LinkedIn and the Choate Alumni Network
Maximizing the Benefits
To maximize the benefits of the Choate Alumni Network on LinkedIn, the first step is to join the Group if you haven’t already.
Once your connection with the school has been verified, you will receive a Welcome Email.
As a Member of the Group, you’ll be able to post **Discussions**, share Job postings, and interact with fellow alumni. **Discussions** should be **career-focused** and centered on **issues concerning professional networking**. Comments are strongly encouraged!

To facilitate open communication, offensive comments will be removed.
To see which other alumni have joined the Group, click on the Members tab.

You’ll see the Top Influencers at the top of the page. These are the Members who have been the most active in the Group (i.e. posting new Discussions and/or comments) over the course of the past week.
To promote an event or a project you’re directly involved with, click on the Discussions tab and select the Promotion option before posting.

The Promotions feature should be used judiciously and not as a means of spamming fellow alumni. Members who abuse this privilege may be restricted from posting or removed from the Group altogether.
Perhaps you’ve joined the Choate Alumni Network to **find a new job** or **advertise a position you need to fill**. Click on the **Discussions** tab, enter your text, and select the **Job** option before posting.

To keep content fresh, LinkedIn automatically removes **Job Discussions** posted in this manner after 14 days. This a great reason for you to come back to the Choate Alumni Network frequently!
Why is posting a **Job Discussion** valuable? Here’s an example:

*A Choate alumnus has posted that he is looking for an ad sales position in Manhattan. While browsing job postings during your own search later that week, you come across a listing that looks promising for him.*

You can lend that alumnus a hand by clicking the LinkedIn button in the **Share the opportunity** box and posting the job directly on the Choate Alumni Network!
Once you’ve clicked the LinkedIn button, a box will pop up. Select **Post to groups**, type in **Choate Alumni Network**, as well as any details you’d like to share. (You may also choose to share the posting with an individual directly by selecting **Send to individuals**.) Finally, click the blue **Share** button.
Members will be able to view shared job postings from within LinkedIn when they click on the **Jobs** tab. To refer to the posting at a later time, click on **Save job** to save it to your personal profile.
SUMMARY

- Use **Discussions** to start and contribute to **career-focused** discussions with fellow alumni.

- Consult the **Members** list to see who has joined the Group.

- Post **Promotions** to advertise your events or projects that other alumni might benefit from.

- Create **Job Discussions** to advertise
  - that you’re searching for a new position, or
  - that you know of a vacancy and are willing to act as a referral.

- Check the **Jobs** list to see if other alumni have shared promising listings.

The key to **maximizing the benefits** of your alumni network on LinkedIn is to be an **active Member**. Your discussions and comments make our LinkedIn Group a robust community. Thank you and Go Choate!