

How to Join LinkedIn Groups and Sign Up for Notifications

Social Selling for Financial Professionals

Groups within LinkedIn offer a way to make new connections, interact with other members who share common interests, and establish yourself as an industry expert. Participating in these groups can help you stay in tune with conversations taking place within your network. Sign up for group notifications so you can quickly see new posts and activity.

Join a LinkedIn Group



Establish yourself as a valuable resource in your industry.

1. Visit [LinkedIn.com](https://www.linkedin.com) and sign in.
2. Click the menu icon to the left of the search box and select **Groups** from the drop-down list.
3. Enter keywords or a group name in the search field and click the **Search** button.
4. Click the **Group** to learn more details.
5. Click the **Join** button located in the top right area of the screen to join the group. If the group is private, you must be accepted by the group moderator before you can view the group posts.
6. After you have joined a group, you can access group settings by clicking the gear icon at the top of the screen. You can adjust your e-mail settings from there.

TIP: After joining a group, watch and listen to get a feel for how the group operates. Then, slowly start participating. Always be considerate and follow the group's rules.

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To learn more about how you can use social selling to grow your business, call your consultative wholesaler at (800) 722-2333 or visit SocialSelling.PacificLife.com.

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