

Colorado State University

LinkedIn Best Practices



What is LinkedIn and how can it be useful to my Organization?

- LinkedIn, found at www.linkedin.com, is a professional social networking site designed with three goals in mind - to enable users to connect with one another, to enhance career connections and business opportunities, and to share industry advice. The site can be a powerful tool when it comes to establishing professional relationships. The following guidelines are intended to help LinkedIn users conduct their online activities in a successful, productive, and legal manner.
- Groups can be established on LinkedIn, allowing users to gather on the site in a central location, participate in virtual discussions, post news, and promote job opportunities. Group administrators can also use the Send Announcement tool to broadcast updates and news to group members, or the Manage New Feed tool to post RSS feeds from various news sites.

Group Name

- Establish a name that resonates with users and the University.

Group Administrators

- Choose owners and administrators who are directly affiliated with the CSU office/entity/organization that is being represented through the LinkedIn group. Make sure at least two administrators are Colorado State University faculty/staff members.

- Select a faculty/staff member to serve as the group owner. If the designated owner leaves the University or group, make sure to have a plan in place to select/appoint a new owner.
 - Click Manage and then select Change Owner. Note: in order to select a new owner, the individual must first be listed as an administrator. Click Manage, select Managers, and select Find a Member to Promote.

Policies

- Include Colorado State University's social media disclaimer provided to you when your application has been approved. Clearly state the social media disclaimer in the Full Description section of the group's profile. To edit, click Manage, select Edit Info & Settings, then scroll down to the Group Information section.
- Follow LinkedIn's established terms and conditions.
- Establish a set of discussion board rules and post on the discussion board (i.e. administrators reserve the right to remove offensive/inappropriate content).

Profile/Avatar Image

- LinkedIn groups enable the use of a large logo (80x80 pixels), which appears in the Groups Directory, and a small logo (40x40 pixels), which appears on your group pages.
- Use a program such as Irfanview to size images correctly and to scale.
- Refrain from using only the CSU word mark or Ram's Head logo as your account(s)'s profile image, as they tend to be overly used and lack individuality. The University encourages the creation of a profile image that reflects your CSU unit but allows for individuality as well.
- It is recommended to use a photo commonly associated with your organization as your profile picture. If desired, incorporate the CSU logo or your official CSU "unit identifier" into your profile picture. See [Tips for Creating Profile Images](#).
- Please see the [Communicator's Toolbox](#) for reference on using the CSU logo.
- Be careful not to stretch or distort the CSU logo or Ram's head in any way and do not modify the logo in any way.
- Ensure proper resolution of the logo.
- Green is the preferred color for the CSU logo or Ram's head, with black or white as an alternative.
- The CSU logo and Ram's head are trademarked materials. Any communication containing the CSU logo and/or Ram's Head must be approved by the Office of the Vice President of Public Affairs at 491-4179.
- If your unit is in need of an official unit identifier or if you would like help in creating an avatar/profile image for your social media accounts, please contact Natalie McCatty in CSU's Communications and Creative Services at (970) 491-4179 or Natalie.McCatty@colostate.edu.

Managing Groups

- If members must be approved to join the group, be an active administrator and notify new members once they've been approved. Include information on how to use the group, what tools are available, etc.
- Populate the group by scanning other networks and groups/companies for potential members and invite those people to join.
- Filter postings on the discussion board. Move job postings to the Jobs section and vice versa.

Engaging Members

- Don't focus on "selling" your organization/entity, rather put the focus on the group and members. Provide content that would be appealing to them.
- Consider utilizing the polling function and implement a poll to gauge the pulse of the group.
- Participate in the group by posting useful and helpful information and by posting and participating in discussions.
- Thank people for contributing. If a member becomes a frequent poster, acknowledge them and encourage them.
- Highlight new features when and if they are added. Talk specifically about how to use new features and ask others to share their experiences with new features.
- Make introductions between members you feel would benefit from one another.

Promoting Groups

- Share the group - either directly through the site to your LinkedIn network or by posting the group URL on external websites and marketing materials.
- Create a LinkedIn badge for members to post on their external sites.
- Carry conversations held on LinkedIn over to other social media sites, such as Facebook and Twitter, but be sure you get permission first.
- Contact people who are not registered with LinkedIn and encourage them to join the group.