LinkedIn Tips

- As the manager of the site, you can accept or deny any connections. You can set this preference by clicking "Edit Group Settings" under the "Manage" tab. You may wish to grant other members of your organization administrative rights so that they can also manage the site, but it is recommended that only one or two people have this privilege in order to maintain consistency.

- As with any social media or networking site, you must update the content regularly in order to maintain interest and attract new members. Take five minutes each day to think about the latest topics of interest surrounding your organization. You can share knowledge with your audience, or make announcements about upcoming events. However you choose to communicate with your members, make sure you do so at least twice a week. You do not want to inundate them with information, but you do want to keep them engaged.

- Make use of the Q&A function under the "More" tab. See what member questions apply to your organization, and take the time to give a well thought-out solution. This will allow you to place your organization in a favorable light and position yourself as an expert in your field.

- Search for relevant groups and join them. LinkedIn allows you to join as many as 50 groups although it is not necessary to join that many. Once you join a group, introduce yourself and your services through the discussion board. This will open the door for others to contact you and learn about your organization.

- Create a blog or promote your existing blog on LinkedIn. The "News" section is the best area of the group page to promote your blog, but don't just promote it on your own group page. Share the link on other group pages as well to increase visitors. You may also wish to share presentations in this fashion as well. Additional applications on LinkedIn can help to enhance your organization's image.