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# LinkedIn *for groups*

## LinkedIn for Groups

An introduction to affinity-driven professional networking powered by LinkedIn

October 2004



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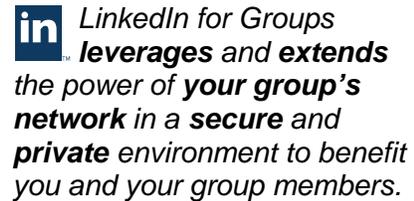
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For more information, please contact [groups@linkedin.com](mailto:groups@linkedin.com)

## 1 Why use LinkedIn for Groups?

**LinkedIn for Groups benefits your organization by enabling you to:**

- Increase your group's member loyalty by providing your members with the benefit of access to a set of highly effective networking tools
- Stay top-of-mind and in touch with your group members via deep brand association that persists throughout their LinkedIn user experience
- Selectively extend the reach of your group's brand to LinkedIn users who are not members of your group – or choose to keep your group completely private
- Maintain a group directory with extensive member information requiring almost no administrative effort



**in** LinkedIn for Groups *leverages and extends the power of **your group's network** in a **secure and private** environment to benefit you and your group members.*



**in** LinkedIn complies with the *strict **privacy guidelines** of the European Union.*



**LinkedIn for Groups benefits your organization's members by enabling them to:**

- Accelerate their career through referrals from fellow group members – for jobs, deals, partnerships, clients, service providers, and other business opportunities
- Know more than a name – view rich professional profiles from fellow group members
- Let other members of the group know what they have to offer fellow group members and their contacts
- Limit network searches to other members of the group only
- Use special contact settings to reach other group members directly or via referral

## 2 Some answers upfront

**LinkedIn for Groups is free:**

LinkedIn's current group functionality is absolutely free, and we plan to keep the basic functionality free in the future. However, we are planning to introduce optional additional new premium services to groups in the near future which may require a subscription fee.

**Five simple steps to setting up your group:**

1. You (and/or your organization) decide to create a group on LinkedIn, and then contact us
2. You sign up quickly and easily via our online group service agreement on the web
3. Once we receive notification that you have accepted the terms of the agreement, we will set up your group
4. You send us your group's logo and a few pieces of additional information such as an administrative contact name. You will need to create a list of members that are pre-approved to join your group to ensure that people signing up are actual validated members of your group
5. We are ready to launch!

**Looking for more answers? Please visit our FAQ at:**

[www.linkedin.com/groups](http://www.linkedin.com/groups)

### 3 What should you know about LinkedIn?

#### High-Quality

- Stringent inbox and contact protections have attracted the largest and highest-quality user base of any professional network tool online:  
Over a million registered users / 20%+ senior management / 47%+ international
- All people showing up in search results are actual registered users

#### Effective

- Based on strong and mutually confirmed ties between individual professionals
- Largest number of active users and highest success rate for business referrals of any professional network tool online: tens of thousands of referrals every month
- Requests only reach users through referrals from existing trusted connections, or directly between group members via their shared affinity with your group
- Rich, endorsed user profiles further validate request initiator and recipient
- Every process completely open and transparent to the user

#### User-Controlled

- Users explicitly control all workflow steps (e.g., settings for contact with other group members, forwarding requests for contact, sharing contact info)
- Users' contact info is never shared without their case-by-case approval
- Users' direct connections are only revealed to other people they know and trust
- Users' inboxes are always protected from unwanted communications
- Your group's special search and contact features are never visible to LinkedIn users who are not members of your group

#### Meet a few of our hundreds of existing “LinkedIn for Groups” organizations:



## 4 What is LinkedIn for Groups?

### 4.1 The homepage (of a member that has joined a group)



**LinkedIn for Groups** provides **professionals** with a **high-quality, effective, user-controlled network tool unmatched by any other solution.**

So let's take a look. As you can see you are logged in as a LinkedIn user named Patrick and you are looking at your homepage.

As you scroll down, you'll notice that in addition to what a regular user sees, Patrick can see a special group section. Patrick is currently a member of the XYZ Association group (our demo group).

Figure 1: Personal Homepage with Group feature

- Group Features:
- Membership Directory with rich profiles
  - Direct Access to your Group's own Website (the Group administrator defines the site address)
  - Privacy-related user settings

## 4.2 Searching on LinkedIn with the group-specific search setting

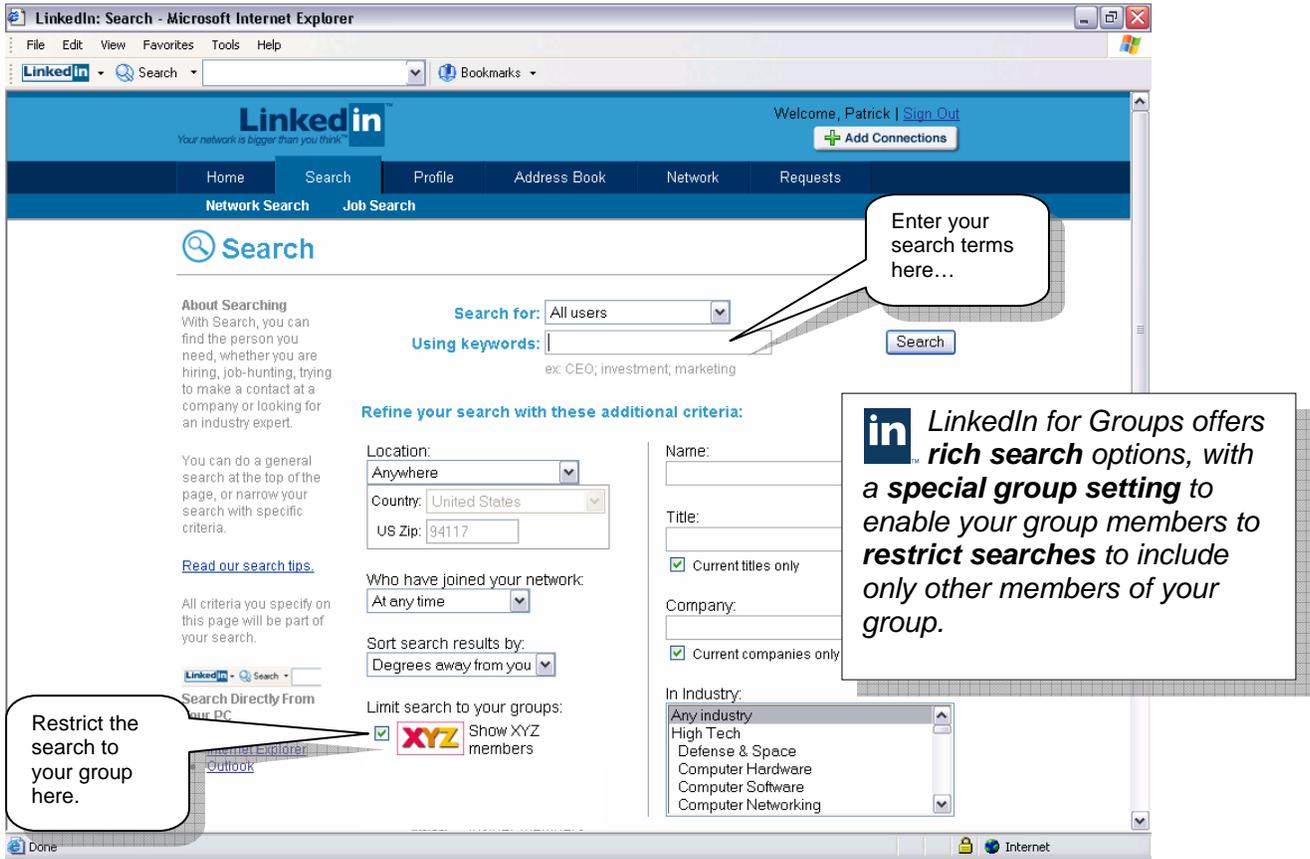
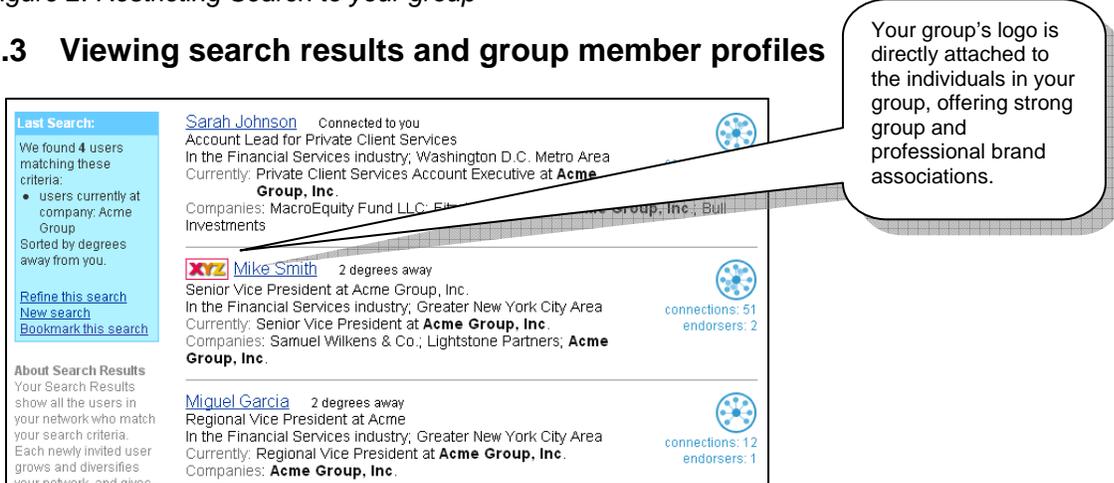


Figure 2: Restricting Search to your group

## 4.3 Viewing search results and group member profiles



Your group logo can optionally be displayed on group members' profiles and in search results when viewed by LinkedIn users who are not part of your group. Over a million white-collar professionals use LinkedIn – more than 7 times the number of users of any other networking provider for groups and associations

**in** We offer you the opportunity to **extend the reach of your group's brand** to the largest and highest-quality user base of any professional network platform online. We also offer a solution for those who want to keep their group completely private.

**Mike Smith**  
 Senior Vice President at Acme Group, Inc.  
 Greater New York City Area

**Currently:** Senior Vice President at Acme Industries Inc.

**Companies:** Acme Industries Inc.; Samuel Wilkens & Co.; Lightstone Partners

**Primary Industry:** Financial Services

**Summary**  
 9 years of experience in sell-side financial services and financial markets, chiefly as an investment banker.

**Specialties**  
 Sell-side M&A, restructuring, valuation

**Experience and Endorsements**  
 Mike has endorsements from 2 connections.

**Senior Vice President**  
 Acme Industries Inc. (Privately Held; 1001-5000 employees)  
 Financial Services Industry  
 March 1998 – Present (6 years 3 months)  
 Head of global banking, arbitrage, and private client services operations for Acme.

**Senior Associate**  
 Samuel Wilkens & Co. (Privately Held; 51-200 employees)  
 Investment Banking Industry  
 September 1996 – March 1998 (1 year 7 months)  
 Valuation and deal structuring for 10+ mid/large-sized transactions, primarily

**Connections / Network**  
 Mike's Connections: 51  
 Mike's Network: 200,400+ users  
 XYZ member

**How Are You Linked?**  
 You and Mike are **two degrees** apart and share these mutual connections:  
 Sarah Johnson  
 William Martin  
 Miko Watanabe  
 Chris Abrams  
 Rodrigo Chavez  
 Ron Greer  
 Erica Chen  
 Jean Flynn

Do you know Mike? [Add Mike as a Connection](#)

Members will learn about the shared affinity of your group through the member profile. Here both Patrick and Mike belong to the XYZ group...

**Requesting Contact with Mike**

**Interested in:**

- information about new ventures or products
- job inquiries from qualified candidates in company
- requests for information or expertise
- deal proposals for my company or organization
- requests to provide references for current or former employees
- messages requesting reconnection from former friends and colleagues

**Location:**  
 Projects taking place in any region, as well as via phone/email.

**Making Contact:**  
 Your request for contact will go through Dani then on to Mike.

[Request Contact...](#)

**How would you like to contact Mike Smith?**  
 There is more than one way to make contact with Mike.

**Choose a connection to introduce you:**  
 8 of your connections can introduce you to Mike.

- Abrams, Chris
- Chavez, Rodrigo
- Chen, Erica
- Flynn, Jean
- Greer, Ron
- Johnson, Sarah
- Martin, William
- Watanabe, Miko

**Contact Mike directly as a fellow XYZ member:**  
 Mike allows fellow XYZ members to make contact directly.

**XYZ** Make contact directly

[Write Request](#)

Learn who you might know in common....

...and choose how you want to make contact

#### 4.4 Direct contact request feature

**in** Members of your group can search for and **contact each other directly or through referrals.**

Figure 3: Choosing a path for requesting contact

Only if Mike accepts the request will his contact info be revealed.

**Sending Request to fellow XYZ member, Mike Smith**

This request will be sent directly from you to Mike.

**Request Type:**  
Remember, Mike Smith is open only to the following types of requests:

**in** Your group serves as a trusted intermediary between individual members. They can contact each other without the need to share contact info upfront. This means their **privacy** is maintained.

Figure 4: Making direct contact

Enable networking with no manual administrative intervention.

#### 4.5 Privacy and contact controls offered to your members

**in** Individual users always have **control** over group settings for their account. This is professional networking at **your own pace!**

**Managing Insider Settings**

**RED HERRING Insider** If you have any questions or concerns, or would like to leave the Red Herring Insider group on LinkedIn, please [contact](#) Red Herring.

**Direct contact with Red Herring Insider members:**  
Can other Red Herring Insider members contact you directly?  
 No  
 Yes

**Displaying the group logo to non-group members:**  
Would you like to display the Red Herring Insider logo on your profile to non-Red Herring Insider members?  
 No  
 Yes

Group members can always opt out of allowing other members of the Group to contact them directly.

Group members choose if they would like their entire network to be able to view their group affiliations.

Figure 5: Group user settings

## 4.6 Administration tool for LinkedIn for Groups

The Administration tool is only accessible by up to 3 assigned group managers

**XYZ: Management Home**

**Current Members** of LinkedIn Group  
 XYZ members who are currently actively using the XYZ group features on LinkedIn.  
[View list of current members](#)  
[View list of members you have removed from the LinkedIn group](#)

**Pre-Approved** for LinkedIn Group  
 XYZ members who have not yet joined the XYZ group on LinkedIn, but who will get immediate access to the XYZ group when they do join.  
[View list of pre-approved members](#) — [Add more members to the list](#)

**Requests** for Group Membership  
 LinkedIn users who clicked the Group Invitation Link and are requesting membership. This list may include XYZ members who were not pre-approved, members approved at a different email address, and non-members.  
[View list of requests for membership](#)  
[View membership requests you have rejected](#)

**Additional Links**  
 Need help managing your group? View the [Group Admin](#)  
[Download the LinkedIn Groups Services Agreement](#) (PDF)

**Callout Boxes:**

- Once your members are pre-approved they can join your group without further administrative intervention, thereby reducing the management workload.
- Group growth is managed through this list, in which you can approve or reject requests to join from prospective new members.
- View the list of current members and remove members if necessary.
- The Administrator tools provide you with a **secure method** for inviting members to join your group. LinkedIn's process ensures that **only authorized invitees** can join a group.

Home | [Group Administrators FAQ](#)  
 All content Copyright © 2003-4, LinkedIn, Ltd

Figure 6: LinkedIn for Groups Management Home

### What do group managers say about LinkedIn for Groups:

**Florian Brody, Red Herring**  
 Director of Business Development



“Conferences take place at a single point in time, so establishing an ongoing relationship with conference attendees and providing them with a networking solution that persists before, during and after the conference is a critical challenge for conference organizers. LinkedIn for Groups... allows attendees to create lasting relationships.”

**Laura Merling, SDForum**  
 Executive Director



“LinkedIn for Groups enables SDForum to provide additional member benefits, increase the connection between our members, and play a larger role in our members’ day-to-day professional lives”

Anyone on this list will be automatically made a member of XYZ on LinkedIn if they register and confirm the email address listed.

You can [upload a list of pre-approved people](#) or [add a single pre-approved person by hand](#).

Name:  Email:

Show 50 per page

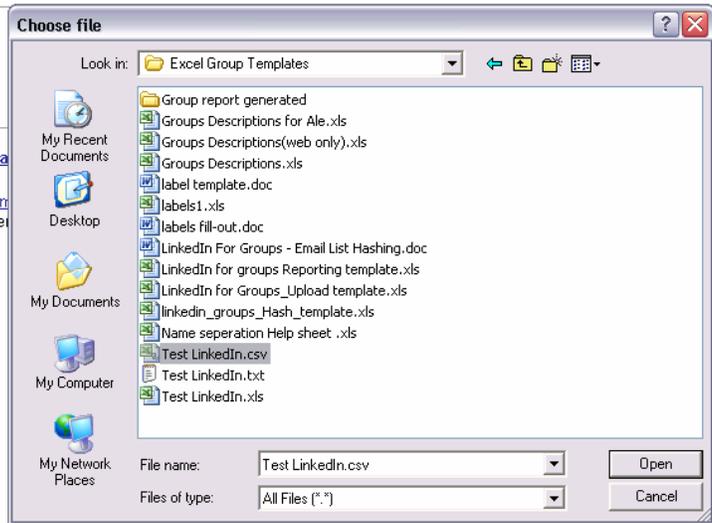
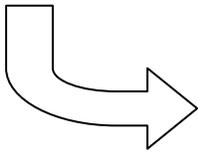
<input type="checkbox"/>	Name	Email	Added to List	Last Modified
<input type="checkbox"/>	Blue, Allen	██████████@linkedin.com	May 20, 2004	October 8, 2004
<input type="checkbox"/>	Guericke, Konstantin	██████████@linkedin.com	May 20, 2004	October 8, 2004

Act on selected users:

Invitees can be uploaded by the group administrator one at a time or via a simple, convenient batch upload.

You may also [add a single pre-approved person by hand](#).

Select File:



Invitees can be **uploaded** by the group administrator based on **email addresses, secure encoded secret keys, or a combination of both.**

## XYZ: Upload CSV File Results



The 6 parsed contacts from file **C:\Documents and Settings\Patrick Ewers\My Documents\AAALinkedInGroups.csv** files **Excel Group Templates\Test LinkedIn.csv** are:

First Name	Last Name	Email Address/Hash
Patrick	Ewers	██████████@linkedin.com
Matt	Cohler	██████████@linkedin.com
Reid	Hoffman	██████████@linkedin.com
Konstantin	Guericke	██████████@linkedin.com
Allen	Blue	██████████@linkedin.com
Alfonso	von Wunschheim	██████████@wunschheim.com

**Note:** "Upload and Add" will add these contacts to the existing list of pre-approved members. "Upload and Replace" will **erase the existing list** and replace it completely with these contacts.

LinkedIn offers two upload modes: 1) You can add to the existing list or 2) replace it completely. The latter option is specifically designed for those groups that have changing memberships and maintain their membership database outside of LinkedIn.

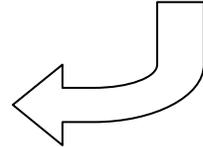


Figure 7: Pre-approved list upload process

## 5 What does the press have to say about LinkedIn?



More press coverage at: [https://www.linkedin.com/static?key=press\\_info](https://www.linkedin.com/static?key=press_info)

“Instead of the usual 3% response rate he gets from direct-marketing calls, Defren has elicited a beefy 50% rate courtesy of LinkedIn’s referenced referrals...to close **\$200,000 worth of new business.**”

**TIME**  
September 2004

“He established contact with a hiring manager in his network...[and] **was hired** as systems operations manager”

**The New York Times**  
January 2004

“He used LinkedIn for **two hires** so far.”

“She was invited by a friend to join LinkedIn.  
**The next week, she was hired.**”

  
December 2003

“His network on LinkedIn has helped him extend the reach of his relationships and has become a **secret business weapon.**”

  
December 2003

“Within days, Burns hooked up with a manager in Utah who **brought him in to a big project** with ad agencies in California and New York.”

**Chicago Tribune**  
February 2004

“Within a month of joining [LinkedIn] he landed a job as vice president.”

  
September 2004

“LinkedIn has quickly become **the Internet’s largest online business network.**”

“LinkedIn is the most strict about keeping its site **solely for professional, business purposes.**”

**Forbes**  
March 2004

“Executives should try LinkedIn. At best, it could be **incredibly useful.** At worst, the site **guards your privacy and doesn’t waste your time.**”

“LinkedIn **could change the way recruiting is conducted.**”

  
January 2004

  
**TOP 100**  
YOU CAN'T LIVE WITHOUT SITES  
April 2004

More press coverage at: [https://www.linkedin.com/static?key=press\\_info](https://www.linkedin.com/static?key=press_info)

## **6 Appendix: 8 Important Questions To Ask When Evaluating “Social Networking” Providers**

### **1. Does the service publish information on your members without their consent?**

In contrast to many opt-out services, **LinkedIn does not publish information on individuals without their consent.** LinkedIn protects the privacy of everyone – both users **and** those who have not joined the service. LinkedIn’s opt-in approach is also the key to its effectiveness: **83% of all contact requests on LinkedIn are endorsed and accepted, because every individual involved has opted in to the process.**

### **2. Is the service easy for your members to use – and easy on their computers?**

LinkedIn for Groups is an **easy-to-use Internet service.** Because LinkedIn’s platform is a **standalone Internet service and does not run in the background uploading information from users’ local machines,** LinkedIn for Groups consumes no CPU or memory resources beyond those needed to run a standard web browser.

### **3. Does the service require the administrator to upload a list of your members’ email addresses before receiving permission to do so from users?**

Unlike most other providers, whose invitation process may violate privacy regulations and your group’s privacy policy, LinkedIn for Groups provides group administrators with a **safe and secure method for inviting prospective users to join a group without the need for an administrator to upload email addresses to LinkedIn’s servers.** LinkedIn’s process still **ensures that only authorized invitees can join a group.**

### **4. Is the vendor’s service compliant with European Union privacy laws?**

Because LinkedIn strictly protects the privacy rights of both users and non-users, **LinkedIn complies with international privacy regulations, unlike several other providers. LinkedIn has received official EU Safe Harbor Certification.**

### **5. What is the vendor’s revenue model?**

Offering a service to groups and associations that gathers data on individuals in order to build profiles or dossiers available as part of an enterprise software product sale is a serious conflict of interest. **LinkedIn does not sell information or software to enterprises.** Our revenue model is based on premium service subscriptions.

### **6. What kind of professionals does the vendor’s service target?**

We designed LinkedIn to be used for the kind of business most professionals need to do via their trusted networks: hiring employees and finding jobs, finding business partners and industry experts, engaging services providers and contractors, or for sales.

### **7. How many actual registered users does the vendor’s service have?**

LinkedIn has **over a million active registered users, more than seven times the number of users of the next closest provider of group networking services.** The size of a user base is a good indicator of which service individual members prefer, and **we suggest surveying your members to find out which service they prefer and are already using today as individuals.**

### **8. What does the press have to say about the vendor and its service?**

LinkedIn is recognized by the press as the leading network platform for business. LinkedIn’s recent press coverage includes accolades from PC Magazine, Time Magazine, Forbes, the Wall Street Journal, PC World, US News & World Report, CNN, the New York Times, and dozens of other leading publications. **LinkedIn is the only professional network tool provider that has won PC Magazine’s “Top 100 Sites You Can’t Live Without” award and the Red Herring 100 award.**

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