
- **Create Bite-Sized Content:** Most users spend 1-5 hours per week on networking, so provide short, actionable content like quick tips or micro-learning sessions.
- **Leverage LinkedIn:** With LinkedIn as the preferred platform for professional networking, integrate features that connect directly to LinkedIn, such as profile sharing or direct posting.
- **Support Different Networking Styles:** Cater to both introverts and extroverts by offering diverse networking formats, like one-on-one chats for introverts and group events for extroverts.

### Biggest Challenges in Networking

Online Forums / 140 Respondents / Founders and Entrepreneurs  
Sidney Australia  
Period: 2022 - 07/24



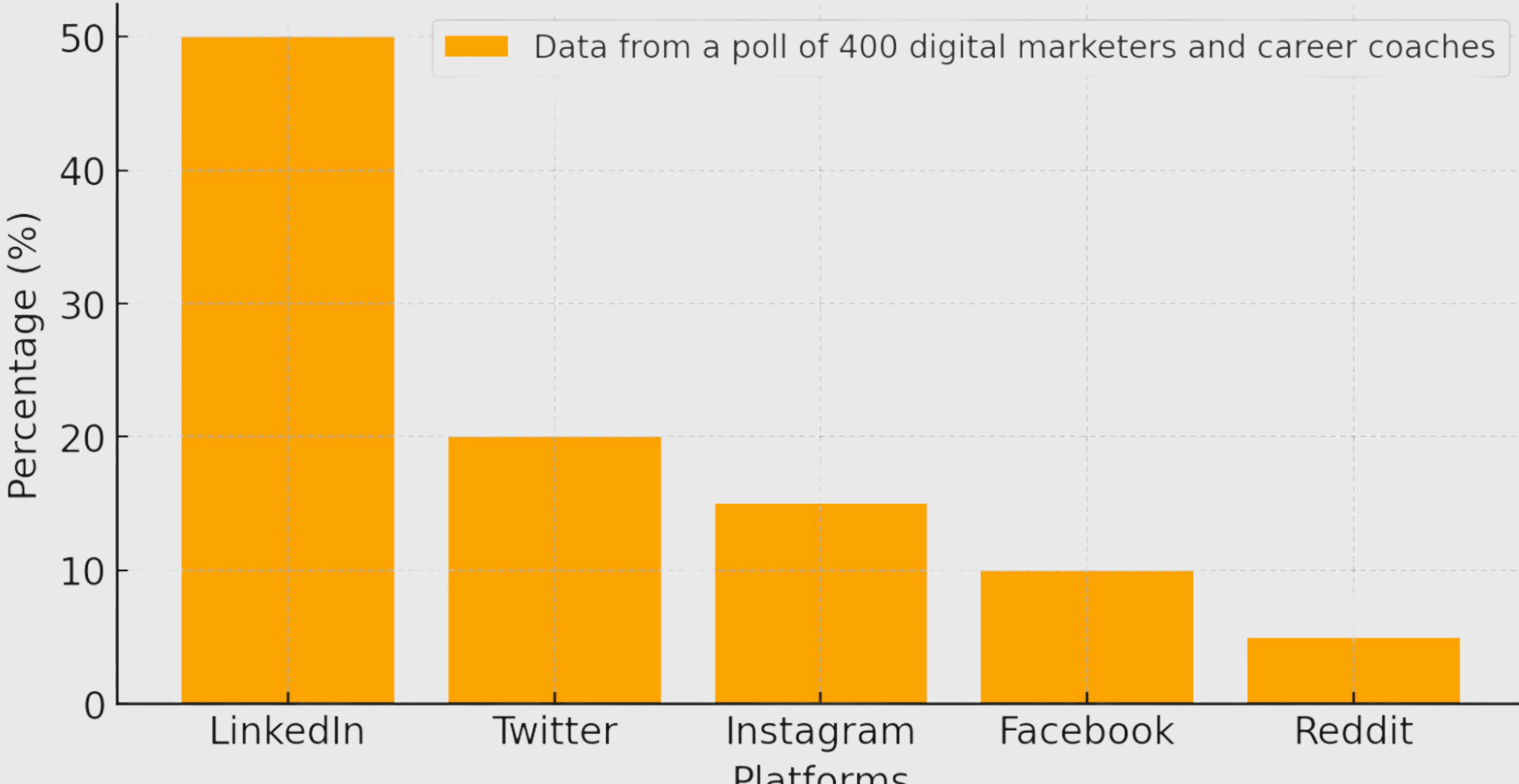
### Why is this Information Important?

Understanding the biggest challenges in networking is crucial because it helps you identify the main obstacles preventing your users from effectively connecting with others.

### Here are 2 simple, actionable insights on supporting people with networking according to this data set:

1. **Develop features like icebreaker questions, conversation prompts, or structured activities** to help users feel more comfortable initiating conversations.
2. **Offer Social Anxiety Support Resources**

### Preferred Social Media Platforms for Networking



### Impact of Virtual Networking vs. In-Person Networking

