

NAADA BBS SERIES | BEG BORROW STEAL



FIRST WEDNESDAY OF EVERY MONTH | 12 PM CT

Cultivating Connections with LinkedIn

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Who... We Are!



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Penn State College of Agricultural Sciences Alumni and Friends LinkedIn Group:
<https://www.linkedin.com/groups/2195899/>

Items for Discussion

- Is LinkedIn still relevant?
- Groups, Company Pages, & Showcase Pages.
- Who are you targeting?
- Suggestions on how to build a content strategy.
- Q & A
- A few How-Tos.



Is LinkedIn Still Relevant?

- 690 million people on the platform ([Source: LinkedIn](#)).
- 46 million students and recent college graduates on LinkedIn ([Source: Omnicore Agency](#)).
- 92% of B2B marketers include LinkedIn in their digital marketing mix ([Source: Omnicore Agency](#)).
- LinkedIn has grown from a social network into a social marketplace ([Source: Work It Daily](#)).
- LinkedIn isn't Dying. It's just changing
- How do you use LinkedIn?
- Time for a Zoom poll!

**LinkedIn Groups, Company Pages, &
Showcase Pages.**

Groups



- LinkedIn Groups provide a place for professionals in the same industry or with similar interests to share their insights and experiences, ask for guidance, and build valuable connections.



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Some Group Best Practices


Welcome new members - Welcome new members and ask them for introductions. Ensure that their first contribution gets a friendly, positive response.

Acknowledge the effort – Thank members for their contributions through a like or a comment and encouraging original posters to do the same.

Solicit feedback – Ask your members what topics of conversation they find relevant and valuable; ask them what goals they have for the group and regularly check with them on how you can make your group better. Later we will go over how to create a LinkedIn Poll



BUSINESS INSIDER Premium - Red Bull fires CEO and CMO amid leaked controversial presentation slide Ad ...







Alan Schaffranek Owner
Created group: Aug 2009

ending posts 0
requests to join 0


Manage group
Edit group

Recent

 **Penn State Ag Sciences Alumni and Friends**
Listed group

Start a conversation in this group   

1,406 members
Including Lauren Steinberg and 140 other connections

 +99

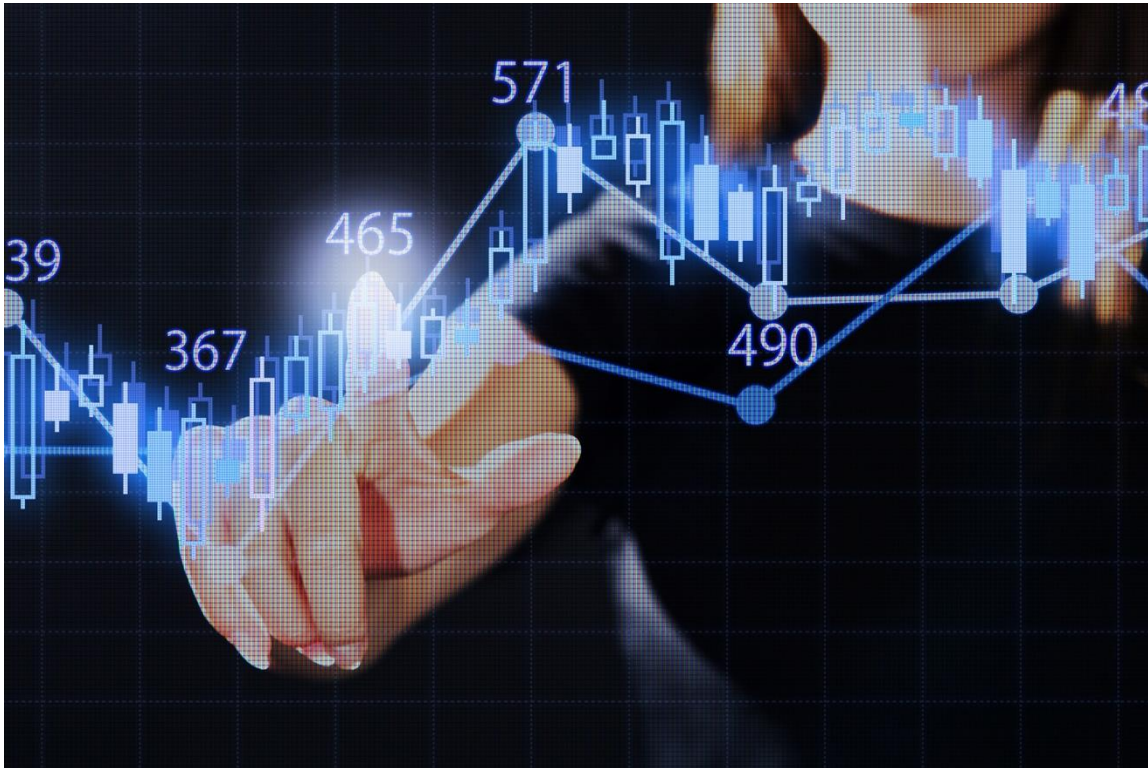
Invite connections

See all

About this group
This group is for alumni, students, faculty,

Penn State Ag Sciences Alumni & Friends

Company Pages



- The company page is like your company website within LinkedIn. It is for your employees and customers and should showcase your customers, employees, services, products and events. It should also portray your company voice and not individual voices.



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Showcase Pages



- Showcase Pages are extensions of your LinkedIn Page, designed to spotlight individual brands, business units and initiatives. Once created, they'll be listed under 'Affiliated Pages' on your main LinkedIn Page.



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Who are you targeting?

Having heard the definitions of groups, company pages, and show case pages, what is your audience?

We asked the same question when an affiliate program group chartered by the Penn State Ag Alumni Society reached out to our office.

The Forest Resources Alumni Group expressed interest in forming a virtual space for discussing things relating to their industry and major. A LinkedIn group was the correct fit.

Content Strategy Suggestions

- Find a system to help manage the content. We use Microsoft Office Teams and Outlook Calendar. (Trello, Jira, and Google are all great options)
- Write once, then share multiple times by using content from websites, blogs, and news sources.
- Share content with a form that asks alumni to update their contact information so you can stay in touch.



Content Strategy Suggestions



- Research Spotlights
- Partnership Spotlights
- Alumni Profiles
- Share Tips, Tricks and How-Tos.
- Ask Alumni to share their industry content.
- Ask members to share industry lessons learned

A Few How-Tos.

- Alumni Search
- Create a LinkedIn poll
- Start a Post, Article (long form article) and video
- Start a group conversation
- Resource: [LinkedIn Content Marketing Tactical Plan](#)



Thank you!

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