

## LinkedIn for Groups: An Overview



LinkedIn  
May 2004  
[www.linkedin.com](http://www.linkedin.com)



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

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

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 co-branding 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 rich member information requiring almost no administrative effort
- Better understand your group members through group usage and member profile data reports provided to you by LinkedIn

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, or other business opportunities
- Know more than a name – view rich professional profiles from fellow 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

*LinkedIn for Groups provides deep co-branding and special search and contact features only available and visible to members of your group.*

The screenshot displays a LinkedIn profile for the XYZ Association. At the top, there is a navigation bar with tabs for Home, Search, Profile, Address Book, Network, and Requests. Below this, a search bar is visible with the text "Search your Network" and a dropdown menu set to "All users". To the right of the search bar is a "Go" button and a link to "Advanced Search".

The main content area is divided into several panels:

- Search your Network:** A search bar with "All users" selected and a "Go" button.
- Invitations:** A panel showing "594 of the 2089 contacts in your Address Book are already in LinkedIn." It includes a link to "Invite them now" and a button labeled "Invite now". Below this, it says "Who should you invite?" and "You have 18 outstanding sent invitations, and you can resend all of them."
- Connections:** A panel showing "You currently have 234 connections." It notes that the connections list is not available for browsing by connections and provides a link to "Learn more about browsing your network."
- Endorsements:** A panel stating "Endorsements are the best way to draw attention to your profile." It mentions "Endorsements from 13 connections are shown on your profile" and provides a link to "Ask your connections for endorsements."
- Profile:** A panel at the bottom with a question mark icon.

The right-hand sidebar contains several sections:

- Which of your real-world contacts are already LinkedIn?:** A section with a "Find Contacts Now" button and a link to "Find out now which of your existing contacts have already joined LinkedIn."
- Hiring through LinkedIn:** A section with a "Click here" link to find out more about using LinkedIn to find potential employees. It includes links for "Making deals", "Finding information", and "How are you using LinkedIn?".
- Powering Job Searches:** A section with a "Search 200,000+ jobs through LinkedIn and DirectEmployers, and quickly see who in your network can help you land the jobs you're interested in." link to "Learn more."
- XYZ Association:** A section with the XYZ logo and a welcome message: "Welcome to the XYZ Association on LinkedIn. Be sure to attend our upcoming members-only event on May 5, 2024!". It includes a list of links: "View XYZ members", "Visit the XYZ Association site", "Contact the XYZ Membership Manager, John Doe", and "Manage your XYZ Association settings".

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

**High-Quality**

- Stringent inbox and contact protections have attracted the largest and highest-quality user base of any professional network online:  
550,000+ registered users / 20%+ senior management / 43%+ international
- All people showing up in search results are actual 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 online: over 25,000 referrals per 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

*LinkedIn for Groups offers rich search options, with a special group filter to enable your group members to restrict searches to include only other members of your group*

**Search:**  
All users for    
ex: CEO; marketing; investment

**Refine your search** with these additional criteria:

Location: <input type="text" value="Anywhere"/> Country: <input type="text" value="United States"/> US Zip: <input type="text" value="94060"/>	Name: <input type="text"/>
Who have joined your network: <input type="text" value="At any time"/>	Title: <input type="text"/>
Sort search results by: <input type="text" value="Degrees away from you"/>	<input checked="" type="checkbox"/> Current titles only
Limit search to XYZ members: <input type="checkbox"/> <b>XYZ</b> Show only XYZ members	Company: <input type="text"/>
	<input checked="" type="checkbox"/> Current companies only
	In Industry: <input type="text" value="Any industry"/> High Tech Defense & Space Computer Hardware Computer Software Computer Networking Internet Semiconductors Telecommunications

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

**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.

-  Make contact directly

Write Request

**"Maximizing value** to members while **minimizing administrative effort** is crucial for professional networking associations like SDForum. **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, all with **virtually no administrative intervention.**"

-- *Laura Merling, Executive Director, SDForum*

*Members of your group have the option of contacting other members of your group via a referral from mutually trusted intermediaries, or directly via the group affinity they share.*

**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:

Select One...

*Your group serves as a trusted intermediary between individual members who do not yet know each other. Group members can contact each other without the need to share contact info upfront – and with no manual administrative intervention.*



If you have any questions or concerns, or would like to leave the XYZ Association group on LinkedIn, please [contact](#) the XYZ Membership Manager, John Doe.

**Direct contact with XYZ members:**

Can other XYZ members contact you directly?

- No
- Yes

*Individual users always have control over group settings for their account.*

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**Extend the reach of your group's brand to the largest and highest-quality user base of any professional network platform online – but only if you wish to do so**

**Mike Smith**

Senior Vice President at Acme Group, Inc.  
[Greater New York City Area](#)

[▶ Mike's Endorsements](#)  
[▶ Requesting Contact](#)

<b>Currently:</b>	<a href="#">Senior Vice President at Acme Industries Inc.</a>
<b>Companies:</b>	<a href="#">Acme Industries Inc.</a> ; <a href="#">Samuel Wilkens &amp; Co.</a> ; <a href="#">Lightstone Partners</a>
<b>Primary Industry:</b>	<a href="#">Financial Services</a>

**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](#)

"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. **Red Herring chose LinkedIn for Groups** as the professional network tool for our conference to allow conference attendees to **create lasting relationships** and to **promote Red Herring** to LinkedIn's **hundreds of thousands of high-quality professional users.**"

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

**Last Search:**

We found 4 users matching these criteria:  
 • users currently at company: Acme Group  
 Sorted by degrees away from you.

[Refine this search](#)  
[New search](#)  
[Bookmark this search](#)

**About Search Results**  
 Your Search Results show all the users in your network who match your search criteria. Each newly invited user grows and diversifies your network and theirs.

[Sarah Johnson](#) Connected to you  
 Account Lead for Private Client Services  
 In the Financial Services Industry, Washington D.C. Metro Area  
 Currently: Private Client Services Account Executive at **Acme Group, Inc.**  
 Companies: MacroEquity Fund LLC; Fitzsimmons Finch; **Acme Group, Inc.**; Bull Investments

 connections: 40  
 endorsers: 4

 [Mike Smith](#) 2 degrees away  
 Senior Vice President at Acme Group, Inc.  
 In the Financial Services Industry, Greater New York City Area  
 Currently: Senior Vice President at **Acme Group, Inc.**  
 Companies: Samuel Wilkens & Co.; Lightstone Partners; **Acme Group, Inc.**

 connections: 51  
 endorsers: 2

[Miguel Garcia](#) 2 degrees away  
 Regional Vice President at Acme  
 In the Financial Services Industry, Greater New York City Area  
 Currently: Regional Vice President at **Acme Group, Inc.**  
 Companies: **Acme Group, Inc.**

 connections: 12  
 endorsers: 1

*Your group logo and a link back to your site can optionally be displayed on group members' profiles and in search results when viewed by LinkedIn users who are not part of your group. 600,000+ white-collar professionals use LinkedIn – more than 10 times the number of users of any other networking provider for groups and associations. Extend your brand's reach to all of these 600,000+ users -- or if you prefer, your group can remain completely private and invisible to LinkedIn users who aren't members of your group.*

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**Administrator tools provide you with a secure method for inviting prospective users to join your 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**

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

Search      Show 50 per page

Name	Email	Added to list	Last modified
<input type="checkbox"/> Blue, Allen	ablue@stanfordalumni.org	10-16-2003	10-18-2003
<input type="checkbox"/> Cohler, Matt	matt@linkdein.com	10-16-2003	10-18-2003
<input type="checkbox"/> Greenhorn, Michael	greenhorn@ix.netcom.com	10-16-2003	10-18-2003
<input type="checkbox"/> Rondot, Alice	<encoded>	10-16-2003	10-18-2003

Act on selected users:

Password-protected administrator control panel shown here. Invitees can be uploaded by the group administrator based on email addresses, secure encoded secret keys, or a combination of both.

## Upload Pre-approved users from CSV File

Select File:  no file selected  
Encoding:

Password-protected administrator control panel shown here. Invitees can be uploaded by the group administrator one at a time or via simple, convenient batch uploads.

**LinkedIn is recognized by the press as the leading professional network platform**

Recent coverage of LinkedIn in major market press




“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.”




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


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



“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.”




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




[Reviewer’s conclusion:]

“LinkedIn is the **only social-networking system** I looked at that **currently deserves enterprise consideration.**”



“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.**”



**We invite you to explore our full list of press coverage at:**  
[https://www.linkedin.com/static?key=press\\_info](https://www.linkedin.com/static?key=press_info)  
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## **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: **75%+ 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 is currently applying for formal 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 services 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 600,000 active registered users,** more than ten times the number of users of the next closest provider of group social 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 social networking platform for business. LinkedIn’s recent press coverage includes accolades from PC 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 social networking provider who has won PC Magazine’s “Top 100 Sites You Can’t Live Without” award, Forbes’ “Best of the Web” award, and the Red Herring 100 award.**

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