



# Expand Your Presence with Groups



By Mary Lynn Wagner

LinkedIn officially launched to the world on May 5, 2003, and by the end of the first month, the site had approximately 4,500 members in the network. As of August 2011, LinkedIn was the world's largest professional network with more than 120 million members in over 200 countries.

If you don't already have a presence on LinkedIn, registering will allow you to build and strengthen your network as you reconnect and meet new people. In addition to creating and maintaining a profile, another excellent way to expand your presence on LinkedIn is to target and join groups. You should look for the following types of groups when targeting ones to join:

- **Groups in your industry** — Joining groups in your area allows you to find out what is going on in your industry, find strategic partners, areas of personal interest or assistance in finding a job (see sidebar)
- **Client industry groups** — Join and interact with prospective client groups and impress potential clients with your knowledge, build relationships, and generate interest in your product or service.
- **Large groups** — It makes sense to join some larger groups that are open to anyone in order to access key people and expand your reach. I recommend LinkedCincinnati since it's a local open networking group.
- **Alumni groups** — These are great areas to reconnect or stay in touch

with people you haven't seen or spoken to in some time.

You can search for LinkedIn Groups by using the "Groups" dropdown found at the top of the page. The dropdown has a category for "Groups You May Like"

and a "Groups Directory." LinkedIn will suggest groups for you by clicking on "Groups You May Like." The "Groups Directory" will allow you to search for groups by industry or keyword. Once you find a group of interest, joining is the next step. Some groups are designed >>

## CBA Launches Groups for Committee Members



As an additional membership benefit, the Cincinnati Bar Association now offers LinkedIn groups for each of its committees.

Committee members are automatically approved for the group so you can get started right away having online conversations among members of the committee about current issues in your practice area and about topics like upcoming meeting agendas. Anyone who is posting can add a link and chairs can send other documents, like those done in Word, to the CBA for posting on the committee's web page — linking back to the LinkedIn group.

*Note that we have a policy (really just common sense) for all group participants to follow. It is posted at [https://www.cincybar.org/listserve\\_rules.asp](https://www.cincybar.org/listserve_rules.asp)*

*As a CBA member, you can add and subtract your own committee membership on [www.cincybar.org](http://www.cincybar.org) as your practice areas evolve. You can also use the tools on LinkedIn (see main article) to customize your settings so that you can get real-time alerts or receive a weekly digest.*

*You can also opt to display the CBA logo on your LinkedIn page.*

*To participate in the groups, you must have a LinkedIn account. It's easy to set one up at [www.linkedin.com](http://www.linkedin.com). Then follow the instructions in the main article to join groups.*

*If you have questions, please contact Communications Director Julie Kemble Borths at [jkborths@cincybar.org](mailto:jkborths@cincybar.org) or at (513) 699-1391.*

to accept your request to join right away while others will require approval by an administrator. Once accepted, you can start networking by beginning a discussion, participating in a discussion, liking, making comments, etc.


The sooner you start participating in discussions, the sooner you will begin to establish yourself as an expert and make your presence known. LinkedIn allows you to join up to 50 groups and post them on your profile.

LinkedIn is a great place to get information and connect, but be sure to follow the golden rule: “Do unto others as you would have them do unto you.” Don’t spam or inundate other’s e-mail boxes with constant sales messages. Instead, share valuable information via your groups and let clients come to you.

Depending upon the number and types of groups you join, this may generate a great deal of additional e-mail and leave you feeling overwhelmed. If this becomes an issue, you can change the settings for your group and receive weekly e-mail notifications or discontinue the notifications all together. These choices can be applied to groups on an individual basis using the “Manage” tab located within each group.

On the right side of the screen is a sidebar for the “Top Influencers This Week.” This area contains the names and pictures of those who have posted most frequently during the past week. It’s a good idea to go through their contributions to the discussions, review their profiles and if you find them helpful to your networking, invite them to connect or follow them directly.

Before you start signing up for your groups, here are some final tips:

- Don’t join more groups than you can feasibly monitor and participate in.
- Aim to check in on your groups two or three times each week to stay active and involved.
- If you’re the most active person in the group, you will get Top Influencer status, which can give you more exposure. 

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*Wagner serves as the director of information services at Keating Muething & Klekamp. She is responsible for managing all aspects of the firm’s information resource center. She is a member of the Association of Legal Administrators.*