

How to Run an Active and Valuable LinkedIn Group

Groups are a great place for creating communities around specific audiences such as alumni. Here are some tips for ensuring your institution's Groups are the best they can be.



One-Time Only Actions

1. Assign a Group owner.

A member of your staff should have primary responsibility for posting content, approving members, and keeping your Group active. "We'll all contribute when we have time" is a recipe for inaction.

2. Determine membership criteria.

Will your Group include only alumni? Current students? Will you allow recruiters? Prospectives? What about those helicopter parents? Your decision - but be clear on the members the Group serves so you can ensure appropriate content.

3. Post some ground rules.

In your "Manage" settings, add "Group Rules" for members to see. Stick to clear and simple policies, such as "Do not post commercial advertisements." Also post a policy for handling rule-breakers, such as "Repeated violators will be removed from this Group."

4. Welcome every new member.

Another manager option is a template message sent to all new members. Customize this with a friendly welcome and short description of your Group's goals. You can summarize your Group rules in this communication as well.

5. Promote your Group everywhere.

In addition to engaging existing members, market consistently to potential new members. Include a link to your Group in your email signature, your department's promotional materials and your other social networks.

Ongoing Group Management

(approx. 15 to 30 minutes/day)

6. Share your favorite content.

Regularly post articles from your department or university blog, LinkedIn's [higher education channel](#), or other news sources (customize your [LinkedIn Today](#) dashboard for relevant content). Reply to comments on your posts to keep conversation flowing.

7. Keep 'em coming back.

Send a regular (weekly or monthly) update email announcement to all members. Focus this communication on the most immediately beneficial elements of your Group, such as recently posted alumni mentoring offers or event listings.

8. Quickly handle rule-breakers.

Monitor your Group closely. Respond quickly and privately to anyone who is misusing your Group. LinkedIn's terms of service state that you have the right to remove offenders. Spam- or abuse-filled Groups quickly become empty Groups.

9. Pose one question a week.

As the Group's manager, you want to spark conversation, and asking questions is a great way to do this. For example: "What interview question are you most afraid of?" Offer an initial response or tips for how to answer each submission.

10. Show your fans some love.

Make a point to thank and encourage Group members who start interesting discussions or post frequent comments. A quick note of acknowledgment will keep them active and engaged – and will inspire silent "lurkers" to speak up.

