

Have You Thought About – Use of LinkedIn Group?

I reviewed my notes recently¹ on the subject of LinkedIn. My first use of LinkedIn dates to 4 February 2008. That was the day that I decided to checkout what this social networking application was all about. [Editor: Blog text converted for use at IEEE meeting in September 2015.]

The first efforts consisted not much more than getting an account set-up and the bare-bones minimal information of who I am and where I was working.

As an aside, a friend from Massachusetts and I were having a casual conversation about LinkedIn. He discovered that I had this original account, that I had forgotten about on LinkedIn. On 30 August 2009, I closed that abandoned account. Along the way, I had inadvertently opened a second account, which was where I realized growth in my use of this application.

I was glad that I did invest the time to build a credible account². It took time, effort, and getting on a learning curve to do it. But, success struck!

This posting documents what I have learned about LinkedIn groups and sub-groups. I felt like this might be of interest to those who want to know and to learn a bit more.

Firstly, I learned that there is a limit on how many groups that one may join – 50! That may seem like a large number, but I have discovered that in actual fact, getting to 50 isn't that hard. Now, my "problem" is managing what groups that I really want to be in. Also, note that a group may have sub-groups. Sub-groups don't count against the limit of 50-group memberships. I haven't discerned if there is a sub-group limit.

Next, what groups to join?

The operational answer that I followed is summarized below:

– Academic affiliations – This could be anything from high school, college, graduate school, alumni associations, and even, say continuing education.

– Special interest groups – If you are like me, self-identifying terms such as "systems engineering" will get you started. Search for those key-words to find like minded groups.

– Professional associations – What professional associates do you belong to? There is probably a group in existence that is from that association.

– Business associations – Where do you work? Where did you used to work? I have found groups that organized around, say alumni of "Name the firm".

– Groups that your contacts are members of – When I get a new contact, I checkout the groups that they belong to. As I personally work with search firms, joining the groups that they belong to has been productive.

– Support groups – They come in all sizes and types. I ask around. I have been quite surprised on what is out there.

Well, let's see, that gives us six categories of groups. If one joins one or two in each category, that will get you going to about a dozen!

So, get grouping!!!

¹ Blog entry in August 2009: <https://cajrtodd.wordpress.com/2009/08/> of the same title. Blog text edited to add footnotes and to convert from blog format to Word and subsequent PDF format.

² LinkedIn account: <https://www.linkedin.com/in/cajamesrtodd>.