



## Day 16: Starting a LinkedIn Group

You will be able to make the best use of your LinkedIn account by becoming a member of many communities where you can interact with a number of people who share your interests and affiliations from the point of view of your profession. A group on LinkedIn can help you manage these communities with a great deal of ease. You can market your products and services via these groups or even become an expert in your niche if you use your group effectively. While this is a great way to make business contacts, it is also a good way to advertise jobs or look for them. As a matter of fact, there are more than 2 million different LinkedIn Groups and the number keeps on climbing.

LinkedIn offers you suggestions of various groups you might want to join. You could also search through the Groups Directory for something that suits your needs. If you cannot find the right communities to join then it is best to start a LinkedIn group that meets your requirements perfectly. It is extremely easy to start a LinkedIn group; all you have to do is follow the steps listed below:

- A. Create a group by filling in the necessary details
- B. Invite people to join the group
- C. Build engagement with group members to make the group very active

### **A. Create the Group**

Creating a LinkedIn Group involves a few simple steps. You need to:

1. Log into your LinkedIn account
2. Look for 'Interests' which is located right on top of the homepage, on the left hand side, and move your cursor over it.
3. The option 'Groups' will appear. Click on it.
4. Then click on Create a Group.
5. A form appears which you are required to fill. Be sure to fill in all boxes that are marked with a red asterisk or else the form will be considered incomplete.



There are a few things to be considered when filling this form in order to ensure that your group has the maximum possible visibility. They include:

- An appropriate name that best describes what your group is about so that you can get the right people to join it. Don't name it after your company; instead name it after the product or service you are offering.
- Uploading a logo that helps people recognize your group immediately. You could also opt to have members display your logo on their profiles in order to give your group added visibility.
- Provide a detailed description of your group, including its aims and objectives
- Add a website URL, if possible
- There is a box called "Display this group in the Groups Directory". If you check it then your group will be very easy to find.

6. Choose whether you want the group to be open or members only.

- If you create an open group then any discussions will be visible to non-members since they will appear in search engine results. However, they will not be able to post any comments.
- A members-only group is suitable if you wish to engage with specialists in a specific area, for instance people who have the desired certification

7. Once you have filled in all the data, you should click on the 'Create' button in order to make the group.

8. Go to the group management page and click on the "Edit Info & Settings" in order to change the various information you have added to your group profile and also alter your visibility settings.

You now have a LinkedIn Group. However, you need to do a few more things in order to put the group to use.

## **B. Invite people to join the group**



You need to invite members to join your group because LinkedIn will not invite them. You can do this by

1. Using your group's 'Manage' tab which helps you handle memberships and also enables you to include group managers.
2. Click on "Invite Members"
  - In case you have a list of LinkedIn members who are suited to your group then you should create a spreadsheet that lists their names and email addresses. Use the link "Batch Pre-approved Members" to upload the file. Whenever any people on this list ask to join the group, they will be accepted automatically.
  - You can also pre-approve members manually.
3. You could also invite people by sending them emails. If you have a blog then you should use it to spread the word about your LinkedIn Group. You could also use your Twitter, Facebook or any other social media account to advertise your group.
4. Use the button called "Remove & Block" in order to get rid of or block specific people from joining your group.

### **C. Build engagement with group members to make the group very active**

There are many things that you could do to engage with the members of your group. Publish articles on various subjects that are of interest to the people in your group. You need to build your reputation as an expert in the field via this group so that people visit it in order to get answers and information on your chosen field. You could also invite a number of experts from the industry to be part of the discussions. As the moderator of the group, you should post a number of interesting and thought provoking questions so that people are motivated to respond to them.

It is best to focus on the quality of people you include in your group instead of just trying to increase the number of members. At the same time, the credibility of your group depends on how popular it is. Another thing to be noted is that people tend to be put off with a lot of advertising. You should be very strict about preventing people from spamming the group.



If you feel that you cannot do a good job managing the group then you should promote a more suitable person to the job. You can do this by:

- Clicking on the “Members” link
- Locating the name of the person who you wish to promote
- Click on “Promote to manager” near that person’s name

**Now it is your turn:**

- 1: Check out some LinkedIn Groups to see whether there is a gap in the market
- 2: Get some key people together to help you kick off your LinkedIn group
- 3: Start a LinkedIn Group
- 4: Send out invites to join your group

**Day 16: Action Steps:**

1. Download PDF document
2. Watch Video 1: Intro – Starting a LinkedIn Group
3. Watch Video 2: How to start a LinkedIn Group
4. Post on Facebook Business Page you have completed
5. Any questions on our Group Page

[Link to Social Media Chix Facebook Page](#)

