

Networking in LinkedIn: Serious Insight into Groups

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A New Statistical Feature is Unveiled for LinkedIn Groups

Your professional network is calling you on [LinkedIn](#) - and if you haven't joined the discussions yet, now is the perfect time.

LinkedIn has made its Groups feature even more worth your while by unveiling a new statistics dashboard that offers a serious look at each LinkedIn group's demographics, growth and activity.

This is an excellent resource for lawyers or any active online business networker who uses or might consider participating in specific groups to meet other people in their industry.

"The new group statistics "provide visibility into the types of professionals in a particular group and the level and shape of the conversation," says LinkedIn principal product manager Ian McCarthy.

In the demographics view, you can see information about the seniority level, function/role, location, and industry of the professionals in a particular group. This is valuable for a networking professional because it provides "easy visibility into the types of expertise and functions of people in any given group, who is in your region or a

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region where your service is looking to expand, and whether the group is composed of the desired mix of senior, middle and entry-level professionals," McCarthy says.

When you click on the growth tab you can see how a group's membership has grown over time and the activity tab shows how regularly members start and contribute to discussions. It also displays recent job and promotion counts for the group. LinkedIn says a large number of promotions can indicate that the group is being actively moderated by managers and members.

Never before has there been this much value in LinkedIn. It's the perfect place to exchange ideas and perspectives, extend relationships, and develop new ones.

I'll see you over there!

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