

## Are you LinkedIn?

In 2018, if you're in business, chances are you're on social media and if you're not already, you should be on LinkedIn. As a chamber, it simply boils down to 'who' you are trying to reach.

Many businesses use Facebook to help them connect with new customers (B2C) because that's where the public meets online. But when it comes to a business-to-business (B2B) connection, LinkedIn is the channel to be on. It's important for Chambers and their teams to effectively use LinkedIn to build and enhance the network and awareness among peers, members and potential members.

Many think LinkedIn is solely used for job hunting. While that happens, the platform has evolved far beyond this purpose to become a space that plays host to diverse conversations about business, issues, events and successes.

And unlike Twitter with character limitations, LinkedIn gives you the flexibility to share robust content, showcase events, celebrate business successes with the business community local and beyond. As a Chamber, this is the perfect environment to cultivate new members, engage current members and to continue to demonstrate your value to the business community.

According to [Forbes](#), LinkedIn is more important for business-to-business (B2B) marketing than Facebook and it's the third most used social media platform among business owners.

### Why use LinkedIn?

- Create awareness and improve reputation of the Chamber and its leadership
- Build profile and thought leadership on key business issues in your area
- Generate new business member leads
- Increase the Chamber's brand visibility
- Improve professional relationships among members and network
- Listen and gain insights from the network and potential members
- Best platform for robust and diverse content delivery

Finally, it used to be that when we had news to share, we would issue a press release and depend on the media to cover the story. Today we have the power of the media at our fingertips. We can use tools like LinkedIn to share our news and stories and control the messages we distribute to the audiences we want to connect with: business leaders and professionals.

If you want more information on how to get on LinkedIn, leverage your LinkedIn presence more effectively or how to start generating leads, join us at our next free webinar: **Building Profile & Generating Leads Through LinkedIn on December 6, 2018** (see story herein).