

Including LinkedIn in an Association Chapter's Social Media Plan; 3 Ways to Create a Strong LinkedIn Chapter Page



We've talked before about how social media should be one piece of an association chapter's overall engagement strategy. But we've not spent much time on the social tools chapters should consider to help with that engagement. That's been intentional on our part, as what's "right" is specific to a chapter and the industry it's in and should focus on where that chapter's audiences — new members, vendors, sponsors, speakers, etc. — spend time online.



But there is one social platform that can be a good fit for all association chapters. LinkedIn, specifically LinkedIn company pages, can be an effective part of a chapter's social media plan.

Having a chapter LinkedIn company page can be a good way for chapters to:

- Show credibility
- Promote events
- Share member stories
- Keep people connected between meetings.

That added visibility can lead to increases where you need it, in membership, engagement, sponsorship, etc.

LinkedIn personal page versus a company page: what's the difference?

A LinkedIn personal profile represents an individual and their personal brand, experiences and network. A LinkedIn company page is a business, non-profit or institution's professional "hub."

On a company page you'll find information about the organization's identity, team and offerings. Profile pages are used for personal networking and thought leadership, while company pages are for awareness, recruitment and lead generation, and can include dedicated sections like events and job postings.

The two page types serve distinct purposes and aren't interchangeable; you need a LinkedIn personal profile to set up a company page.

5 reasons to include LinkedIn as part of a chapter's social media plan

1. **Audience match.** Most people who use LinkedIn are there to learn, share and connect on work- and industry-related topics. Having access to this captive audience allows you to connect with those already interested in your field, and potentially in connecting with your organization.
2. **Credibility & visibility.** A well-maintained, regularly updated LinkedIn page shows people that your chapter is active and positions it as trustworthy and reliable. This can all help improve in areas like recruitment, sponsorship and even partnerships with other chapters.
3. **Event promotion & engagement.** LinkedIn is an easy place to post about chapter events – before, during and after they happen, share member successes and highlight volunteer opportunities. With its reach, it offers a better chance than your website and even email that people will see what you need them to.
4. **Networking outside of events.** Your membership can post their contact information on your chapter page with a link to their own LinkedIn pages. This makes it easier and provides more flexibility for people to connect and engage with others virtually, as well as in person.
5. **Search & discovery.** Having a LinkedIn chapter page gives professionals who may search your industry on LinkedIn a better chance of your chapter appearing in search results and having people find your chapter organically.



3 chapter “dos” for a strong LinkedIn chapters profile

Whether you’re just getting started or looking to fine-tune your existing LinkedIn chapter strategy, there are a few things you can do to help ensure the effectiveness of your LinkedIn chapter page.

1. **Start with the basics.** Once you set up your LinkedIn chapter page, encourage board members and active members to follow it; ask them to include their involvement in your chapter in the Volunteering section of their profiles. Here are a few other basic must dos:

- Include the chapter’s full name, logo and link to your website.
- Write a compelling About section with your mission statement and benefits of chapter membership. Use any additional space to mention other benefits that might interest people, like sponsorship or volunteering.
- Add contact info, and if you have a physical one, your location.

2. **Link to your website.** Your chapter’s website should remain the hub of all your activity, even when you have a LinkedIn page. But it can be difficult for people to find yours if they don’t have a link to click on. Linking to your website in a LinkedIn post is another way to drive traffic to your website.

3. **Promote events regularly.** LinkedIn is a great platform for getting people excited about upcoming chapter events. Encourage attendees to tag your chapter when they post about an event on LinkedIn. You can even create a hashtag to go along with these posts, like #visitCHAPTERNAME or #CHAPTERNAMEconference2025. Make it easier to post by providing topics, like letting people know they’ve registered and why they’re excited about attending.

- Regularly share blog posts, news updates and member spotlights related to an event. A short summary of content and links to the full article on your website is great, too.
- Leading up to an event, post content that will engage members, like reminders, behind-the-scenes previews, speaker highlights and things that could interest those who haven’t yet registered and give those who have more of a reason to show up.
- After the event, share photos, key takeaways and thank you’s. To keep the conversation going, ask for feedback.



Keeping your LinkedIn chapter page visible

Posting consistently (even once a week) helps keep your chapter top of mind for members and potential members. Create a simple content calendar with topics and dates that will help you create posts around topics like:

- Member spotlights
- Industry news
- Professional tips
- Event announcements
- Volunteer opportunities.

LinkedIn: a chapter's secret weapon

LinkedIn can be a powerful tool for increasing visibility, growing membership, strengthening engagement and more. Having a LinkedIn chapter page is an easy, effective way to tell your story, build credibility and connect with more of the right people. However, it shouldn't be the only online platform you use or even the one you create first. You're going to want to set up your chapter website first, and also keep it updated, to have a place to link visitors to from your LinkedIn page and vice versa.

Does your chapter have a LinkedIn page? If you have tips that have worked well for your chapter, we'd love to hear from you. Leave a comment below or reach out to be featured in a future Chapter Insights post!

