

CA Council of NAIW “How To” Manual

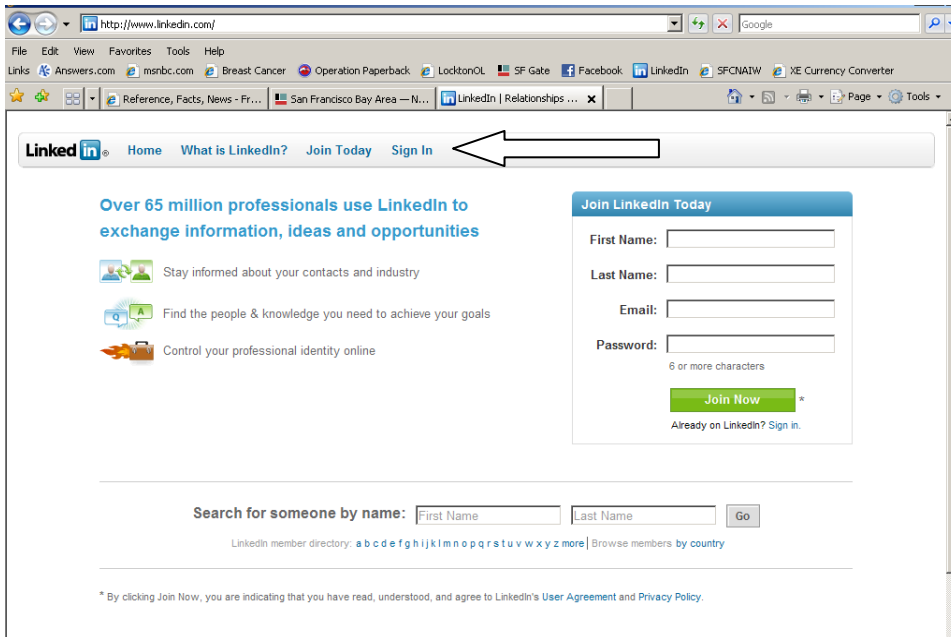
How to set up a Group Page on



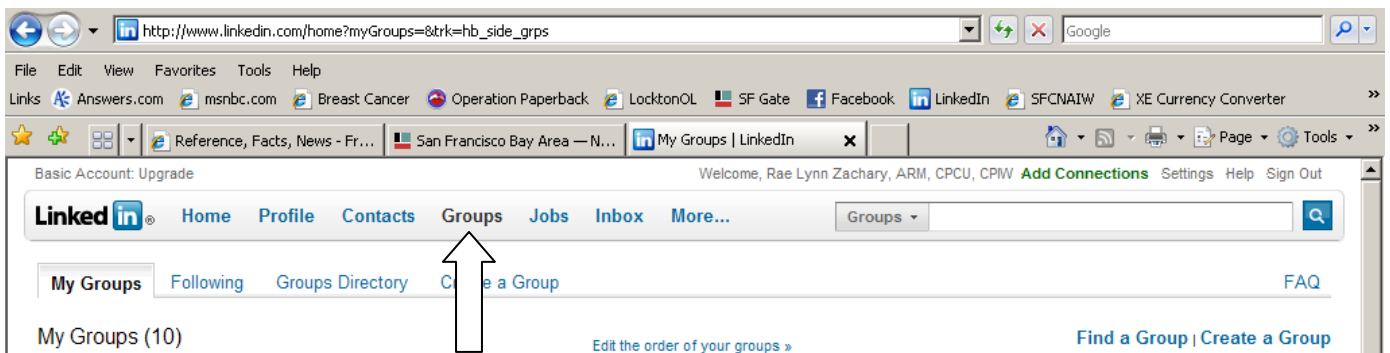
Open your internet browser – Internet Explorer, Firefox, Safari, etc. and Type in www.linkedin.com

IMPORTANT: In order to set up a group for an organization, you will need to have set up a personal professional profile on LinkedIn. If you haven't already, join LinkedIn, it's free.

If you already have a personal professional profile set up, sign in:



From your profile home page, click the “Groups” link at the top of the page



The Groups page will open; showing all the groups you 1) created and manage or 2) have joined. Click on the “Create a Group” link

[http://www.linkedin.com/home?myGroups=&trk=hb_side_grps](#)
Google

File Edit View Favorites Tools Help

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Page Tools

Basic Account: Upgrade Welcome, Rae Lynn Zachary, ARM, CPCU, CPW [Add Connections](#) [Settings](#) [Help](#) [Sign Out](#)

LinkedIn [Home](#) [Profile](#) [Contacts](#) [Groups](#) [Jobs](#) [Inbox](#) [More...](#) Groups

My Groups [Following](#) [Groups Directory](#) [Create a Group](#) [FAQ](#)

My Groups (10) [Find a Group](#) | [Create a Group](#)

Lockton Associates & Alumni Network
Go to [Actions](#)

San Francisco Chapter of NAIW
Go to [Actions](#)


CPCU
Activity: [Jobs \(4\)](#)
Go to [Actions](#)

National Association of Insurance Women, Intl.
Activity: [Discussions \(1\)](#)
Go to [Actions](#)


Risk Management & Insurance Professionals
Activity: [Discussions \(4\)](#) [Jobs \(4\)](#)
Go to [Actions](#)

People I'm Following

[INSURANCE WOMEN OF NORTH SAN DIEGO COUNTY \(IWNSD\)](#)

 **Regina Lemanowicz** started a discussion:
IWNSD Bunco Fundraiser
29 days ago · [Add comment](#)

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The Create a Group page will open

Basic Account: Upgrade Welcome, Rae Lynn Zachary, ARM, CPCU, CPIW [Add Connections](#) [Settings](#) [Help](#) [Sign Out](#)

LinkedIn Home Profile Contacts Groups Jobs Inbox More... Groups

My Groups Following Groups Directory **Create a Group** FAQ

Logo: Your logo will appear in the Groups Directory and on your group pages.

Note: PNG, JPEG, or GIF only; max size 100 KB

* I acknowledge and agree that the logo/image I am uploading does not infringe upon any third party copyrights, trademarks, or other proprietary rights or otherwise violate the User Agreement.

* **Group Name:**
Note: "LinkedIn" is not allowed to be used in your group name.

* **Group Type:**

* **Summary:** Enter a brief description about your group and its purpose. Your summary about this group will appear in the Groups Directory.

* **Description:** Your full description of this group will appear on your group pages.

Website:

* **Group Owner Email:**

* **Access:** Open Access: Any LinkedIn member may join this group without requiring approval from a manager.
 Request to Join: Users must request to join this group and be approved by a manager.

Display this group in the Groups Directory.

Allow group members to display the logo on their profiles. Also, send my connections a Network Update that I have created this group.

Pre-approve members with the following email domain(s):

Language:

Location: My group is based in a single geographic location.

* **Agreement:** Check to confirm you have read and accept the [Terms of Service](#).

or

* Indicated a required field

Import your logo, as with Facebook pages many chapters are just using the NAIW logo, some have developed their own identifying logo and use that instead. Keep it professional, the profile photo is “your brand”.

Fill in:

The name of your Group – it should be the legal name of your chapter, not the initials.

Group Type – should be Professional Association

Summary and Description – This is where you “SELL” your chapter and what anyone interested in joining your group will see. Be brief, but descriptive.

Website – This should show your chapter’s website address

Group Owner’s E-mail – This should be the same e-mail you used when setting up your personal LinkedIn profile.

Access – This is where you set up who can join the group, it should default to “Request to Join”, which is what I would suggest, that way you control who is part of the group. Here is also where you will grant permission for listing your group in the Group Directory and to display your group name with logo on members profile pages (free advertising!)

(FYI, from experience you may get a number of “Headhunters” wanting to join the group, for SFCNAIW we typically limit the people who can join to either current members of our chapter or sister chapters and others who are employed in the insurance industry, rarely do we allow “Headhunters” – we do make exceptions for ones who support our organization - so they cannot bombard the group with e-mails.)

Next check the “Agreement with Terms of Service” box and click on the blue “Create Group” button.

Congratulations your group is now ready!

Once your group is set up you can invite people to join, start discussions (post a subject and all your members can provide input!), post jobs, add news feeds (like the Insurance Journal or National Underwriter).

Get LinkedIn!

