



National Volunteer Workforce Solutions
Social Media Handbook Part 4:
LinkedIn 101

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What is LinkedIn and Why Should Departments Use It?

LinkedIn is a professional networking site. Your profile usually is a detailed resume. This site isn't about the latest news or adorable photos. LinkedIn's focus is on professional growth and development, as well as professional interactions with one's peers. Many young professionals will use LinkedIn to find and apply for jobs, they will share professional development opportunities and articles. It contains professional groups for peers to help each other overcome problems and issues, as well as network. This may not seem like a natural place for a fire department, but it is. Often one of the reasons a volunteer becomes a volunteer firefighter is to grow and challenge themselves.

Your fire department has a lot to offer a young professional, having a department LinkedIn account allows the young professional to show off their work with the department. Also, you can promote and write recommendations on the profiles of your members. As a fire chief, your positive recommendation holds a lot of weight. The site also allows you to endorse an individual's skills. This shows potential employers that this individual has these skills and isn't just trying to make their resume look good.

Getting Started

LinkedIn has different accounts for users and companies. It is important that you set up the appropriate account as the features are different for the two. You must have a personal user account to create a company page.

Creating a Personal Account

To create your personal LinkedIn account:

1. Go to www.Linkedin.com
2. There will be a sign-up box in the middle of the screen, fill in the needed information
3. Click Join Now
4. Fill in the requested information
5. Click Next, continue to do so until you are sent a verification code via email.
6. Enter the verification code
7. The next steps will walk you through creating your LinkedIn profile. You can skip them or follow them. We recommend following them as this is the easiest way to get started.

Your Profile

On LinkedIn, your profile acts as a resume. You can control what is publicly and privately visible, but in general you should treat your profile as an in-depth resume that displays your professional life. Having a completed profile isn't just a way to find a job, it is also a way to show people that you are an expert in your field. This will give weight to any recommendations you write on LinkedIn. It can also help you in your professional career, by allowing people to see your experience and knowledge.

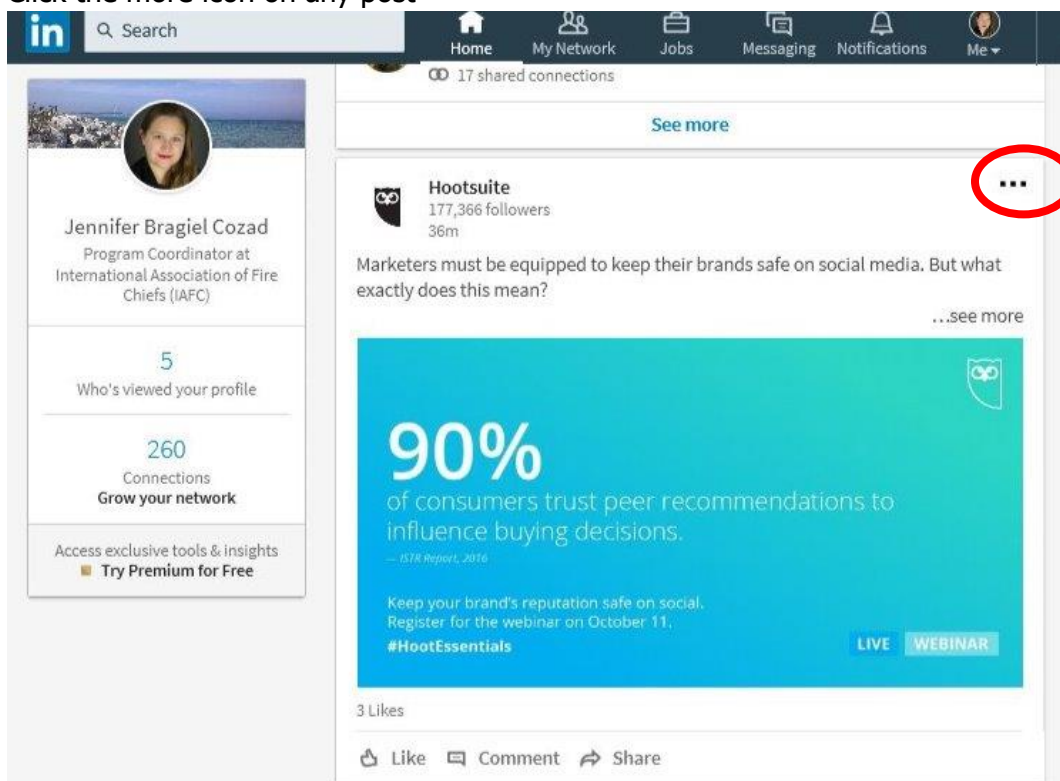
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Following and Unfollowing People and Companies

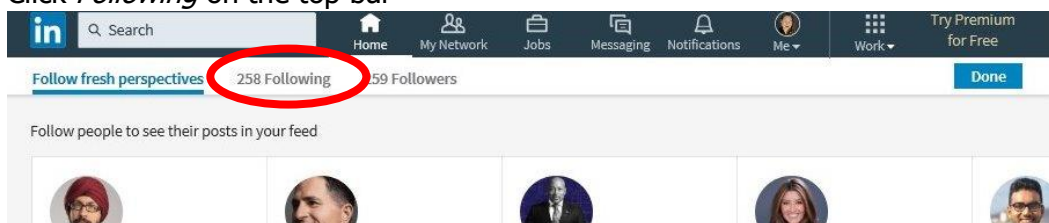
When you become connected with an individual you will automatically become followers. You can unfollow this individual and remain connected to them. By unfollowing the individual you will no longer see posts and updates from that individual in your feed.

To control what people and companies you follow:

1. Go to your home page
2. Click the more icon on any post

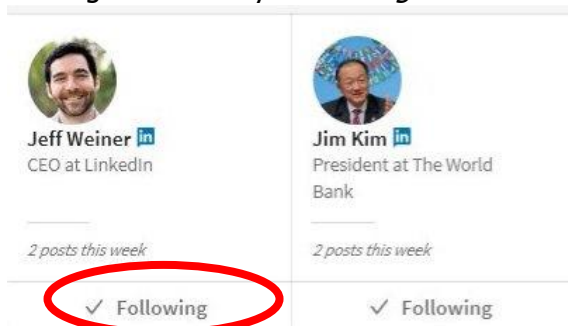


3. Click *Improve my feed* from the menu
4. This will open a new page with recommendations of influencers and companies to follow, click follow on any you would like to follow
5. Click *Following* on the top bar



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- Here you can select to unfollow any person or company that you are following by clicking where it says *Following*



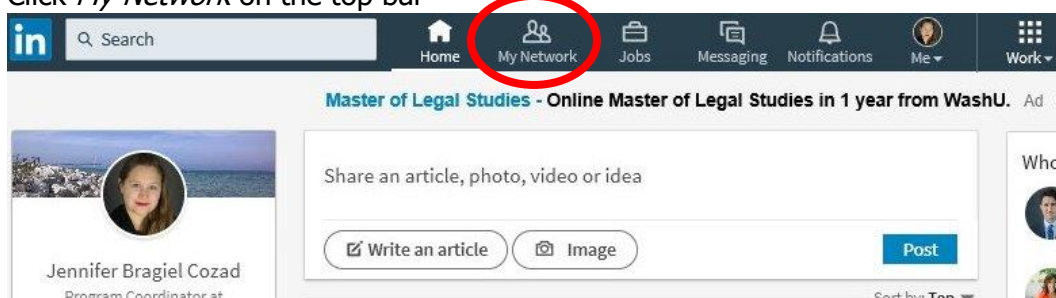
- Click *Done* on the top bar when you have unfollowed the desired individuals

Building Your Network

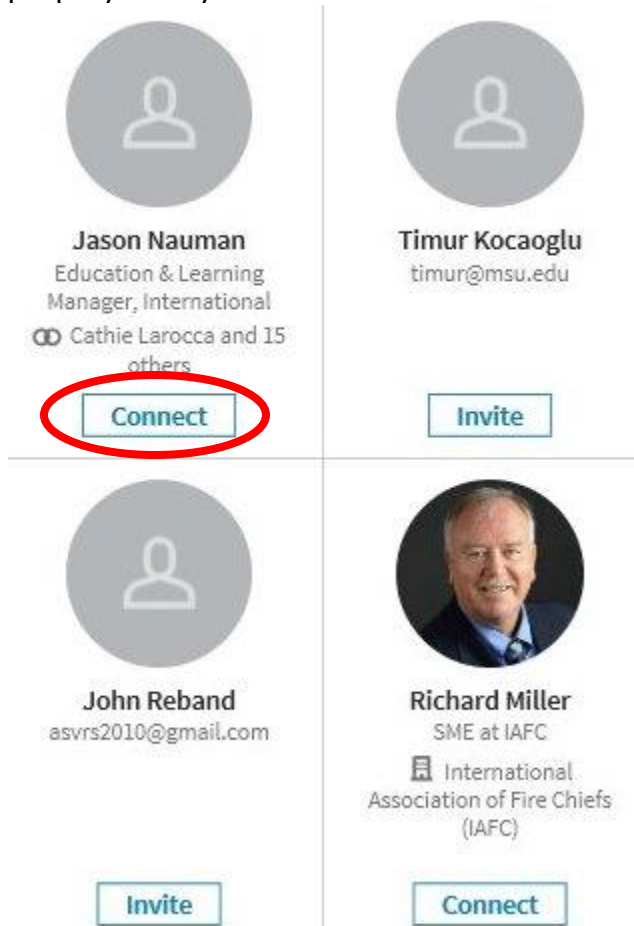
LinkedIn is a professional networking site, so it is important that you connect with others and build your professional network. You should connect with your members and your peers.

To build your network:

- Click *My Network* on the top bar

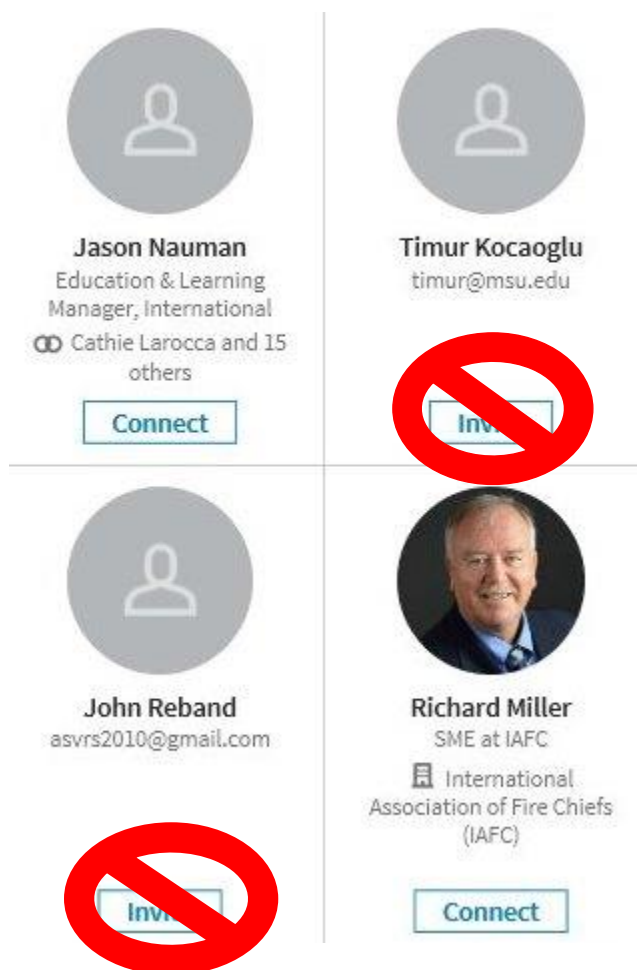


- This page will show your pending invitations and people you may know. Scroll down the people you may know list and click connect on the individual's you know.



- This will send them an invitation to connect with you. Once they approve the invitation, you will be connections.

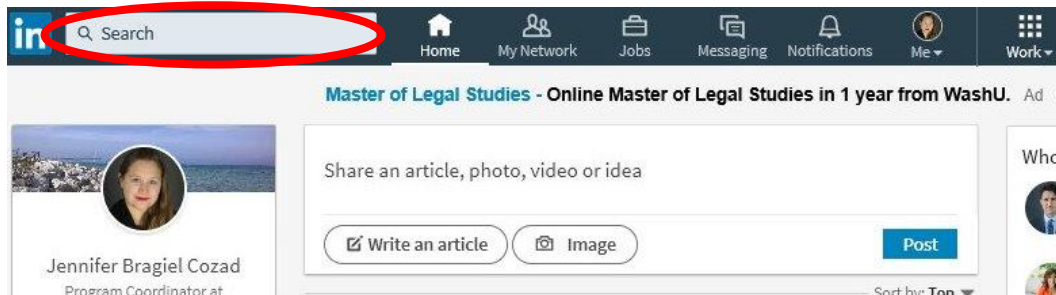
LinkedIn will prompt you to connect your email and invite your email contact to join your network. Do *not* do this. LinkedIn will email all your contacts, and will continue to do so until they join LinkedIn. This can be very annoying for your contacts. If you see *Invite*, instead of *Connect* under an individual's name it means that LinkedIn has the individual's email, but the individual is not a LinkedIn member. Do *not* click *Invite*. This will result in that contact being continuously emailed by LinkedIn to join and connect with you.



You can also connect with LinkedIn members by searching for them.

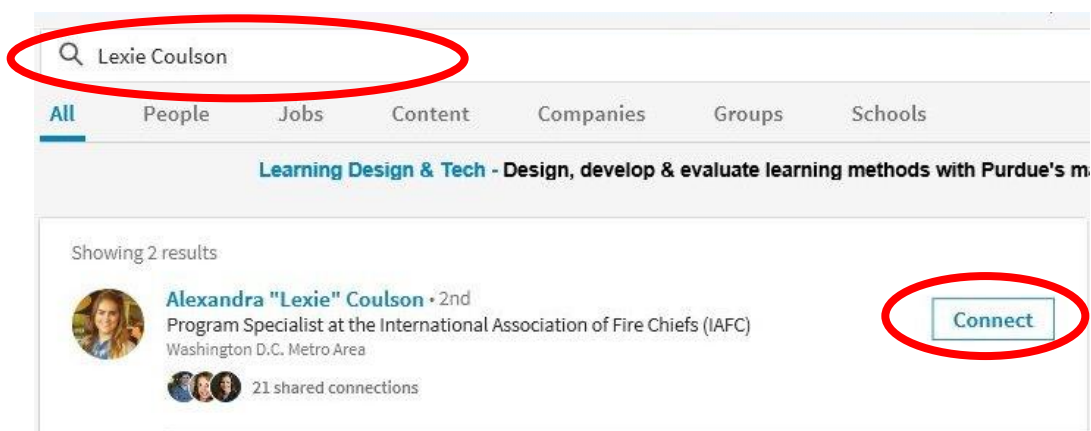
To search for a member:

1. Click in the *Search* text box

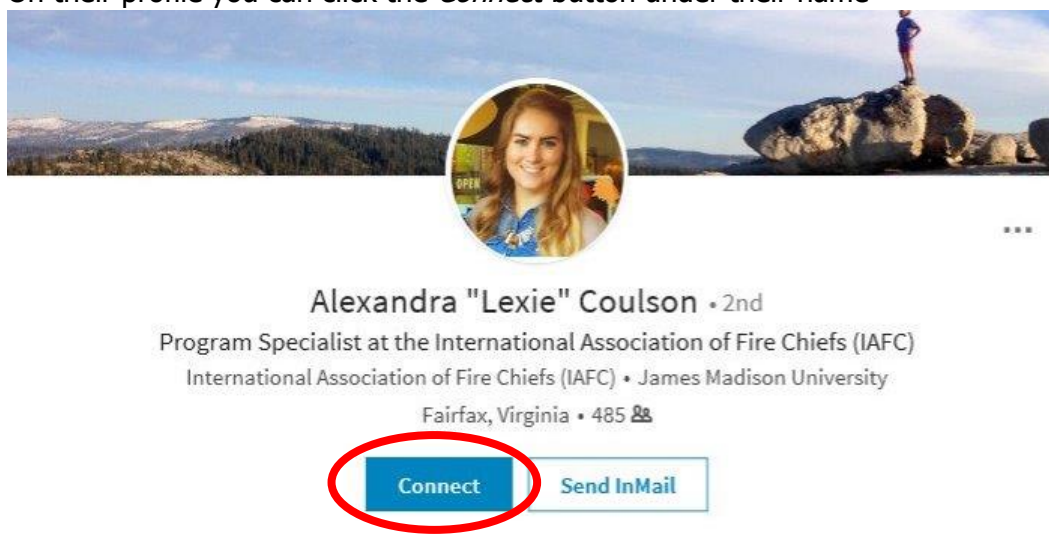


2. Type the name of the individual
3. Select their name when it appears or press the *Enter* key
4. Click *Connect* from the search, or click their name to go to their profile and confirm it is the individual

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5. On their profile you can click the *Connect* button under their name



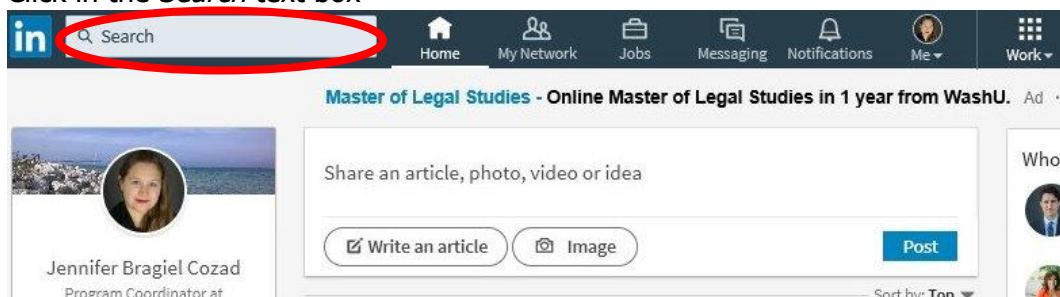
Groups

Groups are places for digital networking. These are gathering places for peers to come together and share ideas as well as problems. This is your opportunity to demonstrate your knowledge and expertise in the fire service. It is also a place for you to learn from your peers. If you are struggling with retention, you can go to a LinkedIn group and see how your peers are overcoming their retention problems.

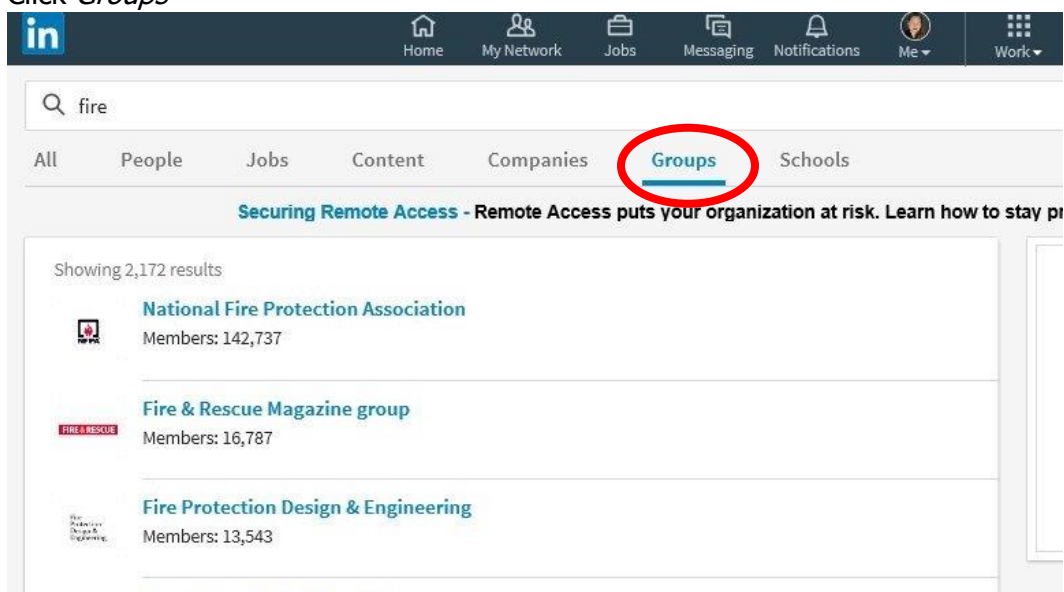
Joining Groups

To join a group:

1. Click in the *Search* text box

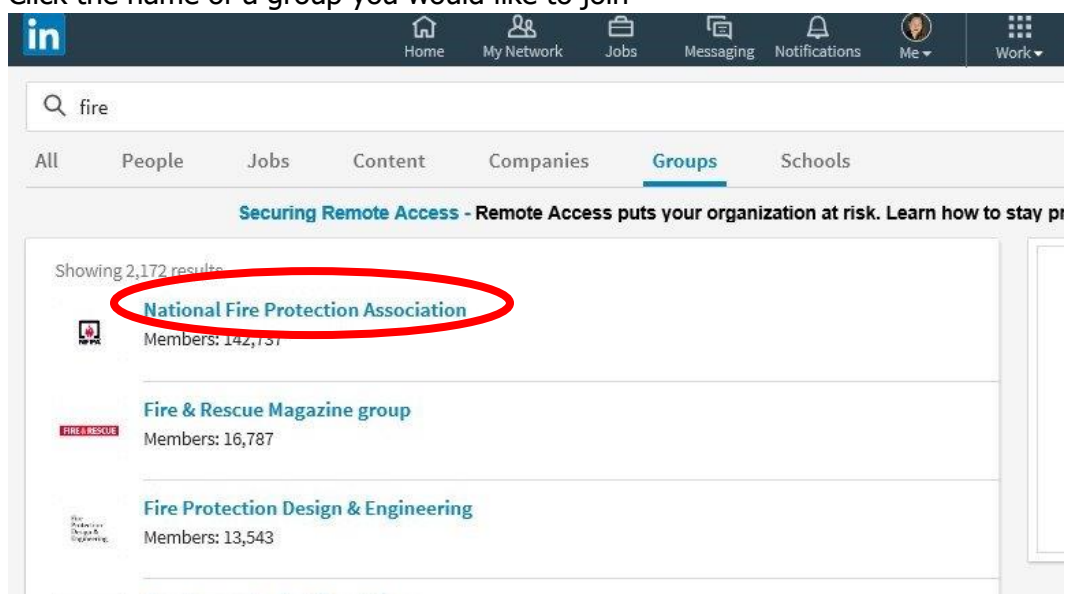


2. Type the name or topic of the group you would like to join
3. Press the *Enter* key
4. Click *Groups*

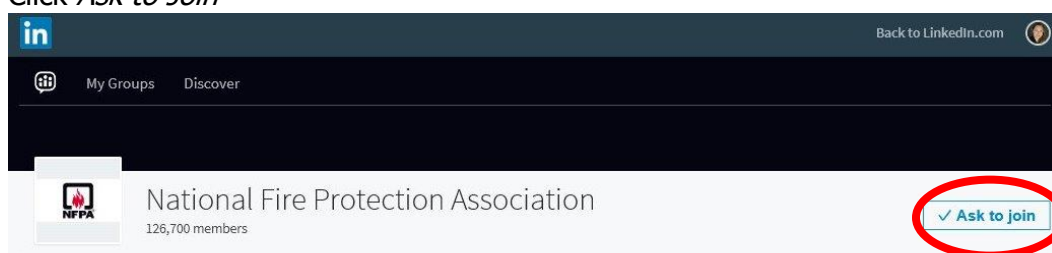


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5. Click the name of a group you would like to join



6. Click *Ask to Join*



7. Your join status will be pending until the group's admin, accepts your request.

Below we have compiled a list of potential groups to join:

- **Emergency Management Chief (Fire/EMS) Group:** This is an Emergency Management group discussion area established for sharing current, accurate, and viable information among emergency service organizations committed to the response and protection of Homeland Security, worldwide, within the services of Fire, Law Enforcement, EMS, Safety/ Risk Management, Training, WMD, Haz-Mat, and Public Education.
- **Fire Chief Officer Network:** A social-media forum that connects chief officers.
- **Firefighter Fitness:** Firefighters have a physically demanding job and need a physically demanding workout program. This group is for fitness advice, tips, and general fitness/nutritional education.
- **Firefighter Nation:** A group for career and volunteers in the firefighting, rescue and emergency medical service community. If you are a firefighter, EMT, paramedic, hazmat pro, fire chief or first responder, this is your group.
- **FireRescue1 Network:** A group to connect firefighters with news, training, gear and other firefighters.
- **National Fire Protection Association:** This discussion group facilitates conversation among peers in the industry on related topics, and provides a place for related job postings.

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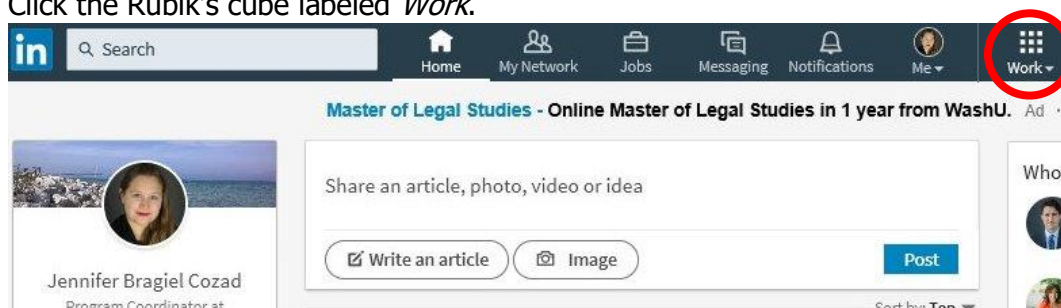
- The Firefighter Network: A networking group for all of those associated with the fire service.
- Volunteer Firefighters: A group for business professionals who are also volunteer firefighters

Posting in Groups

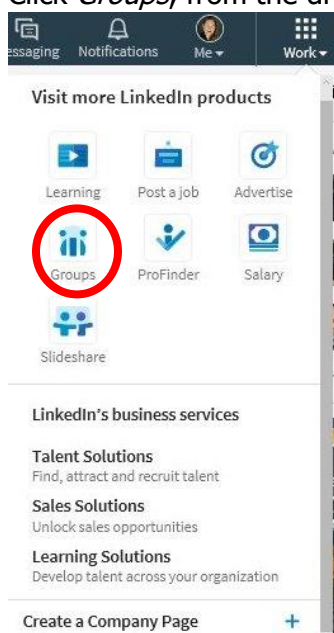
Posting in LinkedIn Groups is a good way to demonstrate your expertise to your peers and other individuals in the fire service. This will help you with networking as well as making yourself a voice of the industry.

To post in a group:

1. Click the Rubik's cube labeled *Work*.

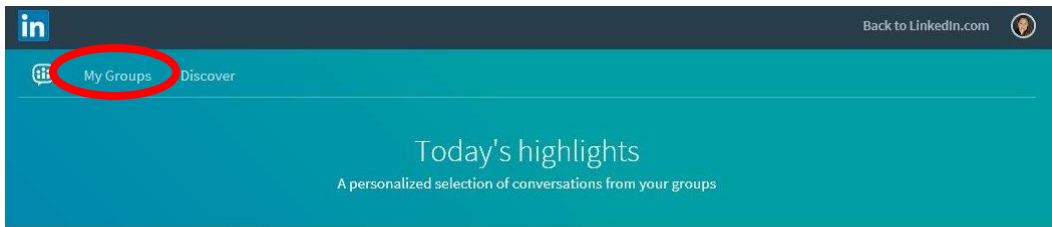


2. Click *Groups*, from the drop-down menu

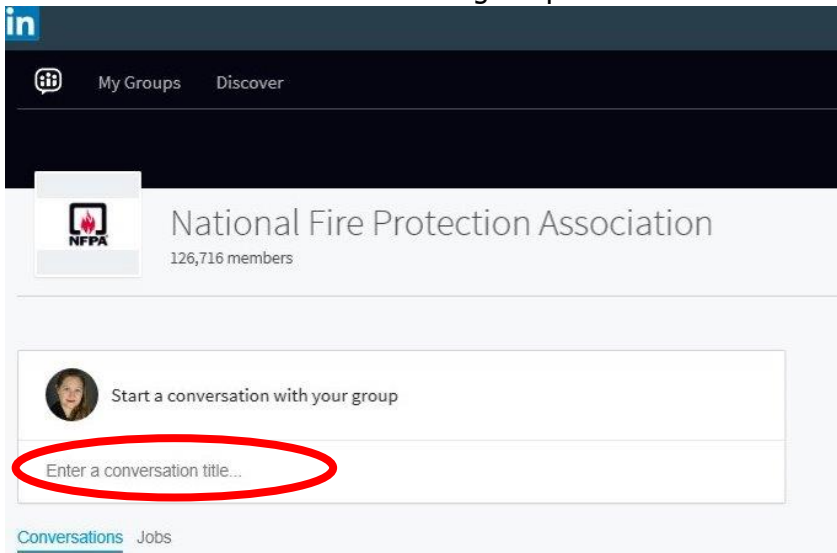


3. This will take you to your groups' highlights page. Here you can like or comment on any of the posts. To go to your group, click *My Groups*

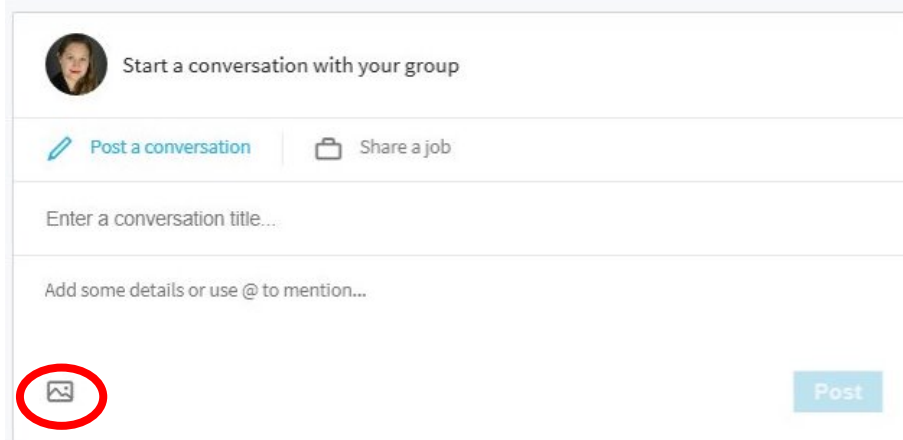
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4. Click the name of the group you would like to go to
5. Click *Enter a conversation title* to begin a post



6. Type your title for your post
7. Click *Add some details* and type your post. You can tag connections in the post by typing @Individual'sName. Click on their name when it appears.
8. Click the photo icon to add an image



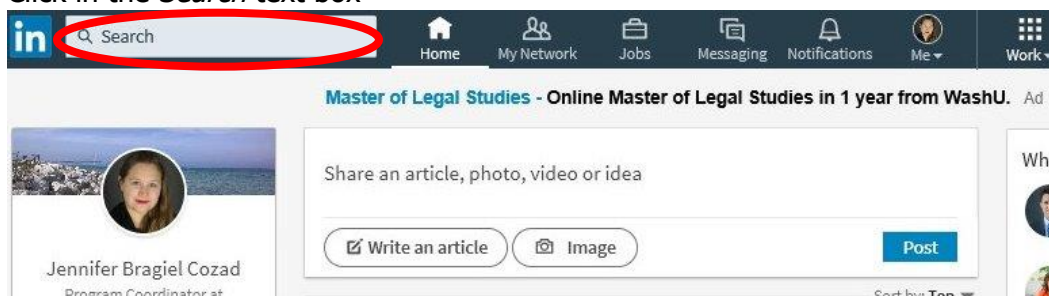
9. This will open your file explorer, go to and select the image you would like to add
10. Click *Open*
11. Click *Post* when your post is complete

Endorsing Skills

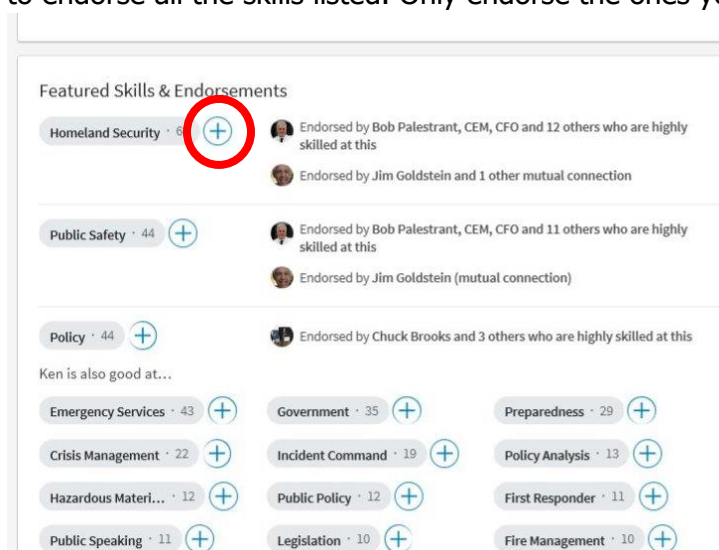
Endorsing your members' skills is a great way to show that you appreciate all their hard work. Your endorsement as a fire chief or fire officer also carries a lot of weight and respect with it. Please note that you have to be connected with the LinkedIn user before you can endorse their skills.

To endorse a skill:

1. Click in the *Search* text box



2. Type the name of the individual
3. Select their name when it appears to go directly to their profile
4. Scroll down to their *Featured Skills & Endorsements*
5. Click the circled plus sign next to the skills you would like to endorse. It is not necessary to endorse all the skills listed. Only endorse the ones you can personally attest to.



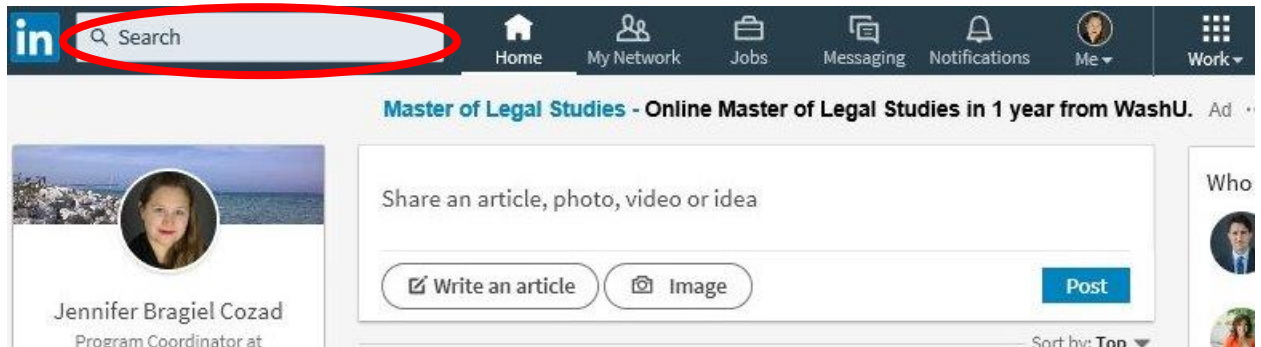
Writing Recommendations

Want to really let your member know how much you appreciate them? Write a recommendation for them on their LinkedIn account. This will appear on their profile, and can help them significantly in obtaining a job. Your kind words of recognition will have a powerful impact on the member as well.

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To write a recommendation:

1. Click in the *Search* text box



2. Type the name of the individual
3. Select their name when it appears to go directly to their profile
4. Click the more icon to the right of their photo



Alexandra "Lexie" Coulson • 2nd

Program Specialist at the International Association of Fire Chiefs (IAFC)

5. Click *Recommend* from the menu
6. This will generate a pop-up window, answer the questions
7. Click *Next*
8. Write your recommendation in the text box
9. Click *Send*

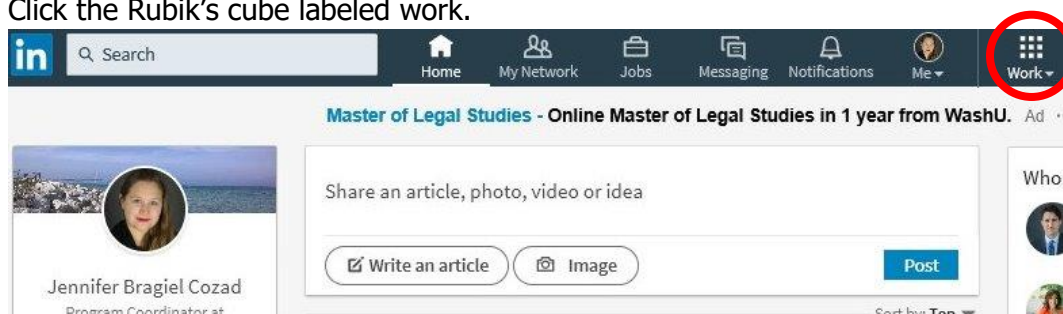
Creating a Company Page

On LinkedIn companies or departments have their own page. It is important that you create the correct thing for your department, as a personal account and company page have different features and abilities.

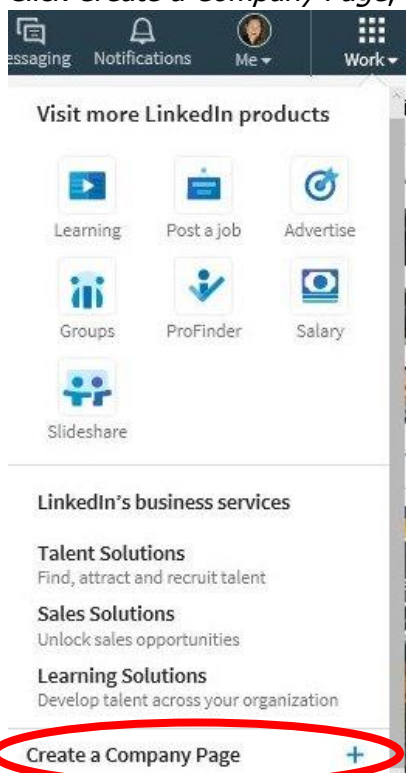
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To create a company page:

1. Log into LinkedIn
2. Click the Rubik's cube labeled work.



3. Click *Create a Company Page*, from the drop-down menu



4. Enter Your Department's name in the Company Name field
5. Enter a URL for your page (For the URL you can use your department's name, but we recommend shortening it to minimize the amount of characters. This does have to be unique, so you may have to try a few combinations. The URL must contain at least one number, must not include more than one consecutive hyphen, cannot have a hyphen at the beginning or end, and cannot have any spaces.)
6. Check the verification box
7. Click *Create page*
8. At this point, you may be prompted to add and verify your email address, if you don't already have a confirmed email address.
9. Click *Get started* to begin editing your Company Page. For your company page to be live or published you must have a description and a website URL.

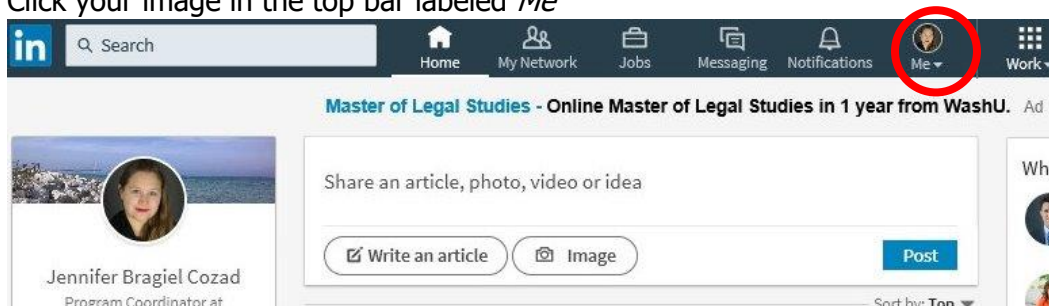
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Adding and Removing Admins

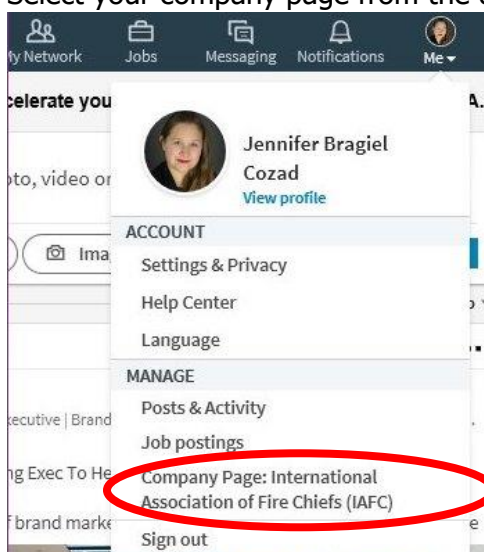
To edit a company page or post updates on the company page, you must be an administrator. A company page can have as many administrators as you would like.

To add administrators to your company page:

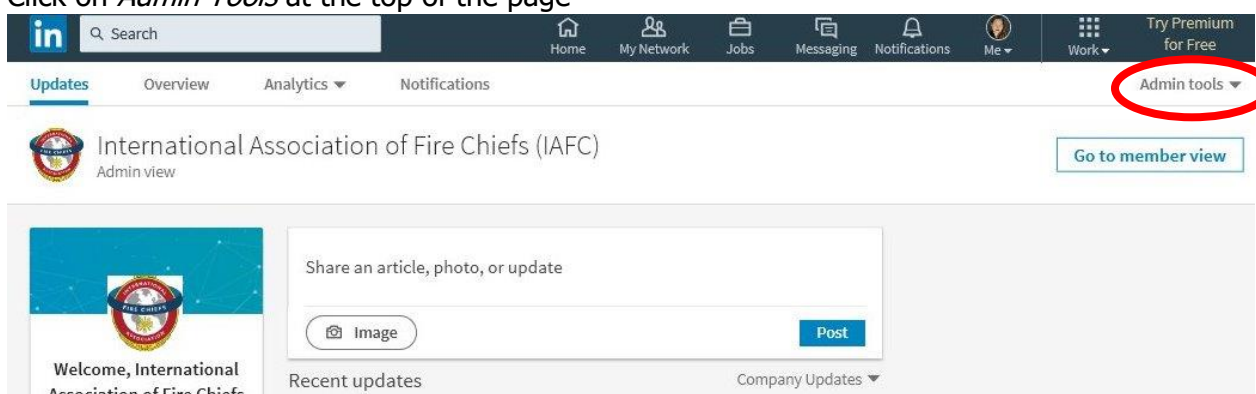
1. Click your image in the top bar labeled *Me*



2. Select your company page from the drop-down menu

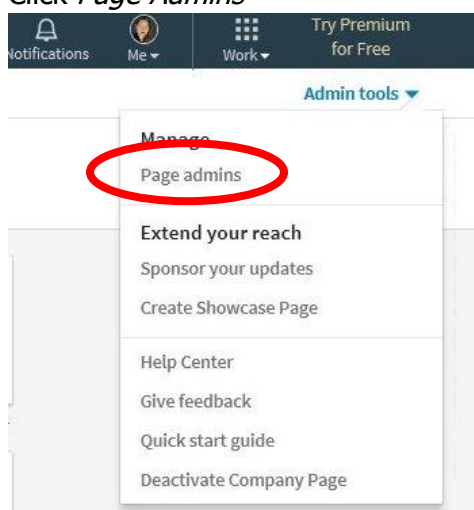


3. Click on *Admin Tools* at the top of the page

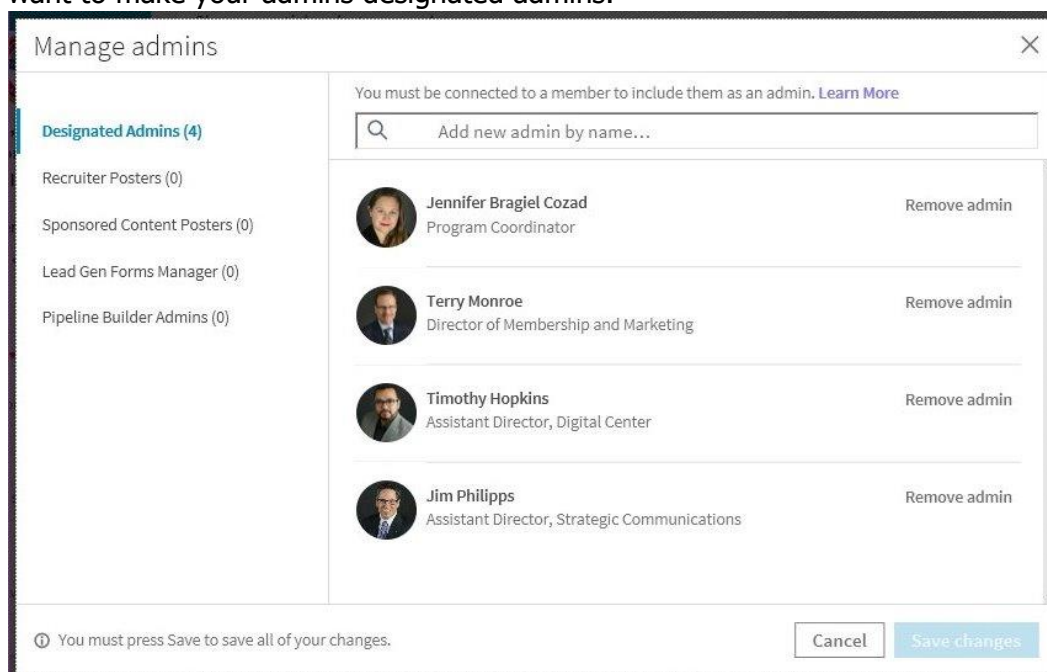


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4. Click *Page Admins*



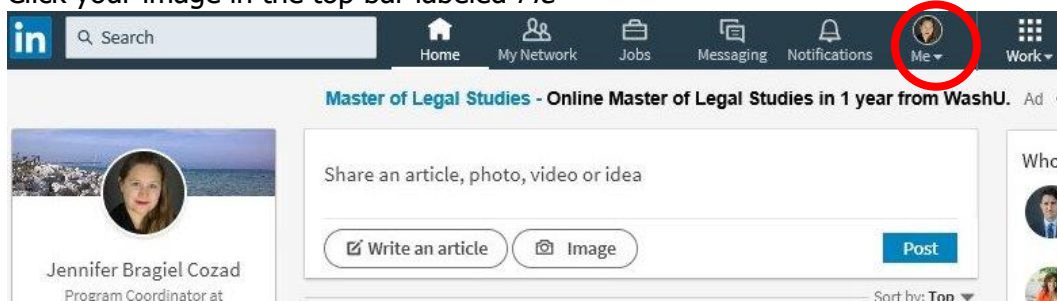
5. This will generate a pop-up window. Select the type of admin you want to add. You will want to make your admins designated admins.



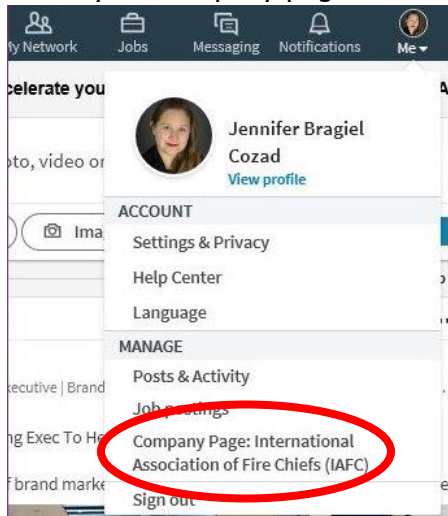
6. Type the individual's name that you wish to make an admin in the text box that reads *Add new admin by name . . .* (Note you will have to be connected to the member already to add them this way.)
7. Select the individual's name, when it appears
8. Click *Save*

To remove administrators from your company page:

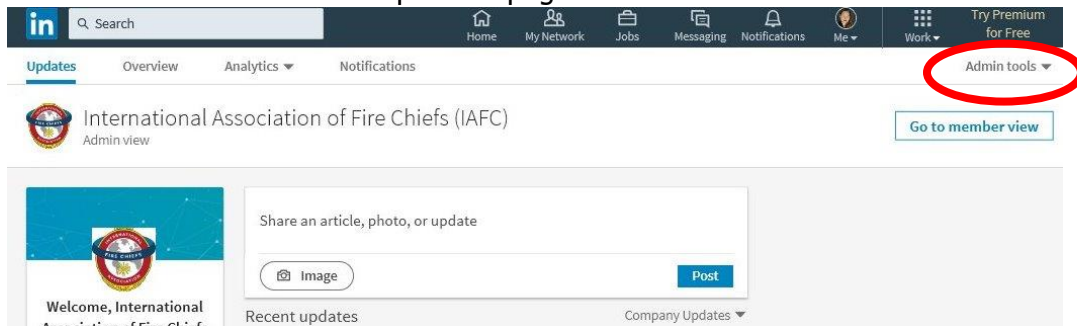
1. Click your image in the top bar labeled *Me*



2. Select your company page from the drop-down menu

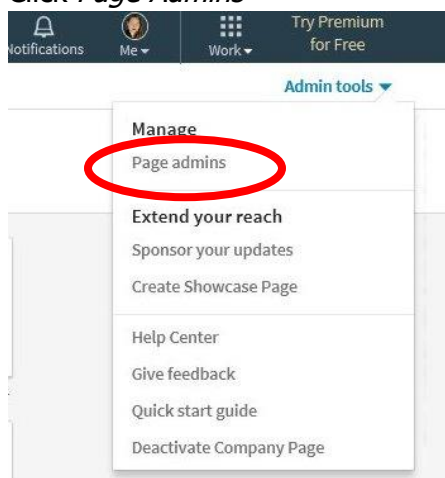


3. Click on *Admin Tools* at the top of the page

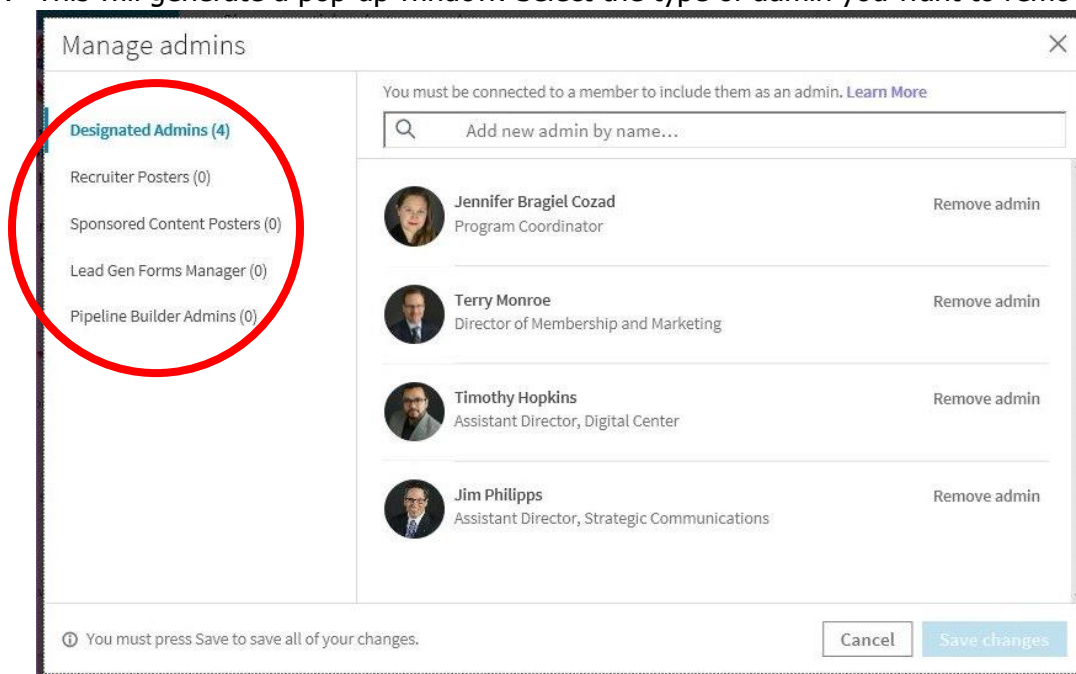


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4. Click *Page Admins*

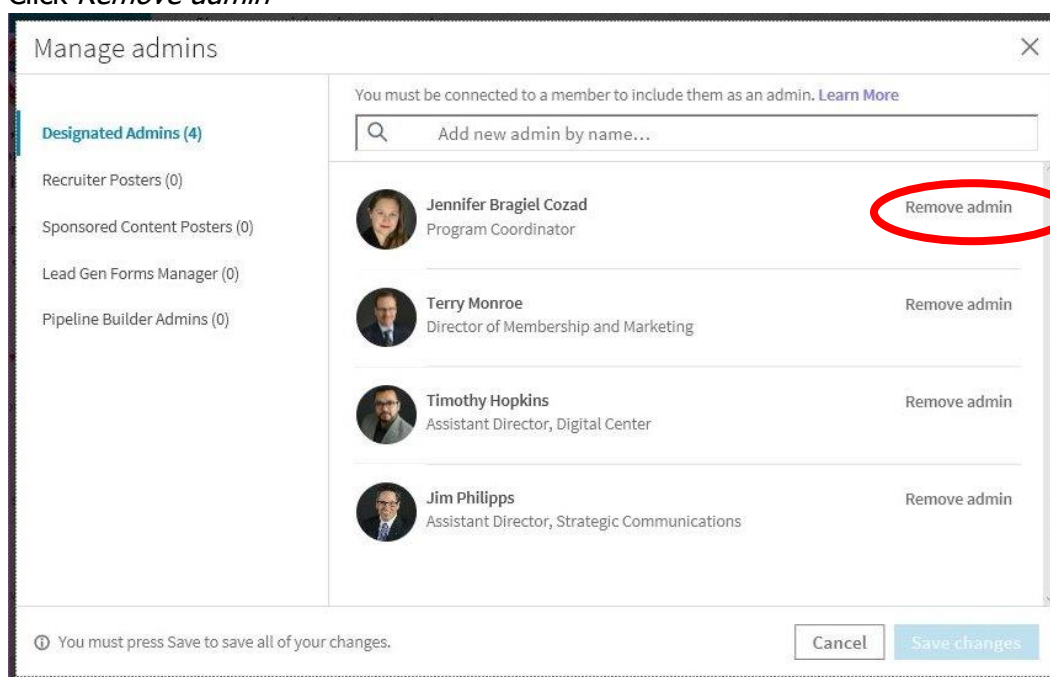


9. This will generate a pop-up window. Select the type of admin you want to remove.



5. Find the name of the admin you want to remove in the admin list

6. Click *Remove admin*



7. Click *Save changes*

Posting an Update on Your Company Page

Posting an update or article on your company page will appear in your page's feed, as well as the home page feed of anyone that follows your company. Any LinkedIn member can like, share or comment on a company post. If a LinkedIn member engages with your company post, their entire network will see the update in their individual home page feeds.

LinkedIn being a professional networking site, makes your audience different from Facebook or Twitter. Your audience should be members, so updates and posts should be relevant to your members and should be specifically targeting your members. Good post topics can include training events, local seminars on leadership, officer training courses, networking events, recognition of your members' professional accomplishments. You can also post relevant updates on the department or station that a member would be interested in knowing.

You should post regularly on LinkedIn, but try avoiding spam posting or repeating posts. For LinkedIn, the quality of the post is extremely important. Start out by posting one quality post a month. You can always post more in a month, and can build up to posting roughly every day.

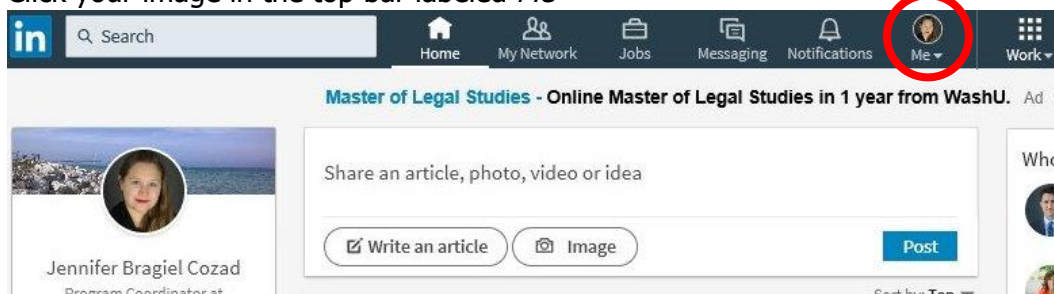
The secret to success on LinkedIn is to not binge post. Binge posting is when you post several posts at the same time, and then have a long period without any posts. This detracts page visitors and followers, because you are not providing valuable information in a consumable fashion. By posting new quality content weekly, you are creating weekly content to be consumed by your members. This will keep them engaged with your page, and will result in added value that members receive from your department.

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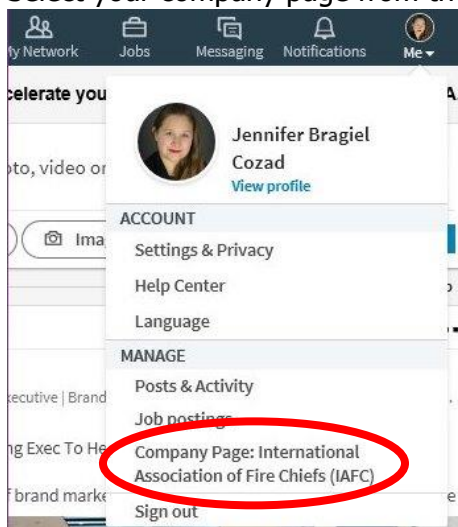
Please note LinkedIn does not allow you to schedule posts. If you would like to schedule your posts you will need to use another service, like Hootsuite to do so.

To post an update on your company page:

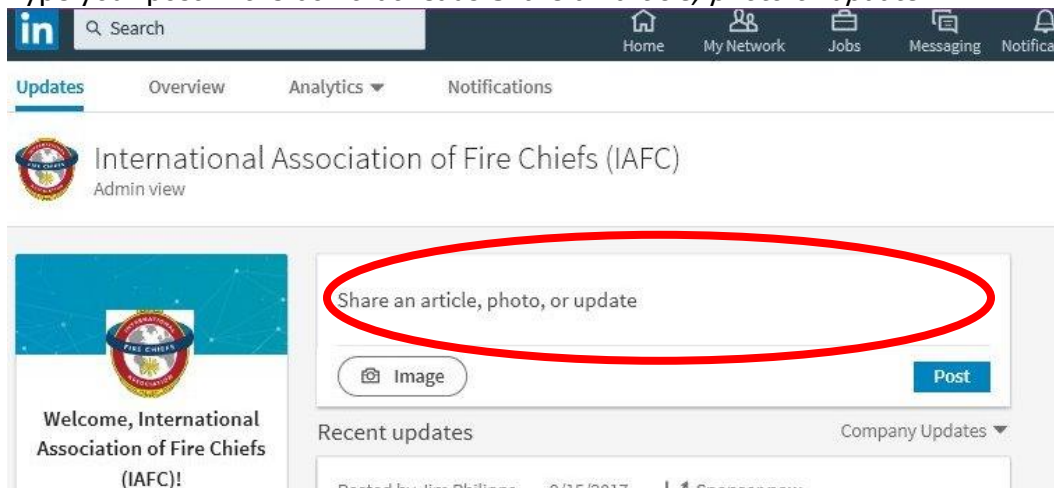
1. Click your image in the top bar labeled *Me*



1. Select your company page from the drop-down menu



2. Type your post in the box that reads *Share an article, photo or update*



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- Click the image button to add a photo to the post. This will open your File Explorer, navigate to and select the image you wish to add and click open.



- Click *Post*

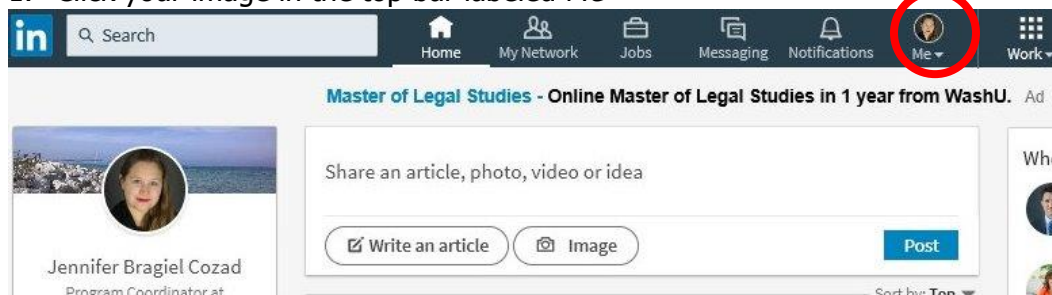
Currently LinkedIn will not allow you to write an article as your department. You can write an article as yourself on LinkedIn or post an article on your website and then copy and paste the URL into the *Share an article, photo, or update* textbox. When you copy and paste a URL into the *Share an article, photo, or update* textbox a preview of the link will automatically be generated.

Editing Your Company Page

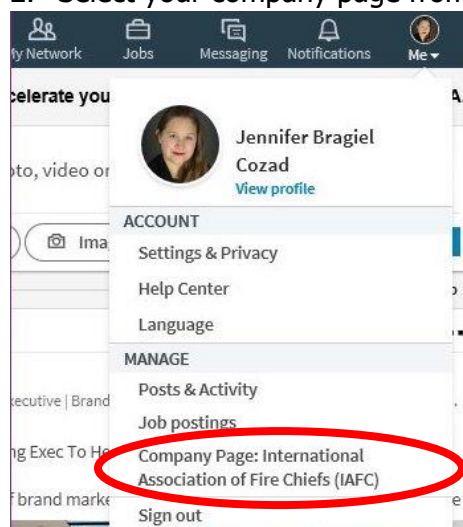
It is important to keep your company page up-to-date. To ensure that it is representative of your department. This will help your members when they link their experience to your page, by showing a professional well put together organization to potential employers. LinkedIn makes it easy to update your company page.

To edit your company page:

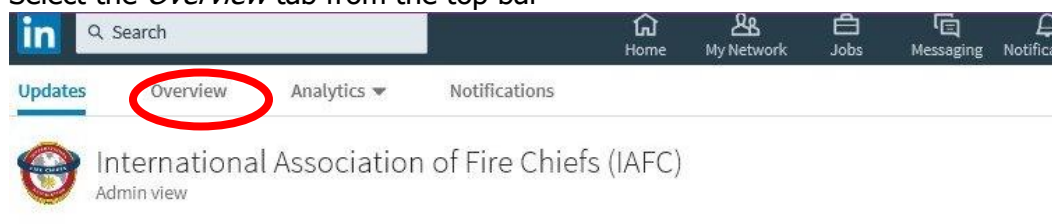
- Click your image in the top bar labeled *Me*



2. Select your company page from the drop-down menu



3. Select the *Overview* tab from the top bar



This page allows you to edit everything on your company page.

Changing Your Cover Image

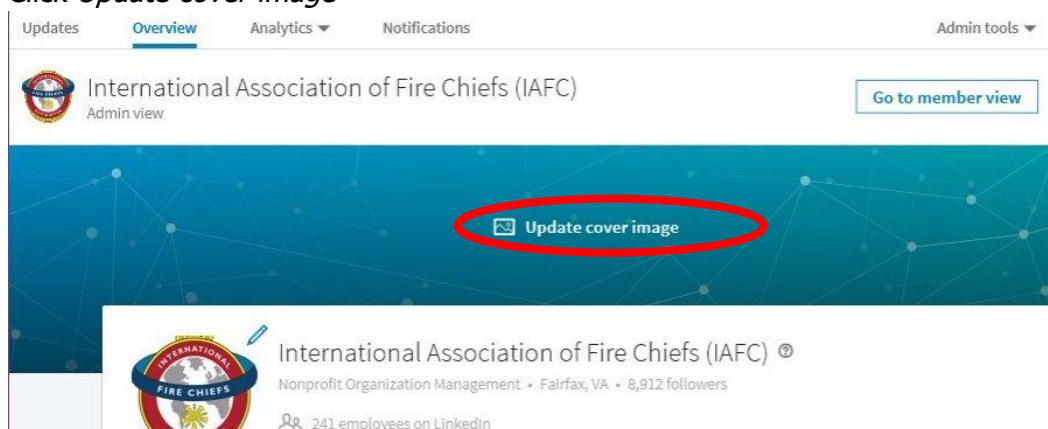
LinkedIn recommends a cover image of 1536x768 pixels and requires that the file is a .png or .jpeg. The actual slot of the cover image will only show 1350x220 pixels. When selecting a picture keep in mind that a center portion of it will be covered with your company information, and depending on the actual pixel dimensions of the image edge portions may not be visible. You can create the image yourself or use a free service like Canva to create your cover image. (We will discuss services like Canva in a later part of the Social Media Handbook.)

The easiest way to select your cover image is to use trial and error.

1. Go through your images and select several images that you think could possibly work. Remember these images need to be longer than they are tall. We recommend using a basic design image, such as a pattern or color. You can use any image, but the more detailed an image is the harder it will be to make it look nice in the space.
2. Once you have several possible images selected. Go to the Overview tab of your Company page

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3. Click *Update cover image*



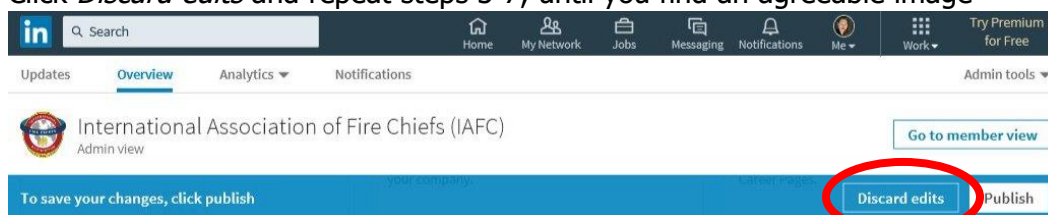
4. Click *Upload cover image*

5. This will open your file explorer, go to and select one of your possible images

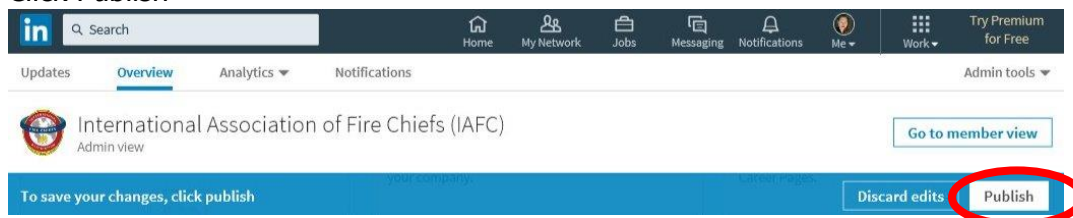
6. Click *Open*

7. Click and drag the image to the position you would like it. Keep in mind that the image will display differently on different screens and devices.

8. Click *Discard edits* and repeat steps 3-7, until you find an agreeable image



9. Click *Publish*



Changing Your Logo

The recommended size for your logo is 300x300 pixels. The easiest way to add your logo, is to upload it and see if it fits. If it is distorted you can try another image of your logo or department. You can also crop or shrink the logo using a photo editing software or Microsoft word. This will be discussed in a later part of the Social Media Handbook series.

To upload your logo:

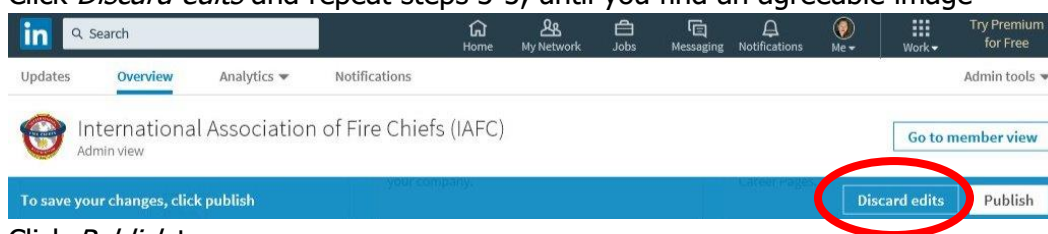
1. Go to the *Overview* tab of your company page

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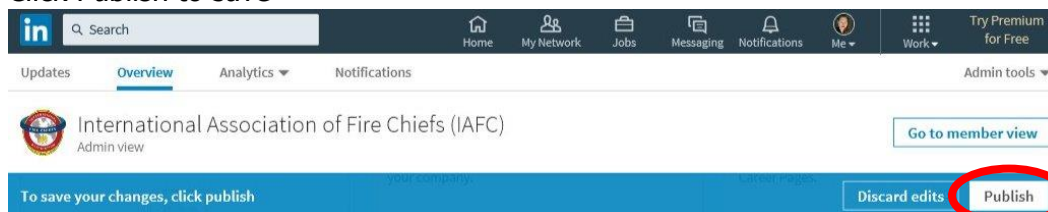
2. Click the pencil next to your logo



3. Click *Upload logo*
4. This will open your file explorer, go to and select your logo file. Remember it must be a .png or .jpeg format.
5. Click *Open*
6. Click *Discard edits* and repeat steps 3-5, until you find an agreeable image



7. Click *Publish* to save



Editing Your Description

It is important to have an accurate and up-to-date description. Make sure you include information about volunteering in your description. This can be a one-line statement that you rely on volunteers to help serve your community, and anyone wishing to join or learn more can do so on your website. You should include this information because, someone looking at hiring one of your members or in your member's network is a potential volunteer. If a member has your department listed under their career experience or volunteer experience, someone looking at that member's profile may click the experience to learn more about it. This will direct them to your company page. Your description shouldn't just tell them what you do. It should be a pitch to have them become a member.

To edit your description:

1. Go to the *Overview* tab of your company page
2. Scroll down to the *About us* section

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3. Type or edit your company description in the text box beneath *Company Description*

About us Required Information *

Company Description *

The International Association of Fire Chiefs represents the leadership of over 1.2 million firefighters and emergency responders. IAFC members are the world's leading experts in firefighting, emergency medical services, terrorism response, hazardous materials spills, natural disasters, search and rescue, and public safety legislation. Since 1873, the IAFC has provided a forum for its members to exchange ideas and uncover the latest products and services available to first responders.

Mission

To provide leadership to career and volunteer chiefs, chief fire officers, company officers and managers of emergency service organizations throughout the international community through

4. Click *Publish* to save

in Search

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Updates Overview Analytics Notifications Admin tools

International Association of Fire Chiefs (IAFC)
Admin view [Go to member view](#)

To save your changes, click publish

Discard edits **Publish**

Editing Your Specialties

Specialties are tags about what you do. You can have up to 20, although we recommend to not have more than 10 listed. Some examples of specialties are Fire-Rescue Response, EMS, HAZMAT, Swift Water Rescue, Fire Prevention & Safety Education, Infant & Child Car Seat Installation, and College Student Live-In Program. The idea is to highlight what your department offers the community and potential members.

To add specialties:

1. Go to the *Overview* tab of your company page

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2. Scroll down to *Specialties* in the *About us* section

About us Required Information *

Company Description *

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Mission

To provide leadership to career and volunteer chiefs, chief fire officers, company officers and managers of emergency service organizations throughout the international community through vision, information, education, services and representation to enhance their professionalism and capabilities.

Specialties (Add a maximum of 20 specialties)

✓ Non-profit ✓ education ✓ professional development
 ✓ management ✓ leadership ✓ fire service + Add Specialty

3. Click *Add Specialty*

Specialties (Add a maximum of 20 specialties)

✓ Non-profit ✓ education ✓ professional development
 ✓ management ✓ leadership ✓ fire service + Add Specialty

4. Type your specialty

5. Click anywhere on the page other than the button

6. Click *Publish* to save

in Q Search

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International Association of Fire Chiefs (IAFC)
Admin view

To save your changes, click publish

Discard edits Publish

To remove a specialty:

1. Go to the *Overview* tab of your company page
2. Scroll down to *Specialties* in the *About us* section

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About us Required Information *

Company Description *

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Mission

To provide leadership to career and volunteer chiefs, chief fire officers, company officers and managers of emergency service organizations throughout the international community through vision, information, education, services and representation to enhance their professionalism and capabilities.

Specialties (Add a maximum of 20 specialties)

☒ Non-profit
 ☒ education
 ☒ professional development
 ☒ management
 ☒ leadership
 ☒ fire service
 [+ Add Specialty](#)

- Place your cursor over the specialty you would like to delete
- Click the x that appears
- Click *Publish* to save

[in](#)

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[Notifications](#)
[Admin tools](#)

International Association of Fire Chiefs (IAFC)
 [Go to member view](#)

[To save your changes, click publish](#)
[Discard edits](#)
[Publish](#)

Adding Your Department and Station Locations

To add your department location or station locations:

- Go to the *Overview* tab of your company page
- Scroll down to *Locations*
- Click the *Add location* button

Locations

Add all office locations to ensure clients and job applicants can find your company. [Learn more](#)

[Add location](#)

4025 Fair Ridge Dr., Suite 300, Fairfax, VA
 22033, United States

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4. This will generate a pop-up window. Type in the location information

5. Click *Add Location*

6. Click *Publish* to save

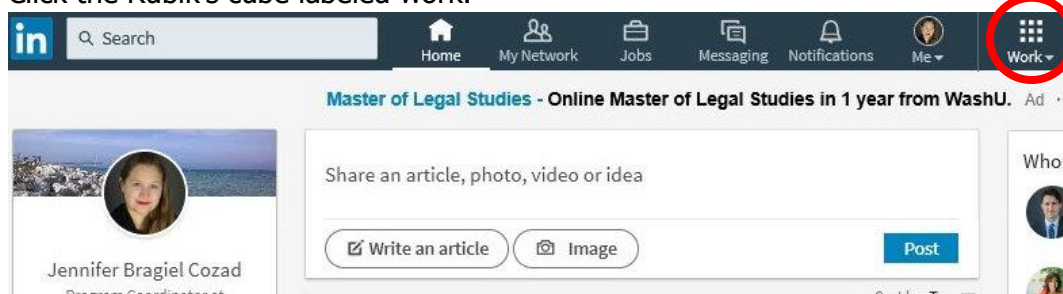
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Creating a Job Posting

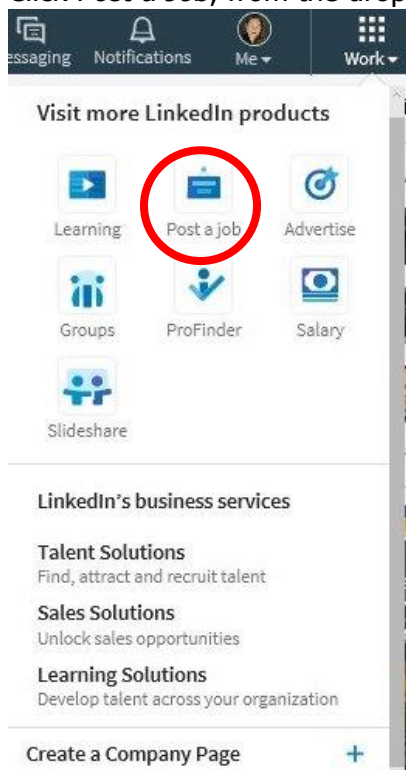
LinkedIn is one of the top job searching websites in the United States. It is particularly popular with younger individuals, when it comes to finding a job. LinkedIn offers you an option to create a job posting for volunteer positions within your department. For job postings you will be charged per click you receive throughout the time the posting is open. Make sure you monitor your job posting regularly to ensure you stay within your budget.

To create a job post on LinkedIn:

1. Click the Rubik's cube labeled work.



2. Click *Post a Job*, from the drop-down menu.



3. Fill in the *Company* field with your fire department's name.
4. Fill in the *Job title* field with the volunteer position.
5. Fill in the *Job address* field with your main fire department address.
6. Click *Continue*.
7. Add 1-3 job functions.
8. In Company Industry add *Public Safety*, you can add up to 3 company industries.

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9. Under *Employment type*, select *Volunteer*.
10. Under *Seniority level*, select *Entry Level*.
11. Add a clear and concise description for the volunteer position.
12. Choose whether you want individuals to apply through LinkedIn or if you would like to direct them to an application on your website.
13. Click *Continue*.
14. Set your daily budget, LinkedIn requires a minimum budget of \$5 per day. (LinkedIn will give you an estimated number of applicants, based on similar posts and your budget. Note: LinkedIn will spend up to 1.3x your daily budget.)
15. Click *Continue*.
16. Confirm your post and order.
17. Enter your payment information.
18. Click *Review Order*
19. Click *Post job*.

Once you have posted the volunteer position you can add more information to enhance the posting by going to the job overview page:

1. In the *Add required skills* section, skills are auto-populated for the position from your job description.
 - a. To remove a skill, move your cursor over it and click the *Remove* icon.
 - b. To add a skill, click *Add Skill*. Type the skill in the text box and select the correct option from the dropdown that appears.
2. Add the job compensation in the *Add compensation information* section. If you don't add salary information, an estimate based on data from LinkedIn Salary Explorer will be shown. This most likely will not match a volunteer firefighter position compensation.

Once the position is posted, you'll receive:

1. A confirmation email.
2. Once the position is posted, you can track and manage your applicants, edit your average daily budget, and gain insight into job viewer and applicant analytics.

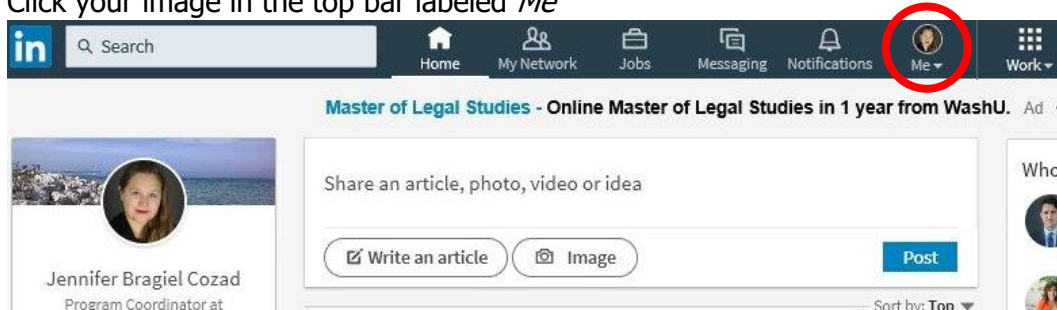
After posting a position, make sure you and your members share it with networks on LinkedIn and on other social media sites.

Closing a Job Posting:

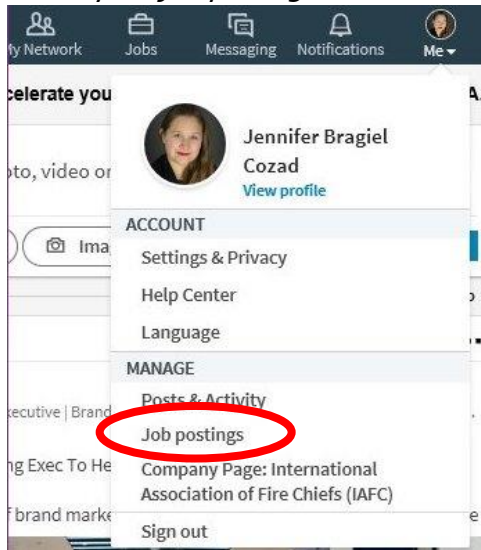
It is important to close your job posting, once you reach your established budget. LinkedIn will continue charging you for the posting until it is closed.

To close a job posting:

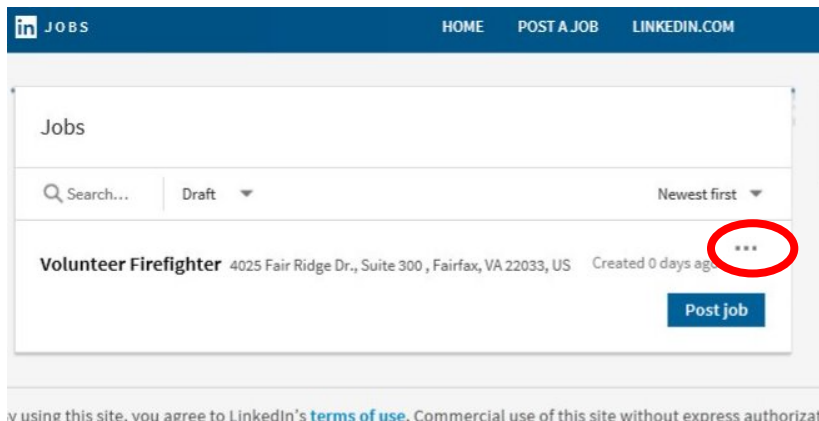
1. Click your image in the top bar labeled *Me*



2. Select your *job postings* from the drop-down menu



3. Go to the job posting you wish to close.
4. Click the more icon



5. Click *Close job* from the drop-down menu
6. Follow the on-screen prompts

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LinkedIn Management

Company Page Analytics

LinkedIn provides some basic analytics to help you target your department posts, and time your posts for maximum viewership. LinkedIn provides 3 pages of analytics: visitors, updates and followers.

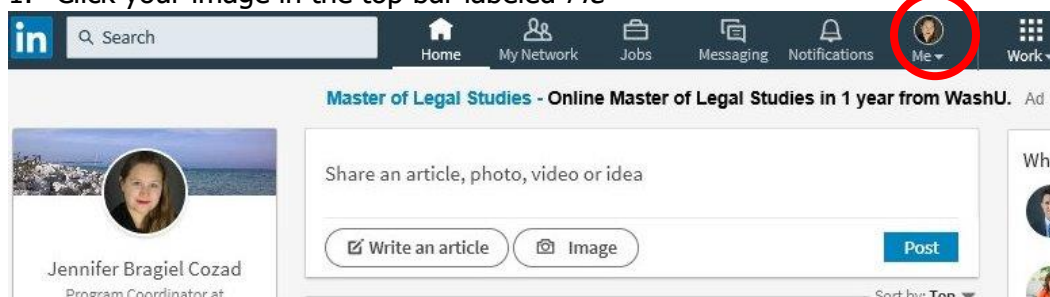
The visitors page shows you when people are visiting your company page. You can specify the date range you want to see the statistics from, and can specify whether you want a unique visitor count or all visits. The system also allows you to toggle on and off combining the mobile and desktop visitors. Viewing all visitors as one provides a good overview of how your page is doing at bringing in traffic. Separating the mobile and desktop visitors allows you to see how people are viewing your page. You should then customize your posts to make them more appealing to view on the more popular device. It can be cumbersome to read large amounts of text on a mobile device. You should post more videos or shorter posts, if a majority of your traffic is using a mobile device.

The updates page shows your data for your company page posts. The page starts with a general engagement overview of your last 30 days, including a comparison to the previous 30 days. You then have an Engagement chart that allows you to see various types of engagements over various time periods. Finally, you have a breakdown by post of the various engagement metrics.

The followers page shows information on your followers. This section also begins with follower highlights showing you your total followers, your organic follower gains and your acquired follower gains. This is followed by a follower gain chart where you can see your gains both acquired and organic over various time periods. This can help you figure out what is causing people to decide to follow you.

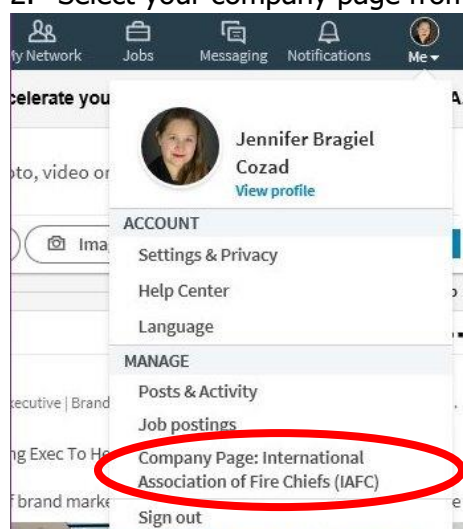
To view your analytics:

1. Click your image in the top bar labeled *Me*

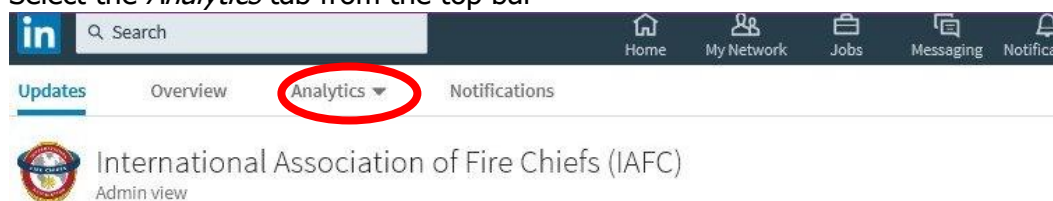


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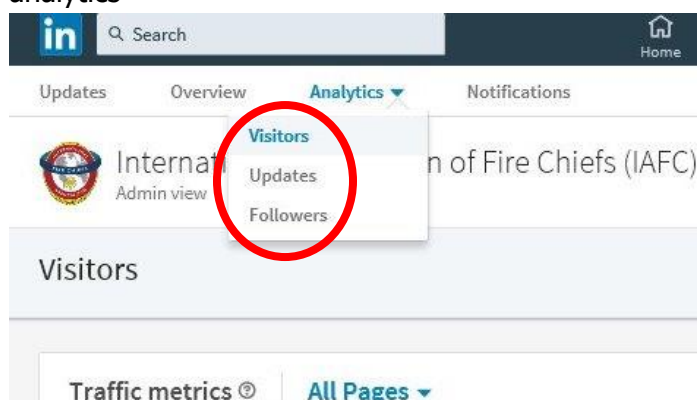
2. Select your company page from the drop-down menu



3. Select the *Analytics* tab from the top bar



4. Select *Visitors*, *Updates*, or *Followers* from the drop-down menu to view that page of analytics



Utilizing the Analytics

While LinkedIn's analytics are minimal compared to other social media sites they provide plenty of information for you to analyze your posts and figure out your peak time periods. Your goal when looking at analytics is to figure out what is and isn't working. Start out with your graph, and find your peaks and dips. Consider what caused the peak or dip. Think about what you posted that day or what events took place.

Media coverage, community event presence, and emergency events can cause people to search your fire department, thereby creating a peak of activity. These are limited control peaks. You

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can't always control when they happen, and you need to make sure that your page is active, interesting and engaging when they occur.

A controlled peak is a strategically released post that does extremely well. This is content that you have crafted or curated that is of interest to your audience. These are controlled peaks, because you can control its release and know before hand that it should do well. This content should be posted strategically. All your posts won't be content that strongly appeals to your audience, but it still needs to be sent to and read by your audience. Your controlled peak content will help raise the reach of your other posts that you release around it. When you post multiple strong posts close together it causes them to compete, this can prevent them from having as strong of an impact as you expected.

Effective LinkedIn Interactions

LinkedIn is a site focused on peer to peer interaction, which means quality is valued much more than quantity. With LinkedIn it is important to think about your and your department's professional voice and brand. You should know this before you post, and use it to guide you in what gets posted. To find your department's voice and brand think about what the department prides itself on, what its beliefs, values and purpose are, also think about your department's personality. Branding and voice is more than repeating your mission and having a unique logo, it is how your department defines and portrays itself in everything it does.

When it comes to posting on LinkedIn, LinkedIn advises companies to post 20 posts per month, others recommend once per day. With LinkedIn you should focus on consistently posting quality posts, and post them according to your capabilities. Start out posting once a month and slowly build up to posting roughly once a day, as you become more comfortable with your voice and brand. Do not feel obligated to post daily on LinkedIn. You should *not* repeat posts or post for the sake of posting on LinkedIn. Remember a quality post won't always be a long post, and you are not alone. Once you have a clear voice and brand, this is a great task for members. Remember to let them know what they can and can't post, and when they should get your approval.

With LinkedIn the stronger interaction is frequent involvement in groups. With groups make sure you choose an active group related to the goal you are trying to accomplish. If you are attempting to draw in more members. You can market the professional skills an individual can obtain by being a member of your department. Join a local professional development group, and engage the members in current conversations. Do not hard sell your department. By simply engaging the group with discussion you are selling the department, try talking about recent takeaways from a training you hosted. You can let them know about events you are hosting, and invite them to the event. You might even tailor a networking event to attract individuals from the group. As a fire department with volunteer members, you have valuable people with a wide range of professions for young professionals to network with.

Groups also offer a great way for you to make yourself a leader in the fire service. By engaging in industry specific groups, you are interacting with your peers. This is an opportunity for you to show your hard-earned expertise, as well as gather new knowledge from peers.

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Glossary

Acquired follower: A follower you obtained by paying for the advertisement of your post, also known as sponsoring a post.

Click Through Rate (CTR): The number of clicks relative to the number of impressions the post received.

Clicks: The number of clicks on your content. This does not include shares, likes or comments.

Connections: These are people on LinkedIn directly connected to you.

Data: The numbers of the metrics. This is how much or how many times the metric occurred.

Designated Admin: Company page administrator with the ability to make edits to the company page, add and remove other admins, and post as the department.

First-degree connection: Someone who you have connected with on LinkedIn.

Second-degree connection: Someone who is not connected to you, but is connected to one of your connections.

Third-degree connection: Someone who is not connected to you or one of your connections, but is connected to one of your second-degree connections.

Direct Sponsored Content Poster: Can share content to the home page feed of LinkedIn members.

Engagement Rate: The number of interactions, clicks and follows acquired divided by the number of impressions.

Engagement: People's interaction with your post or page. Examples include: Likes, Comments, views and shares.

Follows Acquired: The number of followers you gained by sponsoring an update.

Groups: Public and private forums that allow users to connect over a specific subject.

Impressions: The number of times the post was shown to LinkedIn members.

Metric: A specific type of data. This is what you are measuring.

Mention: When an individual tags someone in a post.

Network: This is all people on LinkedIn connected to you within 3 degrees of separation. This includes first, second and third-degree connections.

Organic follower: A follower that you obtained through your own effort.

Social Actions: The number of likes, shares and comments on a post.

Tag: The act of mentioning an individual in a post and linking the individual's name to their profile.

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