Overview

• Analysis of LinkedIn
• Types of LinkedIn pages
• LinkedIn profile tips
• Best practices for LinkedIn groups
By the numbers

• Founded in May 2003

• World’s largest professional network
  • 277 million users
  • 200 countries and territories

• New users are joining at a rate of more than 2 per second

• 39 million students and recent college grads; fastest growing group

• More than 3 million company pages, 2.1 million groups
Linkedln users
Among online adults, the % who use LinkedIn

<table>
<thead>
<tr>
<th>Use LinkedIn</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>All Internet users (n= 1,445)</td>
<td><strong>22%</strong></td>
</tr>
</tbody>
</table>
| a Men (n= 734) | **24**
| b Women (n= 711) | **19**
| a White, Non-Hispanic (n= 1,025) | **22**
| b Black, Non-Hispanic (n= 138) | **30**
| c Hispanic (n= 169) | **13**
| a 18-29 (n= 267) | **15**
| b 30-49 (n= 473) | **27**
| c 50-64 (n= 401) | **24**
| d 65+ (n= 278) | **13**
| a High school grad or less (n= 385) | **12**
| b Some college (n= 433) | **16**
| c College+ (n= 619) | **39**
| a Less than $30,000/yr (n= 328) | **12**
| b $30,000-$49,999 (n= 259) | **13**
| c $50,000-$74,999 (n= 187) | **22**
| d $75,000+ (n= 486) | **38**
| a Employed (n= 912) | **27**
| b Not employed (n= 524) | **12**
| a Urban (n= 479) | **23**
| b Suburban (n= 700) | **26**
| c Rural (n= 266) | **8**

Pew Research Center’s Internet Project August Tracking Survey, August 07 –September 16, 2013. N=1,445 Internet users ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all internet users is +/- 2.9 percentage points.

Note: Percentages marked with a superscript letter (e.g., b) indicate a statistically significant difference between that row and the row designated by that superscript letter, among categories of each demographic characteristic (e.g., age).

PEW RESEARCH CENTER
Why LinkedIn?

- Places a unique emphasis on career development
- Allows you to leverage your professional network
- Has high usage rates among statistically lower user groups (older and more educated audiences)
Types of pages

- Personal profiles
- Company pages
  - Showcase pages
- Education pages
- Groups
The Foundation: Profiles

• Upload a quality photo

• List your education and work experience

• Gain credibility with references

• Gain credit by association
References vs. Endorsements

- References
  - Personal
  - Experience specific
  - More credible

- Endorsements
  - Impersonal
  - Generic recommendation
  - Less credible
LinkedIn Etiquette

• Keep profile up to date
• Keep it professional
• Asking for recommendations
• Invitations to connect
• Sharing articles
  • Mentions
  • Avoid over sharing
Groups

• Based on industry, professional, skill-set or organization

• Appear on your profile

• Limit of 50 main groups and 50 subgroups
LINKEDIN GROUPS
Benefits of Managing a LinkedIn Group

• Facilitates discussion by members around a specific topic or organization

• Helps establish your leadership

• Can auto-sent new members welcome messages

• You can directly message all members in the group once per week

• You can add up to 20 subgroups

• Members can opt to receive updates via email
Creating a LinkedIn Group

• Should be consistent with your unit’s and the University’s brand identity

• Consider what types of content you can offer members. How will your space be unique?

• Think through your management/moderation plan

• Focus on quality, not quantity
Brand Identity

• Group name and description should be clear

• Profile and feature image should be consistent with other platforms

• Discussions should focus around a relevant topic

“The Missouri State University Alumni group is a place for alumni from Missouri State University to network and discuss topics related to their careers and the University.”
Types of content

- Who is my audience?
- What makes my unit unique?
- Post regularly
- Strive for a balance of self posting and member posting
- Encourage discussion by liking or commenting on members’ discussions
- Highlight important information with Manager’s Choice
Content Ideas

• Your blog
• Missouri State news
• Mind’s Eye
• Spotlight system

• Topical blogs
• LinkedIn Pulse
Group announcements

- Groups are allowed one mass message per week
  - Delivered to InBox
  - Delivered to members’ personal email
Management & Moderation

- Group rules
- Group settings
  - Discussions
  - Jobs
  - Promotions
- Permissions
- Restrictions
- Membership
LinkedIn Statistics

<table>
<thead>
<tr>
<th>SENIORITY</th>
<th>FUNCTION</th>
<th>LOCATION</th>
<th>INDUSTRY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Senior</td>
<td>12% Sales</td>
<td>26% Greater St. ...</td>
<td>7% Information...</td>
</tr>
<tr>
<td>Entry</td>
<td>26%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Manager</td>
<td>26%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Director</td>
<td></td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>Owner</td>
<td></td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>VP</td>
<td></td>
<td>5%</td>
<td></td>
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</tbody>
</table>

Looking for group members at a specific seniority level? Members and subscribers can do advanced searches within the group.
Sample alumni group stats

- # Members
- # Discussions
- # Interactions

Stats are helpful because they:
- Help you identify trends
- Determine what types of content resonate with audience
- See opportunities for growth and adjustment
Subgroups

• Subgroups are owned by the primary group, but can have unique settings and owners/managers

• Limit of 20/ parent group

• Subgroups can be based on a variety of topics including interests, geography, affiliated organizations, etc.

• Most useful when content is specific to a subset of audience, rather than general audience
Alumni Tool

- Linkedin.com/alumni

- Useful for:
  - Identifying alumni trends
  - Finding specific alums
Questions?

THANK YOU!