



LINKEDIN GROUPS - A MARKETER'S CHECKLIST





INTRODUCTION

With more than 500 million members, LinkedIn is a fantastic platform to pick up tips from industry experts, establish your own expertise and widen your professional network. When it comes to LinkedIn Groups, there are two main options:

- Join existing Groups relevant to your industry
- Manage your own Group

This checklist provides you with the essential information you need to successfully interact through the Groups feature.

JOINING AND PARTICIPATING IN GROUPS

Getting started

- You can find LinkedIn Groups you are already a part of and discover new ones to join by typing the name or a keyword into the Search bar at the top of your LinkedIn navigation, then select 'Groups' from the dropdown. You can find out more by clicking on the Group's name.
- To browse for Groups recommended for you by LinkedIn, click the Work icon in the top right of your LinkedIn homepage and select Groups from the menu that appears.
- Carry out thorough research to identify the Groups that most closely match your expertise and interests. You can explore the quality conversations before deciding if a Group's for you – although you won't be able to do this if a Group is Unlisted Groups (previously known as 'Private').
- If a Group is Standard (previously known as Public), you can simply click 'Join'. But if it's Unlisted, you'll need to 'Ask to Join' and have your request approved by an admin of the Group.
- LinkedIn will recommend Groups via your Notifications, based on the topics you're interested in, the hashtags you follow and keywords in your profile.
- It's important to check the rules and guidelines of any Group you join. Many have restrictions on the type of content you can and can't post:

About this group

The Link Building and SEO group is the place to share and discuss all things search marketing. Ask questions, share experiences and more.

Group rules

Thanks for joining the Link Building and SEO LinkedIn group.

Keeping true to our mission of advancing the practice of Link building and seo in the search marketing industry, we monitor all submissions to the group and will only accept conversations and posts related to the industry. We can best learn from each other through constructive and insightful discussions.

This group is focused on open dialogue. We will delete any discussion submission which includes:

- A promotion of services.
- Job postings.
- Posting the same posts multiple times

This kind of content distracts members from conversations taking place. Members who are unable to follow these rules will be removed from the group.

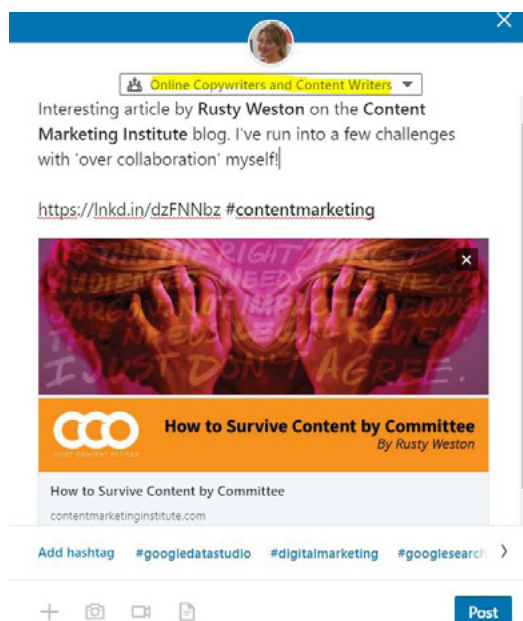
We are grateful to have you a part of our group and look forward to sharing insights, tips and best practices with you.

- Group managers may review your request to join or ask for additional information to make sure you meet their membership criteria. Membership approval is solely up to the Group.
- You can join up to 100 Groups, but you'd be hard-pressed to keep up with them all! Concentrate on three to five.



Interacting and engaging

- Ensure anything you post is hyper-relevant and right on target with the type of discussions members are having.

- Post updates and articles that you share on my home feed – gives you more reach. Be careful not to be overly promotional – this can be perceived as spamming, which can get your content (and yourself) removed from the Group and damage your reputation. Do not annoy Group members with pushy sales language. Don't always post your own content! Bookmark interesting content you find from other sources with a comment or question to add context and encourage discussion.
- Comment on others' posts and participate in Group discussions without promoting your links to build your reputation as a trustworthy authority.
- You can also share a post from your homepage to one of your Groups by selecting the Group from the visibility options at the top.




- Answer questions asked by members and offer advice to establish your credibility– this is especially effective when you include examples or anecdotes from your personal experiences. Do this as soon as possible after the question is posted to maximise engagement (the same goes for liking and commenting on others' posts).
- Add links, images, videos and documents to your posts to add further value. Add relevant hashtags to make your content easier to discover when people search the platform for that term (but no more than five per post). You can also tag another member using @ and typing in their name.
- Start off your own conversation by asking a thought-provoking question – but check first that the topic hasn't been exhausted in recent conversations.

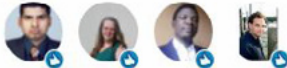
 **andrew bennett** • 2nd
 Web Editor/Content Manager
 1w •  Freelance Web Writers

Anyone used any of the following? What are your experiences? Are they worth it?
 Do you have any other suggestions?

Guru
 Bark
 Truelancer
 Freelancer
 Working Nomads
 Fiverr

 4 • 14 Comments







Reactions



- 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.
- Make connections. The Members List of any Group you're in is a mine of potential contacts who are likely to have the same interests and skills as you. You can simply click on the Members' List to check out their profiles, send them a message (You can send 15 free 1:1 Group messages to fellow Group members each month), or invite them to become a Connection.

← Digital Marketing

1,199,201 Members

	Adrianna Malolepszy · 2nd Manager Channel Operations Manager at Demand Exchange BA International Relations, MSc International Security	Message
	Natasha Farrell · 2nd Manager Community Marketing Manager	Message
	John Horsley · 2nd Owner Founder, Digital Doughnut 1.5+ million strong digital marketing community	Message
	Simon Johnson · 2nd Manager Head of Technology at Digital Doughnut	Message
	Nicholas Colthorpe · 2nd Manager Marketing Manager Content Creation Graphics Website Design SEO Business Development Campaign Management	Message
	Phoebe Aitken · 2nd Manager --	Message

- Actively participate regularly but don't overdo it – three posts a week in any single Group, maximum.



MANAGING YOUR OWN GROUP

When you create your own LinkedIn Group it positions you as a thought leader in your industry and an expert, and also allows you to own a network of like-minded people that you can leverage for business by creating a natural connection between helpful content and your brand. When you own a LinkedIn Group it can be a considerable traffic source as your links can feature permanently in the profile of the Group and you can send personalized private messages to any Group member for free.

Remember that, while your Group is an effective way to get your brand in front of an audience, it is NOT a sales platform for your business. Save overtly promotional posts, company award wins and posts that link back to your site for your Company Page. A Group is a forum for discussion between members that you facilitate – and join in with when appropriate.

LinkedIn Groups are comprised of:

- One assigned owner.
- Up to 20 managers.
- A maximum of 20,000 Group members.

Starting your Group

- Choose a topic that your customer or client base cares about and that has a natural connection to your brand. For example, if your business manufactures gardening equipment you might want your Group to discuss landscaping techniques. People join Groups because they're interested in the topic it addresses, not because they're interested in the business, or even individual, that runs it. Ask yourself these questions:
 - What are your goals for the Group?
 - Who are you hoping will become part of your Group's community?
 - What are some questions customers or clients often ask you?
 - What conversations would be useful to them?
- To create a new Group:
 - Access your main LinkedIn Groups page.
 - Click the Create a new Group button on right side of the page.
 - Fill in the requested information.
 - Click the Create button to create your Group.

- Complete all Group information and settings, which include: title, logo, cover image, description, rules (see further on) and whether you want it to be Standard or Unlisted (Standard Groups show up in search results and members can join without you having to approve them). The recommended size for a cover image is 1776px by 444px, and 60px by 60px for a logo.
- Share responsibilities by selecting multiple managers who can help manage membership and facilitate new conversations. To build a management team for your Group, consider what roles and responsibilities each manager will have.
- Set the tone and expectations - Group rules can be posted by Group owners to provide participation expectations and guidelines. Use them to define the objective and culture of your Group by outlining a purpose, setting clear guidelines about the rules of engagement, including how repeated violations will be handled.
- Invite people to join. Start by encouraging your colleagues or employees to become members so that other follow suit - an empty Group doesn't look very appealing. You can also invite your Connections via 'Manage Group' > 'Invite members' > type in your Connections' names using the predictive function.

Managing your Group

It's important to build a trusted space for thoughtful conversations and meaningful relationships in your Group. Empower members to ask questions, exchange knowledge, and create opportunities. Keep these things in mind as you grow your Group:

- When someone posts in your Group, you'll receive a notification. Members will receive a notification if one of their connections posts in a Group they're part of. This means you need to create a regular schedule to review member posts (members can post without your approval, but you have the option to delete those you feel are inappropriate), add your own thoughts to posts, review and reply to member requests.
- Ask your members what they're interested in talking about and share what kinds of contributions you'd like them to make. Ask them what goals they have for the Group and regularly check with them on how you can make your Group better.
- Promote your Group and make it more discoverable for members beyond your network by sharing it in the main feed with a relevant hashtag.
- Welcome new members and ask them for introductions. Ensure that their first contribution gets a friendly, positive response.
- Thank members for their contributions through a like or a comment and encouraging original posters to do the same.
- Set an example - recognise top members; share their story and describe how they add value to the Group.
- Tag members who you know can add value to the conversation and ask them to weigh in with their knowledge and insights.
- Share and maintain clear guidelines - provide the rules of the Group upfront and directly communicate with any offenders before taking further action. Avoid breaking your own rules.
- Spam is the top reason people leave Groups. Report and remove spam as you come across it or as it is reported to you.

Messaging your Group

- If you're a Group owner or manager, you can communicate information, schedules, and opinions with your Group by starting a discussion or sending a message to one Group member at a time. You can also message members from the Manage tab, under Members.
- There's no way to send a direct message to all Group members at once. However, you can recommend any particularly interesting posts to Group members - this will appear in their Notifications.



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ABOUT US

Click Consult is a multi award-winning digital and search marketing agency with a focus on organic (SEO) and paid search (PPC). Part of global consumer brand business Ceuta Group, we have a team of 70-plus specialists and a portfolio of more than 60 clients worldwide.

Our complementary services include content marketing, outreach, social media, conversion rate optimisation (CRO) and international/multilingual search marketing. We can also offer training and consultation to support your teams or existing strategy.

Click was named SEO Agency of the Year 2019, adding to our long list of other awards and accolades, and also ranks within Econsultancy's 'Top 100 Digital Agencies', and Prolific North's 'Top 50 Digital Agencies'. We're also a Google Premier Partner, a Bing Select Partner and feature in The Drum Recommends.

YOUR BESPOKE SOCIAL MEDIA ANALYSIS AND REVIEW

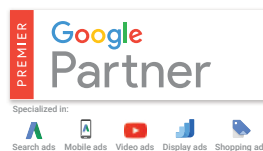
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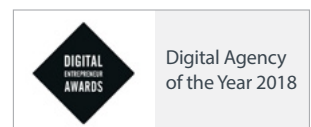
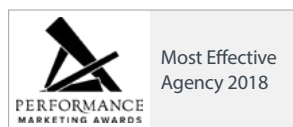
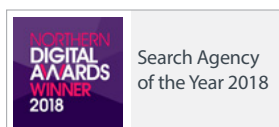
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OUR AWARDS



OUR TECHNOLOGIES

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