



## How-To Guide -- LinkedIn

### How to Create a Group

1. Begin by clicking on the "Group" tab at the top of the page. Then click on "Create a Group" at the top of the new page.
2. First you will be asked to upload your organization's logo and then fill in information such as the group name, type, contact information, and a brief summary and description of organization, which will appear in the "Groups Directory." Once the information is complete, simply click "Create a Group."
3. Before you invite others to add your group, make sure you have ideas for the direction of the site. Start a discussion related to your organization or industry, submit a news article, or post job openings at your business so that those who view the page can see the benefits of joining.
4. Now it's time to gather group members. You may wish to attract as many people as possible to your group, or you may wish to keep it open to an exclusive group directly connected to your organization. To invite group members, go to the "Manage" tab near top navigations and then click on the "Send Invitations" link on the left. Here you can upload your email list and send a request to add to each address. If you wish to remain more exclusive, you can type in individual email addresses. A notification will be sent to that person with a request to join, and you now have an established group.

*Note: As an alternative to the group page, you may instead wish to create a company page. The set-up process is very similar to that of the group page. To create a company page, hover over the "More" tab at the top of the page, click on "Companies," and then click on "Add a Company" on the top right navigation. Many for-profit businesses tend to fall under the company category while non-profit and governmental organizations typically fall under the group category. Choose whichever method you feel is best for your organization.*

