Logo

Description automatically generated**LinkedIn Chapter Booster**

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| **Outcome:** | With a little bit of coordination, the *LinkedIn Chapter Booster* goes a long way towards enhancing your chapter’s visibility & getting more guests at your next chapter event. |
| **Strategy:** | 1. Each week, ***1*** ***designated*** ***point-person*** creates a LinkedIn post & reminds the chapter. 2. ***All other chapter members*** maximize that post’s reach by commenting, re-sharing, & inviting their own LinkedIn connections. |

**Please note:** Social media is no substitute for personal invitations!

During this coordinated effort, call, text, or email your colleagues to your event.

# 1 Week before Event: Drum Up Excitement!

🕑 ***Est. Time-to-Complete = 20 min***

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| *Post* | In my years of business networking, referral groups often treat members merely as a means to an end. Finally, I have found a group that values trust & meaningful relationships like I do.  G7 Networking subverts the typical, transactional way of networking through a referral system built on trust & generosity.  Visit our next chapter event! — ***Insert chapter website link*** |

**Step-by-Step for “1 week before” Booster:**

1. Customize the “Post” text above with on your own voice.
   * Do one final spelling/grammar check!
2. Insert your ***chapter website link***into the “Post” text.
   * Go to <https://app.g7networking.com/find-chapter>
   * Find and select your chapter. Click “Learn more about this chapter”.
   * Copy the web address from the top of your browser and paste it into the designated area of the “Post”.
   * ***Pro Tip:*** It’s a GREAT idea to bookmark your chapter website page in your browser for easy sharing!

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1. Sign into LinkedIn & find your G7 chapter event here: <https://www.linkedin.com/mynetwork/network-manager/events/>
   * If it’s not listed there, try searching LinkedIn for… G7 ***Chapter Name*** Business Networking Event (**e.g. G7 Chicago Business Networking Event)**
2. Once you’re on the LinkedIn Event page, click “Manage” & “share event”. Create a post with these settings.

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| * *Post text area:* | Copy-paste the “Post” text above, overwriting whatever LinkedIn prepopulated.  On a new line underneath that text, use the @ symbol to tag any & all other members in your G7 chapter AND any colleagues you’re trying to invite. |
| * *Add hashtags:* | Add any hashtags you like. |

1. Click the “Post” button!
2. Immediately, click “Share” on the post, and select “Copy link”. Paste into designated area of message below. Email or text this to your fellow members:

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| *Reminder Message* | Hey G7 Members,  Yahoo! The final G7 LinkedIn post is out!  ***Insert LinkedIn Post link***  Remember to comment & reshare with your own network! Tag any of your colleagues whom you hope to recruit! |

# To download the other LinkedIn Booster posts

go to: [**https://www.g7networking.com/blog/linkedinbooster**](https://www.g7networking.com/blog/linkedinbooster)