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.

# 2 Weeks before Event: Share the G7 Signature Video

🕑 **Time to Complete = 20 min**

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| *Post* | The #1 reason people join networking groups is to drive business sales and revenue. Yet, there’s still a lot of confusion out there about how to get warm leads.  When it comes to referral generation, I’ve found a solution that’s getting me results. I consider my G7 chapter my new business referral partner team, and every monthly networking event brings me joy!  Watch what G7 is all about! — <https://vimeo.com/730026170>  Visit our next chapter event! — ***Insert chapter website link*** |

**Step-by-Step Instructions for “2 Weeks Prior” Booster:**

1. Customize the “Description” text above with 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”.

*(continued on next page)*

* + ***Pro Tip:*** It’s a GREAT idea to bookmark your chapter website page in your browser for easy sharing!

1. Highlight & copy your customized text above to your clipboard.
2. Sign into <https://www.linkedin.com/login> & start a new post w/ these settings:

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| * *Post text area:* | Copy-paste the same “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 “Post!
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:

|  |  |
| --- | --- |
| *Reminder Message* | Dear G7 Chapter Team,  The second LinkedIn post has gone 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)