



What is LinkedIn?

LinkedIn.com is the largest business orientated social networking site in the world with over 175 million members and is often regarded as 'Facebook for business'.

Why would LinkedIn be beneficial for your voluntary group?

LinkedIn is a clever and effective way of building a network of decision makers and important contacts, as well as a means of sharing knowledge via group discussions, harnessing information from others facing similar challenges and raising awareness of your charity's cause.

Many businesses are becoming increasingly aware of the importance of their Corporate and Social Responsibility to their overall business strategy. With Government cuts' affecting the voluntary sector, there has never been a more important time to tap into corporate funding and to do that, there is no better platform than LinkedIn.

Getting started

1. Go to <https://www.linkedin.com/> and complete the box 'Join LinkedIn today'
2. Choose a secure and memorable password (use upper and lower case and numbers)
3. Choose an option from the 'I am currently' drop down menu
4. Complete postcode, country, company and job title

5. Click 'Create My Profile'. An email will be sent to your email account, open the email and click the link to confirm your email address
6. Now you're ready to add photos, employment details, website links, groups or associations you are connected with, any awards you've received
7. Connect to your Twitter and Facebook account so you can share all your social content
8. Start connecting to like minded business people, start sharing and accepting recommendations
9. You can send and receive direct messages to your contacts

LinkedIn tips

LinkedIn allows you to create a '**Company Page**' by clicking on the 'Companies' drop down menu followed by clicking 'Add a company'. Here you will be asked to supply company name, website address, email address and company information which can be viewed by your connections.

LinkedIn also gives you the opportunity to '**Create a Group**' allowing you to create a web page dedicated to your organisation. LinkedIn Groups is essentially an online meeting place where you can engage with new supporters demonstrating expertise and knowledge.

You can add your organisation's logo, website links such as your Localgiving.com page and a brief description about your group's role and purpose. Once created this will appear in the 'Group Directory' which is segmented by industry type (there is a non-profit option) making it easier for LinkedIn users to find you.

Once you have created your group, spread the word to all your connections sending them an invite to join. Promote your group via your social media pages, initiate group discussions about your cause by clicking on the 'Start a Discussion' link and motivate key influencers to take part.

For further information on how you can use LinkedIn to build your professional network please contact [Carol Strachan](#) – Donor Marketing Officer Slough CVS on 01753 524176.