

EFFECTIVELY UTILIZING LINKEDIN GROUPS

LinkedIn can be an invaluable tool in your job search and professional development. But like any tool, it only works if used correctly.

“Being on LinkedIn” involves more than just completing your Profile and building your list of connections. The more active and engaged you are, the more you’ll learn about the latest industry news, company trends, hot topics and job opportunities.

LinkedIn groups are great resources for networking, job searching and professional branding.

But joining a LinkedIn group is just the first step. Meaningful interaction with other group members is where the real value lies.

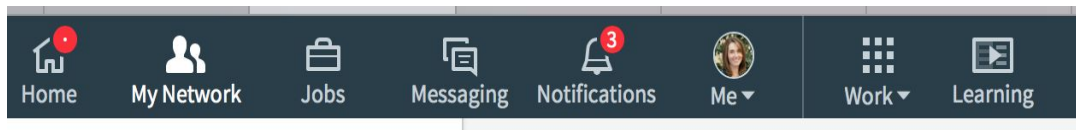
- 1. Introduce yourself.** Think of LinkedIn as a conference and each group is a networking event or seminar. When you join the group, send an introductory post. Use your online bio or perfect pitch speech to help craft it.
- 2. Get a feel for the group.** Be aware of specific group rules regarding content and posting procedures. Scroll through posts to learn what kind of topics members discuss as well as their tone (casual, professional, etc.).
- 3. Engage in discussions.** Look through the conversations and discussion threads and offer your insight or opinion about the topics at hand. Doing so gives you a chance to showcase your expertise and begin establishing your brand. Engage often! Rather than offering your input in one post, check the discussion thread and add more input to the conversation.
- 4. Post questions.** Start your own discussion. Especially if you are new to the tech industry, asking questions is the way you’ll learn about trending topics. To avoid a question or comment going unnoticed, message other members who are active in discussions, or members who post topics and articles you particularly value. Share that you value their input in the group and wondered if they might comment on your recent post.
- 5. Share articles.** Sharing content is a simple way to engage with group members. If you read a tech-related blog post or news article that interests you, chances are other professionals will also enjoy it.

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- 6. Contact and connect with other group members.** Joint group members can connect with one another even if they're not in each other's network. Open the message with a note saying "We are members of the (Group Name) group. I'd welcome the opportunity to connect with you directly."
- 7. View job openings.** Most groups have separate sections for posting jobs. Many of these positions may not be actively posted elsewhere, so groups often represent the hidden job market. Recruiters also tap into groups when looking for candidates because of the industry or geographical-specific niche they represent.
- 8. Be consistent.** Visiting your groups, commenting and sharing content should become a routine part of your LinkedIn activity.

How do you know when group activity is taking place? Upon joining a group, you can set up your notifications settings to receive daily or weekly emails alerting you to group announcements or new discussions. To establish your group email settings:

1. Select the Me icon in the top right of your LinkedIn homepage and choose Settings and Privacy from the dropdown.



2. Select Communications on the right side of the page.



3. Under the Basics section click on Change in the Email Frequency line.

Basics

Email frequency

[Change](#)

Choose what types of emails you wish to receive from LinkedIn

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4. Scroll down to find Group Updates. Set to On and select Details to the right.

Jobs and opportunities	On <input checked="" type="checkbox"/>	Details ▾
News News and articles relevant to you	On <input checked="" type="checkbox"/>	Details ▾
Group updates What's going on in your groups	On <input checked="" type="checkbox"/>	Details ▾

5. Go to the bottom of your list of groups and select All Group Email Settings.

Group updates What's going on in your groups	On <input checked="" type="checkbox"/>	Details ▾
Email from top groups		
ACPA Commission for Career Services	On <input checked="" type="checkbox"/>	
American Association of Community Colleges	On <input checked="" type="checkbox"/>	
CPP (MBTI®/Strong assessments) Education Team	On <input checked="" type="checkbox"/>	
Career Development Facilitators	On <input checked="" type="checkbox"/>	
Career Services Professionals (LNKD)	On <input checked="" type="checkbox"/>	
All groups email settings >		

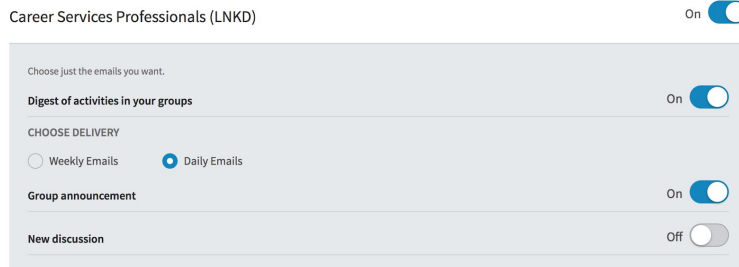
6. On the next page make sure the option to receive emails about group notifications is set to On. Scroll through and select a particular group.

All group email settings

Receive email about group notifications	On <input checked="" type="checkbox"/>
ACPA Commission for Career Services	On ▾
American Association of Community Colleges	On ▾
CPP (MBTI®/Strong assessments) Education Team	On ▾
Career Development Facilitators	On ▾

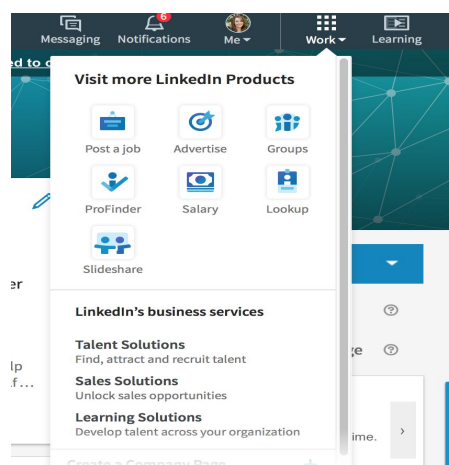
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7. Choose which activity you want to receive updates on (announcements, discussions) and how often you wish to receive emails (weekly or daily). Changes are saved automatically.



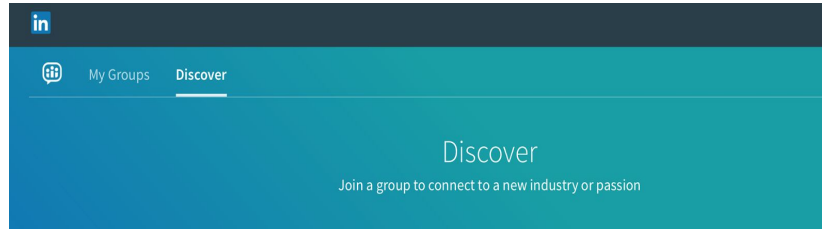
How do you decide which groups to join? Follow these strategies to find groups that you'll find professionally engaging and beneficial.

1. **Check out your connections' group memberships.** If you are connecting with professionally like minded individuals, chances are you'll also enjoy the groups they've joined.
2. **Follow LinkedIn's advice.** If you've completed an effective profile, LinkedIn begins making suggestions on who you should connect with and groups to join based on the information you include. To learn which groups LinkedIn suggests:
 - Click on the Work icon located in the top right of your LinkedIn Homepage and select Groups from the drop down.



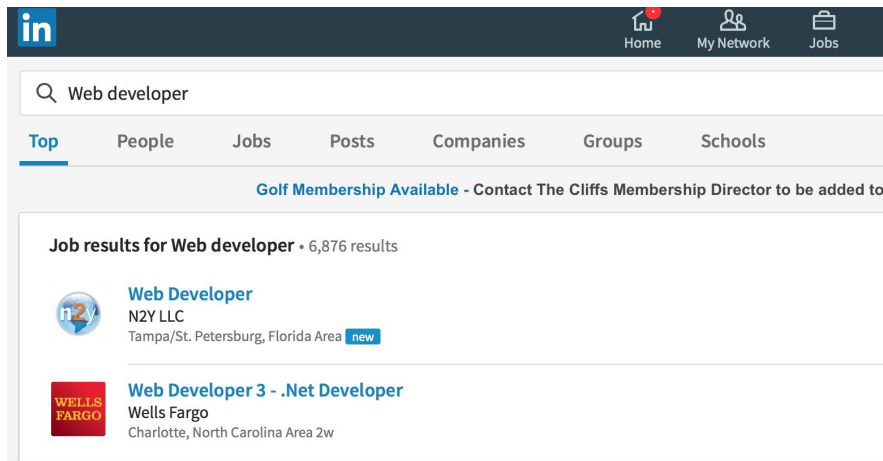
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- Click Discover at the top of the page to view suggested groups.



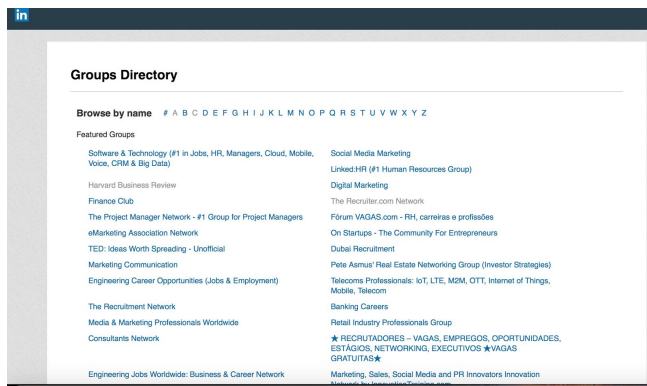
3. **Focus on industry and geography.** Target groups based on your industry, job function or preferred geographic area. Take it one step further and find a group that combines industry and geography. To search for groups by name or keyword:

- Type keyword(s) into search box and click Search.
- Click the Groups tab on the search results page.



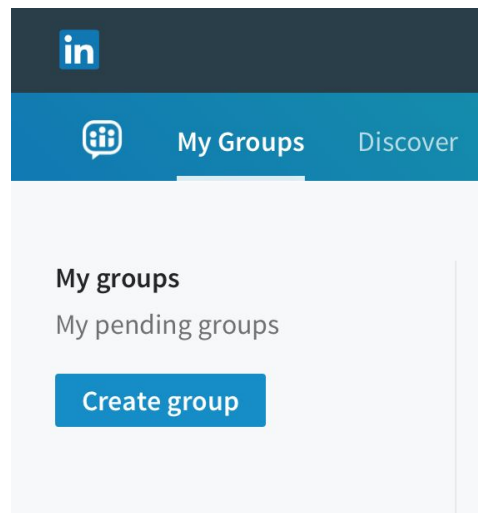
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4. Use the [LinkedIn Group Directory](#). It's a comprehensive resource that can help identify groups that are relevant to your professional focus.



5. **Start your own group.** LinkedIn has many groups, but if you see a niche that hasn't been explored, start your own group. Just be sure to have the time to devote to develop, promote and market it. To create a group:

- Select the Work icon in the top right of your LinkedIn homepage, select Groups from the dropdown and click on My Groups.
- Click the Create group button on the left side of the page.



- Fill in the requested information.
- Click the Create Group button to create your group.

Be sure to visit LinkedIn's [rules for group moderators](#) as well as [best practices](#) for building your group membership, discussion and activity.