



LinkedIn Group Information and Instructions for Joining

What is LinkedIn?

LinkedIn is an online network of more than 39 million experienced professionals in over 200 countries and territories around the world

When you join, you create a profile that summarizes your professional accomplishments. Your profile helps you find and be found by former colleagues, clients, and partners. You can add more connections by inviting trusted contacts to join LinkedIn and connect to you. Your network consists of your connections, your connections' connections, and the people they know, linking you to thousands of qualified professionals.

Through your network you can:

- Find potential clients, service providers, subject experts, and partners who come recommended
- Be found for business opportunities
- Search for great jobs
- Discover inside connections that can help you land jobs and close deals
- Post and distribute job listings
- Find high-quality passive candidates
- Get introduced to other professionals through the people you know

LinkedIn is free to join. Paid accounts are also available that give you more tools for finding and reaching the right people whether or not they are in your network.

What is LinkedIn Groups?

Many professionals advance their careers and personal goals by counting on industry and professional groups, alumni organizations, industry conferences and corporate alumni groups to help them make vital new business contacts. LinkedIn Groups offers extra features to group-based organizations like ISMA to help our members stay in touch with one another and discover new contacts within their groups and beyond. LinkedIn Groups allows ISMA to extend our reach and strengthen our brand with existing users by providing additional value through LinkedIn's features.

What types of groups use LinkedIn Groups?

Typically, groups are collegiate and professional school alumni associations, corporate alumni groups, professional organizations, networking groups and event and tradeshow organizers.

Why would ISMA start a group on Linked In?

Because ISMA's has a group presence on LinkedIn, you'll be able to search, find and contact fellow ISMA members in addition to the hundreds of thousands of users that one can reach through your extended LinkedIn network. You can also limit your searches to fellow group members

How do I join the ISMA Group?

It is an easy step process.

1. Click on the ISMA Group invitation link in the email with which you received these instructions. This will take you to the Group Invitation Page. Sign in if you are already a member of LinkedIn or alternatively complete the registration procedure to sign up to LinkedIn if you have not yet joined. Once signed in click "Join Group" on the group invitation page to send a request to the Group Manager who will authorise your membership of the group. You will receive an e-mail confirmation once your application has been accepted.
2. If you are a new member to LinkedIn once you have registered and verified your e-mail address please revisit and click again on the ISMA Group invitation link from where you can sign in and proceed as for existing LinkedIn members.

Contact stress@isma.org.uk if you have any problems.

I've joined the ISMA's LinkedIn Group; now what?

You now have access to a tool that allows you to fully use your entire personal and professional network in one simple step. Click on the link on your homepage to browse or search your fellow group members' profiles. Information you learn about your peers' backgrounds and expertise will be highly relevant to your professional needs and inquiries. When you have searched and found a fellow group member you wish to reach out to, you can contact that member on a 1-to-1 basis, rather than sending your requests to a mass email list.

How many groups can I join?

You can join as many groups as you belong to. LinkedIn anticipates that the average user of LinkedIn probably belongs to at least 3 to 4 groups that are meaningful to their professional life.

Can I get spammed by other members of ISMA's Group?

No. LinkedIn Groups is designed specifically for the individual and not as a groupwide communications tool. Therefore, there is no way for an individual user to send broadcast messages to all members of the group.

Will I be able to contact fellow ISMA Group members?

Yes. Each member of ISMA's Group decides how fellow group members can contact her/him. Since group members share an affinity and are usually open to interacting with fellow group members, most LinkedIn users allow fellow group members to contact one another without referral. This is a setting that each group member can change from his/her homepage

How do I make it so that no one can contact me?

Go to your group settings page and "turn off" direct contact with your group members. Fellow group members can no longer contact you directly and would have to go through the chain of referrals on LinkedIn.