

LinkedIn Groups: Communities for Professionals



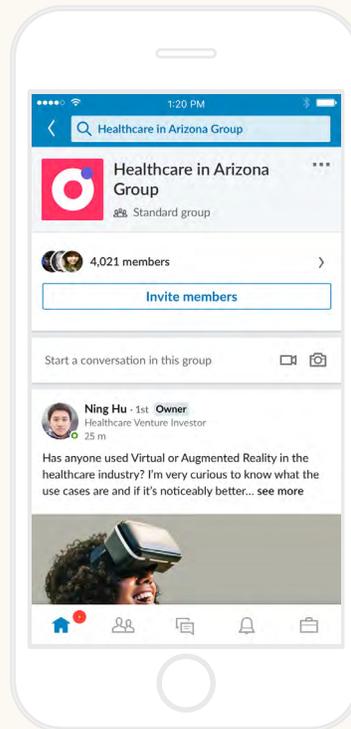
LinkedIn Groups give professionals a shared space to connect with and learn from others who share their goals. In the new version of Groups, it is now easier than ever to play a more active role in these communities:

Participate in vibrant conversations

Reply to comments, edit your posts, and share native video and rich embedded media

Manage on-the-go

Review new conversations from the LinkedIn iOS and Android apps



Stay up-to-date

Receive notifications of the latest membership and social activities in your groups

Jump right in COMING SOON

Start and join the latest group conversations right from the LinkedIn homepage

With Groups, you can stay connected with fellow alumni, talk to your peers about the latest trends and best practices, or learn more about the topics that you care about.

Your communities can connect you to new opportunities today:

- **Learn:** Ask questions and gain fresh perspectives
- **Support:** Help others by sharing your own experiences and ideas
- **Network:** Build and invest in the relationships that matter

Checklist for Planning a Successful LinkedIn Group

If you're an owner or manager of a group, there are a few key elements you'll want to consider in order to set your community up for success.

Build a team

- Who else can help you manage the group?
- What will their roles and responsibilities be?
- How will you communicate and hold each other accountable?

Define the culture of the group

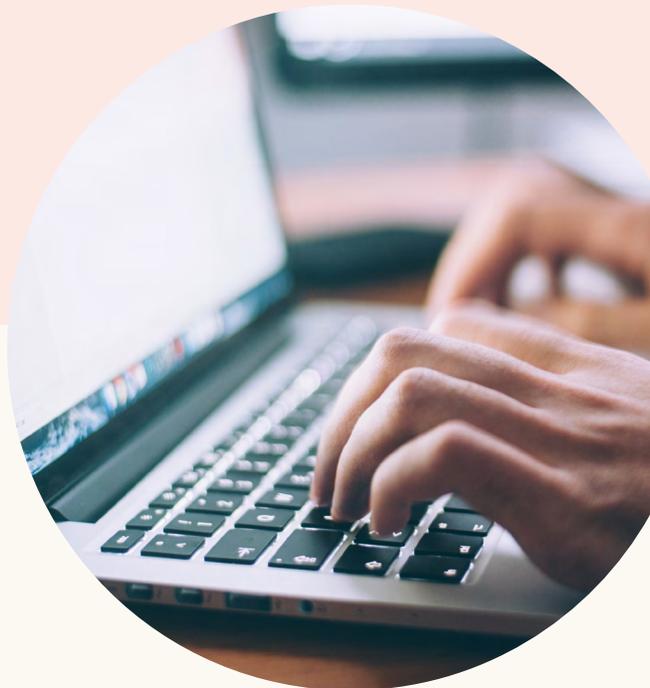
- What is the purpose of the group?
- Who should join?
- What criteria will you use to validate membership?
- How should members use the group?
- What are the rules and guidelines for conversations?
- How will the rules be enforced?

Develop a conversation strategy

- What topics are members interested in discussing?
- How often will your team post and/or comment in the group?
- What daily, weekly, or monthly themes will be relevant to your group?
- How will you ensure that members feel welcome?
- Are there members you can partner with as community leads?
- How will you reward members who actively participate?

Finalize the details

- Confirm that your group name is specific and concise
- Upload a logo that is clear and relevant
- Complete the group description and group rules
- Share your first post to set the tone of the community



Building Thriving Communities with LinkedIn Groups



As the owner or manager of a group, you have the opportunity to build a community where professionals with similar interests and goals can connect, learn, and grow. Keep these six strategies in mind in order to build the foundation for a thriving and active community:



Build a team

Designate and share responsibilities with other admins who can help manage membership, enforce group rules, and facilitate new conversations.



Define the culture and guidelines

Share a clear and compelling purpose in the group description and set guidelines for how the group will be run and how rules will be enforced.



Include the right members

Determine the membership criteria and carefully review member profiles prior to approval. To ensure quality growth, start with a smaller group of engaged members and then scale. Remove any members who violate the group rules.



Ask for feedback

Survey your members on a regular basis to find out what topics they are interested in. Develop a content schedule with themed days, like #NewMemberMonday, to facilitate new conversations.



Commit to quality

Establish a regular cadence of managing membership requests, reviewing content, and enforcing group rules.

Keeping Your LinkedIn Group Active and Engaged



Once you have your group up and running, you'll want to think about ways to encourage participation and conversations. Here are a few recommendations for how to get your members more involved:



Welcome new members

Create a new post on a regular cadence that @mentions new members and asks them to introduce themselves and share with the group what they are hoping to gain from the community.



Acknowledge the effort

Lead with gratitude by thanking members for their contributions, through a like or a comment, and encourage other admins and active members to do the same.



Make connections

@mention members who can add value to the conversation and ask them to weigh in with their insights and experiences.



Get creative

Ask thought-provoking questions, share images, or post a native video and encourage members to “share your thoughts in the comments below.”



Take it offline

Facilitate opportunities for offline meetups to give members the chance to meet locally and build deeper roots for your community.

Participating in LinkedIn Groups



The communities you belong to may hold the keys to your success. As a member, keep these suggestions in mind to make the most of your time within LinkedIn Groups:



Join the right group for you

Review the membership, description, and rules before requesting to join or accepting an invitation to a group.



Introduce yourself

Make a great first impression. Share who you are, why you've joined, and what you're hoping to gain from the community.



Jump into conversations

Get up to speed on the latest conversations. Help others by jumping in and sharing your unique perspective or @mention other members who may be able to add value.



Kick off a new conversation

Ask a question, provide context for any links, or share images and videos that are relevant to the purpose of the group and valuable for the members.



Close the loop

If you start a new conversation, remember to reply with a like or a comment to thank members who have shared their own insights and experiences.



Lead by example

Groups are intended to be a space for helpful conversations. Follow the group rules and encourage others to do the same. Please don't use groups as a platform for promoting your product or service. If you're looking to attract talent, generate leads, or build brand awareness, check out LinkedIn's [business solutions](#).