Using LinkedIn Groups Checklist

Groups are great way to build authority and connections on your LinkedIn account. Use this checklist for the best practices for creating your own group and participating in them.

Creating a Group

- ◻ Sign into your LinkedIn Account. Select the Work option. Select Groups. Select Create new group.
- ◻ Fill out the group details providing a group name and description as well as a thumbnail photo and the group rules.
- ◻ Leave the privacy setting to Standard if you want to be found by everyone. Use Unlisted if you want to invite specific people.
- ◻ Select create group.
- ◻ Select Invite members to get people from your connections list.
- ◻ Invites can only be sent to people you are connected to. Invites are limited to how many you can send at one time depending on your group size, pending invitations, the number of connections you have and how long you've been on LinkedIn.
- ◻ Select Invite when you're done.
- ◻ Seed your group with three or four posts.
- ◻ Promote your group by displaying the group on your profile, in your email signature or share the group link in your newsletter.

Joining Groups

- ◻ Find relevant LinkedIn groups related to your professional interests.
- ◻ Use the Search field box by typing in a keyword or phrase. Select Search. Then select More>Groups to see the filtered list of groups.
- ◻ Use the Discover option. Select Work then select Groups. Then select the Discover button. You see a list of recommended groups based on your profile and the group members.

- Access groups you already joined by looking for them under the Groups section in the left sidebar of LinkedIn. Tap the menu button on the top left of a mobile app to see the Pinned groups and Groups you’re in.

Participating in Groups

- Share your knowledge, resources, and experiences.
- Ask questions or for advice.
- Read and comment on discussions of others in your professional niche.
- Learn more about your potential clients.
- Be courteous, follow the rules, and don’t spam.