



LinkedIn Groups  
Tips to Grow and Develop  
Your Group Following



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Establishing a networking group within LinkedIn is an effective method for expanding your professional network. Following proven guidelines will help you develop a strong group.

### **Managing Your Group**

- Use a personal touch. Welcome new group members with a personal email telling them how to use the group and interact with you.
- Encourage users to engage other group members through discussion streams.
- Praise the good and deal with the bad. If you need to address negative issues, do so privately.

### **Engaging Your Group**

- This is about community, so support the community. Every post cannot focus on selling you or the company.
- As the group grows, think of other ways to connect people. Webinars and online chat help build connections.
- Use polls or ask questions to measure interests and trends.
- Use RSS feeds to supply the group with relevant information. Encourage members to provide feedback on your posts.
- Add your corporate blog to your personal LinkedIn profile. Post an excerpt with a link back to your company blog. This is a great way to build discussions and develop loyal followers.

### **Promote**

- Send all new group members an invitation to join your personal network.
- Scan LinkedIn and your other networks for likely group members. Recruit members through introductions or InMails.
- Send invitations to your current contacts in LinkedIn and your personal contact list.
- Add follow me on... icons to your email signature.