LinkedIn Tips for Engagement & Best Practices

First and foremost, it is important to establish the purpose of creating the group and the goals of the group.

Develop a plan of action

Creating a posting schedule is one way to ensure that information is being continuously disseminated to the group.

- Post announcements and details on chapter events and CLE programs.
- Post a discussion question associated with a particular issue that is of high interest to in-house counsel.
- Scan legal and business publications for news articles relevant to in-house counsel and the legal profession as a whole.
- Recognize the accomplishments of chapter members or committees.

This increases collaboration and garners insight from other in-house counsel on how to resolve or handle certain practice issues. Over time, group members will increase and interact more due to the timely, relevant content being posted.

Drive awareness

To increase and drive awareness, incorporate the LinkedIn logo into all outgoing messages, and emphasize the value of the LinkedIn group as a place for networking with in-house counsel.

Have a quick turnaround for group admittance

In social media, there is an expectation of instant access. The longer a potential group member waits to gain access, the less likely they are to be engaged.

Get organized

Consider forming a small team of 5-7 people that will share the responsibility of keeping the stream fresh with content.

Familiarize yourself with LinkedIn

The more you know about the LinkedIn platform, the easier it will be to encourage group members to use all of the available features within the group.

The group administrator(s) should be aware of any changes to the platform that may affect the group – or at least know how to contact the LinkedIn “Help Center” to find out. LinkedIn is constantly developing new ways to engage members within a group. When these new features emerge, don’t be afraid to try them out.

<u>LinkedIn Group Features</u>

<u>Sending announcements to the group members</u>

Group managers can send up to one group announcement per week to members who have chosen to receive such emails. By default, announcements are sent as an email to members and also posted as a featured discussion within the group.

1. Move your cursor over **Interests** at the top of your homepage and select **Groups**.
2. Click the **group's name**.
3. Click the **Manage** tab.
4. Click **Send an Announcement** on the left.
5. Enter your **Subject** (up to 200 characters) and **Message** (up to 4000 characters).
6. Click **Send Announcement**.

<u>Moving Discussions to the Jobs and/or Promotion Tabs</u>

A group owner or manager can add a Jobs or Promotions tab to their group.

A Jobs tab gives group members a place to share jobs and jobs discussions. Jobs discussions are automatically removed after 14 days. You can always post a job on LinkedIn if you want to reach a wider audience or need a job posted longer.

A Promotions tab gives group members a place to post their product promotions. Promotions don't expire, but they can be deleted by the poster or by a group owner/manager.

If these tabs are visible in your group, your owner/manager might allow you to flag a discussion for placement in the Jobs or Promotions tabs.

1. Click the **title of the discussion** item.
2. Click **Flag** and then select **Flag as Promotion** or **Flag as Job**.

<u>Featuring Discussions in the Managers Module</u>

If you're a group owner, manager or moderator you can feature up to 10 discussions in the Manager's Choice module on the right side of your group's Discussions page.

To feature a discussion in the module:

1. Go to the **Discussions** tab in your group.
2. Click the **discussion title**.

3. Click the **Add to Manager's Choice** link directly above the profile photo of the member that started the discussion.

To remove a discussion from the module:

1. Go to the **Discussions tab** in your group and locate the Manager's Choice module on the right.
2. Click the **discussion title**.
3. Click the **Manager's Choice (undo)** link directly above the profile photo of the member who started the discussion.

Manager's Choice now includes the new Hero Image. The Hero Image is the photo that can be uploaded to represent your group. Move your cursor over the image and click the arrow to the right (inside the image) to scroll to the discussions featured in Manager's Choice.

1. To set the order or check to make sure you don't already have 10 featured discussions (the max allowed), click the Search tab and select Set Manager's Choice Order on the left side of the page.

2. Hero Image requirements: 646 x 200 pixels minimum, maximum size 2 MB, and format of PNG, JPEG, or GIF. Upload or change a hero image by clicking the **Group Information** tab.

Adding or removing group managers

You can add or remove a group manager from the Participants section of your group.

To add a new manager:

1. Move your cursor over **Interests** at the top of your homepage and select **Groups**.
2. Click the **group's name.**
3. Click the **Manage** tab.
4. Click **Participants** on the left and then click the **Members** tab.
5. Locate the group member and click **Change Role.**
6. Select their new role.

To remove a manager:

1. Move your cursor over **Interests** at the top of your homepage and select **Groups**.
2. Click the **group's name**.
3. Click the **Manage** tab.
4. Click **Participants** to see current managers on the **Management** tab.

5. Click **Change Role** under the manager's name.
6. Select their new role.

Managing message templates

A group manager can create, manage, and automatically send message templates to users interested in participating in the group.

1. **Request-to-join Message** - to people who request to join the group.
2. **Welcome Message** - to people when you approve them for membership in the group.
3. **Decline Message** - when you decline requests to join the group.
4. **Decline-and-Block Message** - when you decline requests to join the group and block any future requests.

Take the following steps to create, edit, stop, or test a custom message:

1. Move your cursor over **Interests** at the top of your homepage and select **Groups**.
2. Click the group's name in the row under the group name.
3. Click the **Manage** tab.
4. Click **Templates** on the left.

To create a template:

1. Click the message template you want to create.
2. Create your message and check the **Enable auto-send** box.
3. Click **Save Changes**. Your custom message will be emailed automatically to people who request to join the group.

To edit a template:

1. Click the message template you want to edit.
2. Edit your message and click **Save Changes**. Your revised custom message will be emailed automatically to people who request to join the group.

To turn auto-send off or back on:

1. Uncheck the **Auto-Send** *is* ***ON*** box underneath the appropriate message template. Your message will no longer go out automatically to users who request to join the group.
2. You can turn auto-send back on at any time by rechecking the same box.

To test a template:

1. Click the message template you want to test.

2. Click **Send Test** at the bottom.