

# Leveraging LinkedIn Groups

## Find the right group

Finding the right group or groups to join can be relatively simple. Take a look at the groups your connections are following. Do any of their groups make sense for you as well? You can also search for groups by using keywords or industry terms. For example, if you search "SAP" and select the Groups option, you might find several active community groups related to SAP.

## Contribute to the conversation

Active groups succeed when their members contribute to the posts that are made within the group. You'll want to provide your expertise where you can and interact with other group members in order to showcase your talents and be viewed as reliable and knowledgeable. By staying active, you'll also be reading up on the latest news topics within your group.

## Network, network, network

We *are* talking about a social media network, after all. LinkedIn is meant to connect like-minded professionals, and groups are the easiest way to bring together like-minded professionals in one space to talk about industry insights, trends, and other topics. See people that are thought leaders? Connect with them! Interact with them in the group! You're growing your following while you share and gain insight.

## Build your brand

Ultimately, this is your end goal. By joining these groups and becoming an active member in them, you become a trusted, respected person in your space. People will look to you to provide your knowledge and actively search for you when looking to fill their next position in your area of expertise.