



Leveraging LinkedIn for Your Chapter

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LinkedIn

Connect With Professionals

LinkedIn is Important for Chapters Because...

- It's the "professional" social media platform, making it a great place to share chapter accomplishments and news that might not make sense on other platforms.
- It's useful for connecting with industry professionals, recruiting new members, connecting with existing members, and sharing industry news and knowledge.
- LinkedIn has around 230 million US users.
- 96% of B2B Marketers use LinkedIn to distribute content ([Source: LinkedIn](#))



How To Get The Most Out of LinkedIn

Engagement = Engagement!

Strategy Matters

DO This!

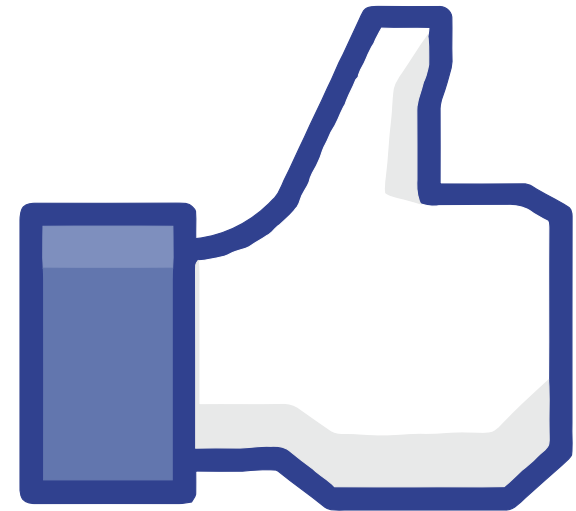
- Have a designated social media manager to manage the LinkedIn page.
- Encourage members to engage with your LinkedIn content by tagging, sharing, commenting, and liking chapter posts.
- Plan and schedule posts out in advance.
- Post at least twice per month to stay relevant.*
- Use scheduling, management, and design tools to make your life easier!

DON'T DO This!

- Post randomly and then not share anything for a month.
- Share pixelated or cut off images and graphics that are not on brand.
- Try to do too much at once.
- Only post last minute.

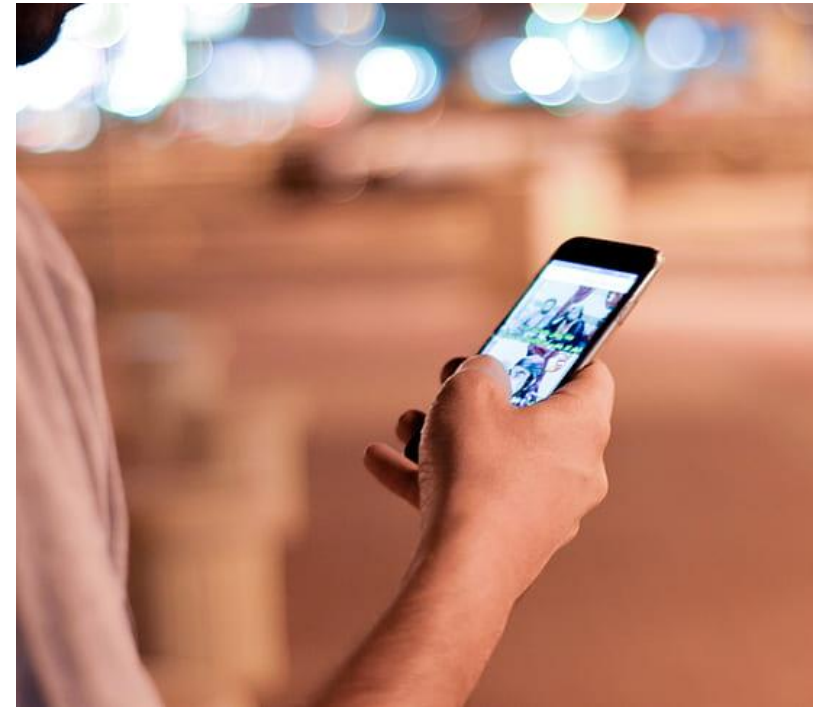
* Once per week would likely be better, but get consistent first and then you can increase your post volume!

Engagement: The process of communicating with an online community through comments, likes, shares, tags, and reposting.



How do I get more engagement?

- LinkedIn rewards users who spend time on the platform.
- Make sure the chapter page is engaging with relevant accounts like other chapters, the NAIFA corporate page, and other accounts that share content relevant to the industry.
- Invite people to follow your page.
- Video content tends to do best right now – share a video! Even if it's just an informal video about what your chapter is up to.
- Tag anybody relevant to your posts, it will get you more reach!



What Do I Post?

Make an Impact!

- Don't bite off more than you can chew – when you're just getting started, it's best to post 1x per week or at least 2x per month. Scale up when you're comfortable!
- These posts can be important event promotions, member spotlights, or industry tips and tricks. The sky is the limit, what's important to your Chapter? What do your members want to see? What have you accomplished recently?
- Sharing content directly from the NAIFA page boosts the reach of important news from corporate and also gives your chapter page more credibility.
- Feeling ambitious? Post a video! Videos can be anything from talking about NAIFA news, why someone should join NAIFA, or [a day in the life of attending a NAIFA event.](#)

Quick Recap

You can do this!

The Steps

- **Designate a Social Media Manager To Manage LinkedIn.**
- **Follow and Engage With Relevant Accounts.** Who do you want to keep up with in the industry?
- **Invite people to follow the page.** This is a feature on LinkedIn!
- **Aim to share posts at least 2x a month!** Scale up when you're ready.

Thank you!

Any Questions?

Julianne's Helpful Tools and Links

- [ClickUp FREE Social Media Content Calendar Templates](#)
- [Buffer.com, FREE scheduler \(up to 3 accounts\)](#)
- [Pexels.com FREE images and stock video](#)
- [Canva.com \(multiple plans to choose from\)](#)
- [How to Create a Graphic in Canva \(video\)](#)
- [How To Schedule Using Buffer \(video\)](#)