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Are You (yes, YOU) Leveraging LinkedIn to the Max: Connect Your Association Members (Current & Future)
Larry Long, Jr.

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July 5, 2023

Are You (yes, YOU) Leveraging LinkedIn to the Max: Connect Your Association Members (Current & Future)

By Larry Long Jr.

“If it ain’t broke...”

...the traditional saying would complete with, ‘Don’t Fix It’; however, we are going to flip the script and say, ‘BREAK IT!’

Is your current process for using LinkedIn to engage with and retain existing members of your Association in need of ‘breaking’?

How about your process (...do you have one?) for engaging with and attracting new members?

With >800 million total global users, it is likely that both prospective members and existing members have some form of presence on the LinkedIn platform...this ‘playground’ which has various purposes (you may remember originally, it seemed solely for job hunting; networking, industry-specific connections, brand building, etc.) can be an amazing resource to connect and more deeply engage with ‘Your Community’.

The Million....actually, Billion Dollar Question is, ‘HOW?’

So glad you asked, as LinkedIn has proven to be an AMAZING platform for strengthening existing relationships along with creating new. There are several strategies to both connect and engage. Please find an overview of three (3) of my top tips for success on LinkedIn:

1. Create a Plan

Outline your key goals and top objectives. Are you focused on new member acquisition, current member engagement, event promotion, building brand within the community?

Select your top 2 goals (focus is key), document and craft a workback plan around how you can accomplish success. Which leads to...what does success look like – what are the KPI’s (Key Performance Indicators) that will determine whether you are having success or not. If you are unsure, take your best guess – my encouragement is to set the bar high with a BHAG (Big-Hairy-Audacious-Goal) and aim for the moon (...think the saying is, ‘if you miss, you’ll still be amongst the stars).

Now that you have your game-plan mapped out...

2. Optimize Your Personal LinkedIn Page

Although we are looking to improve, increase, drive and strengthen engagement at the Association-Level, the key to your success will be driven by your (yes, YOU!) individual efforts.

Update your Personal Profile to ensure it is visually welcoming, engaging and informative. Ensure your 'top-of-fold' real estate on your profile 'POPS' – your Headshot (say 'Cheese'), Banner Image (should include Association Info/Logo), Headline, Profile Topics (found under 'Creator mode'), Website Link, 'About' Description, & Featured Section represent you, your Personal Brand, as well as the Association.

I encourage you to solicit an audit – ask a friend, family member and/or colleague to review your Profile in order to share honest feedback (i.e., what works well & opportunity areas for improvement, in the spirit of getting better).

3. Join the Discussion

Find your most active members on LinkedIn, and follow their content by selecting the Bell icon and selecting that you'd like to be notified of 'All posts'. When they post, choose an appropriate reaction, and respond with a thoughtful comment to support their published content.

By joining, engaging and participating in the conversation, not only are you showing them support...you are also gaining exposure to other potential relationships that could be beneficial for engaging in your Association (...think they say, 'birds of a feather, flock together'). You will soon develop potential avenues for connecting with potential new members, all in addition to strengthening existing relationships via supporting current members (a true, Win-Win).

4. Publish Original Content (on your Personal LinkedIn Page)

Sharing content published on your Association Page (although good), is not good enough. Strongly encouraging you to Write and Publish your own original posts, in support of your Association. Create a Content Calendar, including themes and even pre-written posts, to allow for consistent posting (a minimum of 1x/week).

By sharing insights, thoughts, current events, member spotlights, you are now building your brand as an industry and association thought-leader, and resource for your membership (existing and future). With the committed support and participation by all Association staff and team members, the positive impact potential is HUGE! Although this may seem scary at first, your commitment to 'stepping out' of your comfort zone should yield great returns, truly strengthening relationships and generating new relationships. Try It, You Might Even Like It (ha-ha).

5. Partner

Ask current members to assist you and the Association by also publishing content in support of your Association – for example, sharing a meeting recap or event highlights (including pictures, as a picture is worth a thousand words, right?). Members can also share video recaps on the power of the Association, reason(s) why they joined, reason(s) why they stay and encouragement on why someone similar to them should seriously consider joining. There is Power in Peer Support and Social Proof.

My hope is that you will not only read and review the tips above...but, that you will also step into, and commit to activating, following through and taking action. Please do not hesitate to reach out and connect with me if I can ever assist or serve as a resource for you.

EXTRA CREDIT:

In preparation for the 2023 Annual Meeting Program, 'Leverage LinkedIn to Strengthen Current Member Engagement & Drive New Membership', I challenge you to try at least one of these three (3) actions that can benefit your Association on LinkedIn:

1. From your personal LinkedIn profile, write and publish one (1) original LinkedIn Post detailing what your Association means to you (for example: What excites you? Your proudest accomplishment? Most memorable member success story)
2. Every day, find at least one (1) LinkedIn Post written by someone else (preferably a member of your Association, Partner, Sponsor, and/or Thought Leader within your Industry), and respond with a thoughtful comment
3. Ask three (3) existing Association members to write you a Recommendation based upon their interactions with you, and/or your Association

We will discuss your experience during the Interactive Deep-Dive Workshop during the Annual Meeting in July 2023.

Thank you in advance for your commitment and efforts. Wishing you all the best!
Cheers!

Larry Long Jr

About The Author:

Larry Long Jr is the Founder and CEO (Chief Energy Officer) of LLJR Enterprises, which focuses on providing business motivation, inspiration, and most importantly, transformation through Speaking, Emceeing, Coaching & Training programs.

He is also the host of the weekly live show, 'Midweek Midday Motivational Minute' and Author of '*JOLT! Get Zapped Into Intentionality: Rediscover and Believe in Your Inner Greatness*'. Larry is extremely passionate about coaching, and helping business professionals, leaders and organizations take their game to the 'next level'.

You can hear Larry speak at the [2023 AENC Annual Meeting](#) in Winston-Salem on Monday, July 24th.

If you would like to have one of your articles featured in **Success by Association Live** or have interest in sponsoring please contact Madi today at madi@aencnet.org.

