

Engaging with your members via LinkedIn Groups

Best Practice

“LinkedIn Groups provide a place for professionals in the same industry or with similar interests to share content, find answers, post and view jobs, make business contacts and establish themselves as industry experts.”

Actively engaging in LinkedIn Groups has the potential to:

- Position your society as an industry thought leader
- Nurture valuable relationships with your members
- Showcase and highlight your members as thought leaders
- Generate interest and leads for your products/services

1 Join groups

Groups that pertain to your professional interest are a way to find common ground with customers, prospects and end users. Use keyword and location searches to find relevant groups.

2 Find groups that are active

Join groups with active members who regularly post new content. If the group hasn't been updated within the last week, reconsider joining.

3 Ask Questions

The good way to provoke discussion on LinkedIn is to ask questions. Instead of posting a headline and a link to an article about the CPA, ask a question.

4 Engage in group discussions

Post interesting content, such as articles and news stories, your society's position on a particular topic or even to start your own discussion. Before you post, ensure that your post adds value to the Group, is aligned with the group mission and policies and invites conversation.

- Be diplomatic in your response
- Be respectful and courteous, even when disagreeing with another member
- **NEVER** post spam or self-serving content
- Adding **VALUE** to the group is paramount

5 Initiate a post

There are three components relevant to a LinkedIn post:

- **Headline:** 120 characters you're allotted to communicate basic info or propose a question.
- **Add more details:** Provide background information. Explain why this is information important and relevant.
- **Link:** Once you add a link, LinkedIn will populate the teaser section. You can then remove the link from your actual post, so it doesn't look sloppy.

6 Follow Up

Engaging with the responses, either through posting back or liking the member's comment cultivates the conversation.

7 Write like you talk

Corporate speak doesn't translate well in group discussions. LinkedIn is a social platform – the language you use should be reflective of a more casual, yet professional conversation.

8 Add value and don't spam

Your goal is to position your society as a thought leader in the space. Share content that is engaging, insightful and acts as a resource for relevant information.