



Friendship and Social Capital

By Danielle Bayard Jackson

What is social capital?

Some women might feel uncomfortable talking about social capital because it feels transactional, and it this feels antithetical to friendship itself. The reality is that friendship can help our social capital, and social capital can lead to friendship!

But when we only want to speak of friendship in warm, sentimental ways, then it leaves little room to address the technical aspects of connection-building.

In this supplementary guide for the Friend Forward podcast episode, “The 3 Pillars of Social Capital (And Why It's Not the Same as Friendship)” you'll learn:

1. the three components of social capital (relationship, cognitive, and structural)
2. the benefits of growing your social capital
3. why talking about social capital feels transactional

Note: For the full lesson, listen to the corresponding episode of the Friend Forward podcast: [Podcast](#) | [Friend Forward](#)

Social capital has three key components:

1. Relationships (multiple connections)
2. Resource (what YOU offer as a resource to others)
3. Reputation (what others say about you)

[You'll find examples of each in the **corresponding episode of the Friend Forward podcast: Podcast | Friend Forward**]



Evaluate your social capital.

Can you answer yes to the following statements?

Relationships

My relationships come from a lot of different places (church friends, happy hour friends, mom friends, work friends, gym friends, etc).

I have several people who I know and who know me.

I have diversity in the degrees of closeness in my relationships (some surface-level, some close, some intimate).

Resource

I feel confident that I others see my value.

I believe I have multiple things to offer in my relationships with others.

I believe that people know exactly what they can come to me for when they need resources, support, guidance.

Reputation

If people are talking about me (across contexts: work, neighborhood, community), they are likely saying mostly positive things.

I believe people have more actively positive things to say vs. neutral things to say about me

How to begin building social capital

[You are currently enjoying the free tier of Office Hours. This section is reserved for *paid* members of Office Hours. Join here: [Office Hours](#) | [Friend Forward](#) for the full guide.]

Friend Forward



Bonus resources

If you're interested in learning more about building out your network, we recommend “Social Chemistry” by Dr. Marisa King. [Social Chemistry — Marissa King](#)

If you're interested in making a good first impression in order to motivate others to want to engage more deeply, we recommend reading virtually anything by Vanessa Van Edwards (starting with her book “Captivate” [link](#)

If you're interested in learning about how your sense of self-worth might be impacting the confidence required to begin deepening and strengthening your personal relationships, we strongly suggest "Worth" by Dr. Marisa G. Franco. [Worth Book Page - Dr. Marisa G. Franco](#)

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