

LinkedIn ASQMV Group Discussion Guide

How to Start a LinkedIn ASQMV Group Discussion

Step	Action
1	Move your cursor over Interests at the top of your LinkedIn homepage and select Groups .
2	Click the Group's name, ASQ Merrimack Valley Section 102
3	Click on Discussions at the top of the group's homepage.
4	Enter your topic or question in the box that reads, " Start a discussion or share something with the group " in gray text (your profile picture will be to the left of this box). Note: There is a 200 characters limit for the topic or question.
5	Enter details in the box that reads, " Add more details " in gray text or add a link to a website by typing in the URL and pressing the space bar on your keyboard. Note: There is a 3,950 characters limit for discussion topic or question.
6	Click Share . Tip: You can set your discussion view to either 'Recent' or 'Popular'. The bolded text indicates your selection. Note: The group discussions view default is Popular (discussions with most comments).

Creating an Engaging LinkedIn Group Discussion by Mark Parker <https://www.linkedin.com/pulse/20140512224410-1171936-creating-a-engaging-linkedin-group-discussion>

Group discussions are one of my favorite features on LinkedIn - but they also suffer from regular misuse and abuse.

Putting aside the spam issue for a moment - a lot of discussions don't use the key features of a post properly and are simply a waste of time. Let me explain the core features plus my top 5 tips for creating an engaging LinkedIn Group Discussion.

The Basics of a Group Discussion

1. Discussion Name/Topic

Like the title of a blog post, the discussion name should be compelling. LinkedIn gives you 200 characters to use – use them well and don't mislead with the topic name or engage in link baiting.

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Creating an Engaging LinkedIn Group Discussion by Mark Parker

The Basics of a Group Discussion (continued)

2. Add more details

This part of the discussion area is where you the creator can outline why you've started the discussion. LinkedIn gives you 3,950 characters to use – so tell us what your thinking (please..!). This might include:

- 1 Share your thoughts as to why a topic or external link is relevant to the Group
- 2 Ask questions
- 3 Ask for help or for the Group's opinion on a topic

As a user who regularly contributes to Group discussions there is little chance I'll contribute if the poster hasn't gone to the effort of adding more details. I'd go so far as to say a Group discussion without more details is like a Profile without a photo.

3. Links

If you want to link off to external content use the link box. Note that you need to use a native URL, not a shortened link.

Note also, once you include a link you then have the option to edit the summary text of the link. By default, LinkedIn will pick up part or all of the first paragraph of the link – if this summary doesn't communicate the link content well then use edit to change the summary. Note that you also don't need to leave the URL in the post. Once its been indexed you can remove it.

The top 5 things to do if you want to post a discussion:

- 1 **The title of the post** - seriously it's got to make sense - a compelling headline is critical (and search relevant)
- 2 **Add more details** - Tell us what you think - there is nothing worse than a discussion that doesn't include a clear reason as to why the post has been created.
- 3 **Include a link to third party content** - where possible, link off to third party content. This is useful if you want to put forward an opinion or want to start a discussion around a specific issue or idea.
- 4 **Tell us what you want** - is this a promotion, are you seeking opinion? I find it infuriating when I click into a discussion only to find the topic is a cover for self-promotion or is unrelated to the actual content or intent. I personally don't mind someone undertaking a bit of self-promotion - just be honest about it!
- 5 **Own the Discussion** - you started the discussion - you have a responsibility to be engaged in the discussion - so don't start a discussion and then fail to respond. Yes, some discussions will take on a life of their own - that's exciting - but be engaged.

I hope these five tips help - your feedback or thoughts are welcome as always...

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How to Post a Comment in a LinkedIn Group Discussion

Step	Action
1	View the group discussion you will post a comment to.
2	Below the post, click the word Comment (in gray) to make your comment or enter your comment in 'Add a Comment' box.
3	Click blue Comment button to share.

Sales Tips: How to Write a Memorable LinkedIn Group Comment by Koka Sexton <http://sales.linkedin.com/blog/sales-tips-how-to-write-a-memorable-linkedin-group-comment/>

Anyone can write a quick “Great post” comment within a LinkedIn group or discussion — but sales professionals need to be noticed for more than a passing acknowledgement.

The goal here is to add additional insight to the discussion, gain feedback from other members and/or position yourself as a knowledge resource. If you can become known as a problem-solver, then your chances of landing a warm lead increase significantly.

In fact, people who post and engage in Group discussions get an average of four times the profile views as inactive members.

Make your comments memorable and relevant by following these sales tips:

Make the comment meaty.

The Like link is there for a reason – it represents the bare minimum for engagement with a post or comment. Posting a short, generic comment won’t put your name on the prospect’s map either – you’re better off just clicking the Like link and moving on.

We’re not here to perform the bare minimum – and your prospects are looking for insights from industry experts like you. Take the time to read the post, digest the content and craft responses that address their concerns or viewpoints. Don’t be afraid to (cordially) challenge them if you feel they can do something better.

If you put in the bare minimum, you will get the same in return. There are more than 200 conversations occurring each minute on LinkedIn, so there’s plenty of room for discussion.

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Sales Tips: How to Write a Memorable LinkedIn Group Comment

Acknowledge the discussion topic, and then tie it to a personal perspective.

Making the transition from the post topic to your own perspective can be tricky. You want to offer your insights without hijacking the thread. The key practice is to respond within the context of the post topic while adding personal insights.

If the prospect asks a question to the group at large, answer it first – then explain your reasoning. Include examples of how your rationale can work in practice – and tie it back to the prospect’s stated concerns.

If your target prospect is another commenter on the thread, keep the conversation within the boundaries of the original post – but ask new relevant questions to encourage your prospect to engage further.

Ask follow-up questions.

One-word responses to passive questions offer little insight for your audience. Even if the original question itself is tailored to invite a simple response.

You can expand the discussion by responding with additional questions. This also has the added benefit of leveraging your audience for sales ideas.

While you want to portray yourself as a problem-solver and industry influencer, it never hurts to present new questions for the audience to discuss. This can help rejuvenate a stale discussion and attract new prospects.

NEVER state your selling intentions outright.

Commenting and engaging should be part of your overall sales strategy – but those comment boxes aren’t made for sales pitches themselves. We are in the prospecting phase right now, looking to gather as much information about our target audience while establishing credibility for later sales maneuvers.

In truth, you’re not looking to sell your products or services at this stage – you’re looking to sell yourself. Prospects will learn about your company from your LinkedIn profile – so hold the sales language until they’ve shown that initial interest. Comments within LinkedIn Groups can convince prospects to make that initial step.

Don’t sidetrack the conversation.

Thread hijackers are almost universally despised on social networks – they jump into an existing conversation and turn it completely off-track. Gradual departures from the original topic are generally accepted, but hijackers often attempt to disrupt the conversation with irrelevant information.

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Sales Tips: How to Write a Memorable LinkedIn Group Comment

Don't sidetrack the conversation. (continued)

It's a social media best practice to stay on topic within a commenting thread – and it's simply good form when engaging with clients. Keep the conversation on-track – and if you're the original thread author, work to eliminate hijackers whenever they arise.

On average, LinkedIn members join seven groups for professional and personal reasons. Conversations are shared daily – make sure to join in and follow best practices to attract new prospects.

How to Post a Job Discussion (Opening) to ASQMV LinkedIn Group

Step	Action
1	Go to the Discussions tab of the group, ASQ Merrimack Valley Section102. Note: Do not try to post job opening from Jobs tab. LinkedIn charges for job postings. It does allow job openings posts to job discussions as a free alternative.
2	Click in the sharing box that reads " Start a discussion or share something with the group " in gray text and add a discussion title (your profile picture will be to the left of this box). Note: There is a 200 characters limit for topic box.
3	Add details in the second box that reads, " Add more details " in gray text. You may also include a link. Note: There is a 3,950 characters limit for topic box.
4	Select Job next to the Discussion type option. This selection will post the job discussion to the Jobs tab in the group.
5	Click Share to file it in the Jobs tab under the Job Discussions (located in the left menu after clicking on Jobs tab). Note: Job discussions appear for only 14 days. Each posted job discussion has a post stamp to read. ' X days ago ' for how long ago it was originally posted.
