

LinkedIn Guidance for Regions

This guidance is designed to assist you with the management of your Region's LinkedIn group. These hints and tips will hopefully be useful to help you to create a lively forum where members can share good practice and ask questions.

Engaging with your group

- **Welcome new members with a personalised message.** All new members to your group will be sent a welcome message once they are approved by a moderator. This is an excellent first chance to connect with your new member and to make them feel welcome. A good idea may be to sign off with a thank you or to ask if they have any questions about your Region or about the LinkedIn group as this will let them know they have your personal attention. You can create automatic messages under the 'Manage' tab in 'Templates'.
- **Invite people.** If you are aware of someone who you think will enhance the discussion or the reputation of your group, invite them to join using the invite option.
- **Spread your group.** Feel free to advertise your LinkedIn group on other social media platforms such as Twitter and Facebook or even on other LinkedIn groups such as the main CIHT member's page. This will ensure that no-one is missing out.
- **Approve posts.** In order to avoid spam posts in the group you should ensure that all posts require approval. Try to make sure that users do not have to wait too long for their posts to be approved. You may also choose to approve comments on posts if you find that you are getting spam in the comments too.

Encouraging discussion

- **Ask questions.** Reaching out to your members and asking their opinions on a matter is a good way to get people talking. It's also a good idea to ask *open* questions rather than simply "do you agree" etc.
- **Send regular updates.** In order to keep members engaged with your group you should aim to keep them as up-to-date as possible on all activity in their region with, for example, a weekly update or bulletin. You can then link them to different kinds of information and discussion that may be of interest to them. This should help to foster more of a dialogue between the members of your group.
- **Include news & events added to the CIHT website.** Did you know that once you have added a new event or news item to the CIHT website you can use the social media 'sharing icons' to post this information directly on to the LinkedIn Group – this will save you some time and help to direct people to the CIHT website where they could find more information of interest.
- **Celebrate member success.** This can range from a full post detailing an achievement a member of your region has accomplished to just 'liking' a good post

that someone has put up on the group page. This will set a good example for people to follow and will encourage members to share their stories and views.

- **Share articles.** Share lots of relevant or interesting web articles with the group. Many sites have social media 'share' buttons which will allow you to add it to your page almost instantly but if not, you can always just copy and paste the web link.
- **Reply to questions and comments.** Not every single comment on an article or discussion needs a reply but if someone makes a point or asks a direct question, it is always best to respond. Members are more likely to take part in a discussion if it is an active one.

Things to avoid

- **Letting the group stagnate.** The longer a group is inactive, the longer it is likely to stay that way. Make sure you change the manager's choice regularly as well as regularly posting a variety of different content.
- **Being too self-promotional.** Regional events and occasions should understandably be shared with the group but you should also feel free to post information that is not directly linked to the Region but may be of interest to your members.
- **Dominating the discussion.** Although you'll want to stay active in the discussions, and a lot of the content on your page will be coming from you, it is best when there is a variety of different contributors to your region's group. Try bringing up challenging or thought-provoking subjects to get people to come out of their shells.
- **Doing it all yourself.** As your Regional group (hopefully) grows, it may be that it requires a lot of moderation to approve content. To avoid a 'bottleneck' effect, make sure that you have help with this so that if a person would like to join the group or make a contribution, they do not have to wait too long until it is approved.

If you have any further queries regarding managing your Region's LinkedIn Group please contact the Communications Team: communications@ciht.org.uk