

The Missing Link: Using Discussions and News in LinkedIn Groups to Keep Connected

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LinkedIn & Social Networking

- Over **60 million** professionals (Roughly 1 new sign-up per second)
- Over 150 industries
- Executives from every Fortune 500 firm
- 2.1 million students
- 37,000 college and university alumni groups

Groups

- Enhance the brand and services of your career center and/or business/organization
- Increase communication
- Find answers to questions and share resources with colleagues

Midwest ACE Group

- Found people were not reading traditional email newsletters
 - Big drain on finances and time spent writing articles for no real return
- Wanted to find an easy (and less-expensive) way to connect members with news and resources
- Decided to use LinkedIn group discussions and news to provide shorter updates and info about events and members
- Post longer “feature” articles to Midwest ACE website
 - Drive people to website as a resource

Standards

- Discussions
 - Topic or Question (Title): 200 character limit
 - Best practice is to keep it simple
 - Additional Details (Body): 4000 characters

Tips

- Discussions
 - You will lose formatting from Word docs (You will need to do some editing)
 - Bullets and spacing, bold or italicized text, etc.
 - Email addresses will NOT be a link you can click
 - Full URLs (<http://www.winona.edu/career/>) will be functional
- Edit your settings under the “More” tab
 - Set the frequency of updates from LinkedIn (daily or weekly)
 - Easy way to keep up with what is going on!

Benefits

- Information sharing is more current and quicker
- Potential to stimulate conversation and learning
- ANYONE in the group can post!
- Updates can come as often as wanted
- Fewer emails flooding your inbox
- Free! Less \$\$\$ spent on newsletter!

Limitations

- Must have LinkedIn profile and become a member of group
- Limited amount of space for content
- Some may not feel they are “tech-savvy” enough to use and even resist change!