

A Guide for Using the LinkedIn PWP Member Forum

Due to many technical problems and member complaints, PWP will be phasing out the PWP Yahoo egroup and moving member discussions to a private LinkedIn group called the PWP Member Forum. This will allow for better, free-flowing discussions, and improve the sharing of information and personal photography news. During this transition period, the regular Yahoo egroup will continue to function. This is a big change, and to help you get up to speed, we will have people from the Web Committee available to assist, but am also outlining the basic steps in this document.

To participate in this new group, you must have a LinkedIn account. Joining LinkedIn is free, and is the network most used by professionals in all fields all over the world. As always, all upcoming PWP meetings, classes, and shows are listed on pwponline.org.

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Why Photographers Should be on LinkedIn

With over 380 million users, LinkedIn is the world's largest professional network, and the third most popular social network overall. There are many benefits to being a LinkedIn user for any professional, including photographers and people in the arts. Here's how LinkedIn can enhance your photography business or career.

- **Grow your network:** On LinkedIn you can connect with other photographers, as well as potential clients, gallery and museum decision makers, and fans of your work.
- **Look for jobs and opportunities:** Most organizations now have LinkedIn company pages on which they post open positions and opportunities. You can also easily search for the most appropriate person at the company to direct your application.
- **Get endorsed:** LinkedIn allows colleagues, collaborators, clients and employers to endorse your skills and write recommendations which are visible to anyone visiting your profile.
- **Promote your work:** LinkedIn allows you to add projects, images, videos and slideshows to enhance your profile.
- **Join groups:** You can join discussions on specific topics and follow industry news.

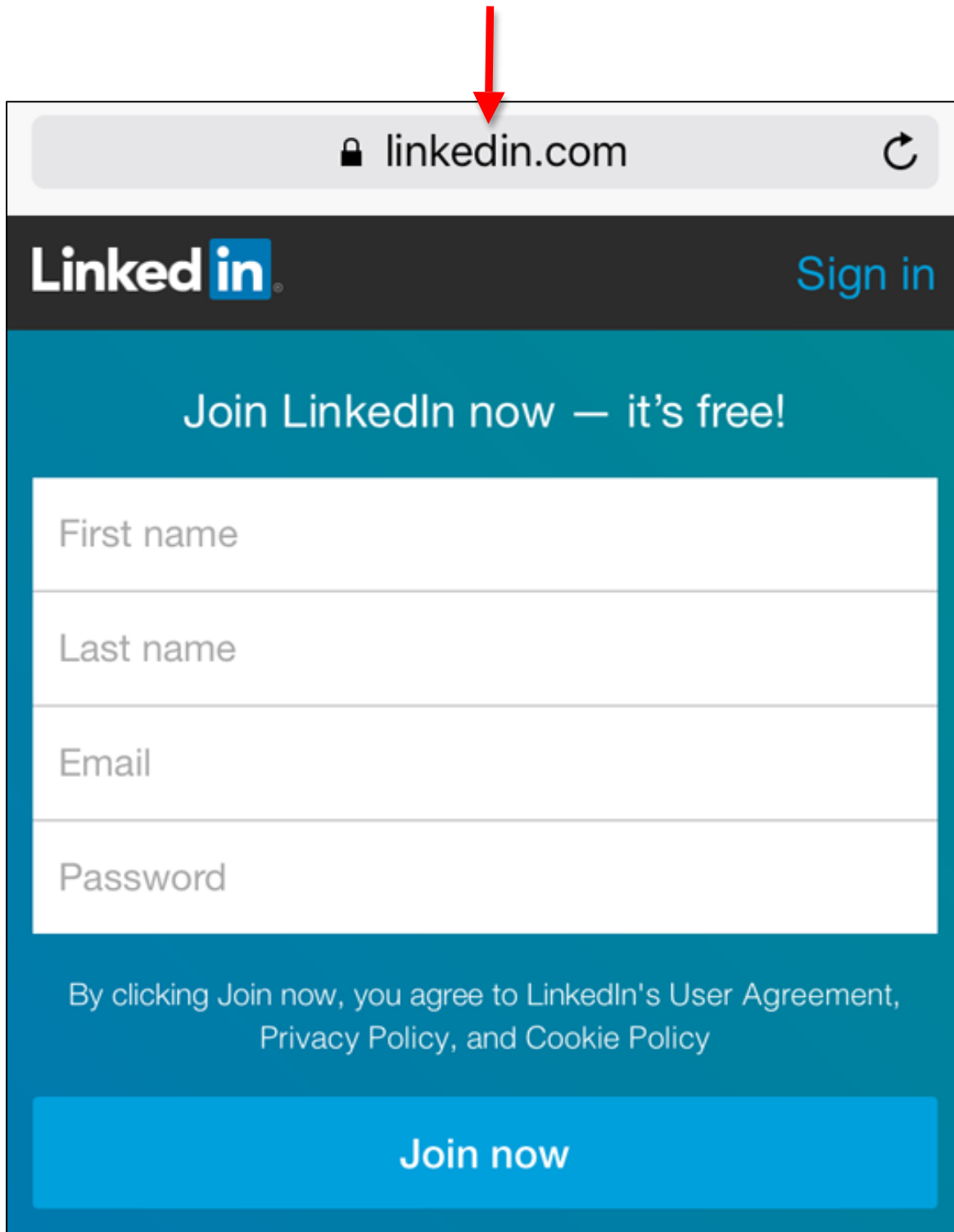
If you haven't created your LinkedIn account, here's a [step-by-step guide](#). For more advanced user tips, see this [HubSpot article](#).

The screenshot shows the LinkedIn profile of The Metropolitan Museum of Art. At the top, there is a search bar and navigation links for Home, Profile, Connections, Jobs, and Interests. A banner at the top right says "Is Your Business Listed Correctly Online? Check Now For Free!". The profile header includes the company name "The Metropolitan Museum of Art", its industry "Museums and Institutions", employee count "1001-5000 employees", and "58,949 followers" with a "Follow" button. Below the header is a large banner for "The Met Breuer" with the text "Opening March 2016". To the right of the banner is a "How You're Connected" section showing "1 first-degree connection", "188 second-degree connections", and "1,721 Employees on LinkedIn". At the bottom, there is a "Careers" section and a snippet of the museum's mission statement.

Signing up for a LinkedIn Account:

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- 1) In order to join and participate in the new LinkedIn PWP Member Forum, you must have your own account on LinkedIn. This is a free network used by professionals around the world.
- 2) If you don't already have one, go to [linkedin.com](https://www.linkedin.com) to set one up.

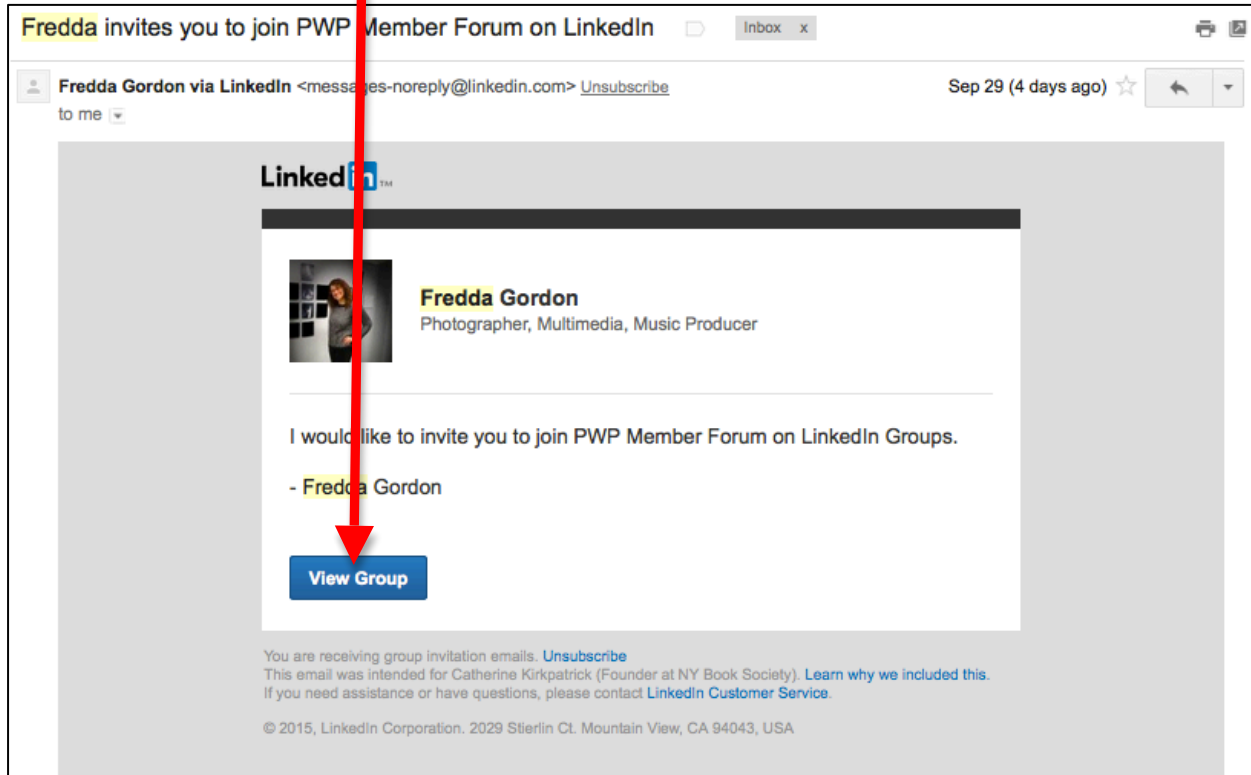


The image shows a screenshot of a web browser displaying the LinkedIn sign-up page. A red arrow points from the text 'linkedin.com' in the second step of the list above to the address bar of the browser. The browser's address bar shows 'linkedin.com' with a lock icon on the left and a refresh icon on the right. The page header features the LinkedIn logo on the left and a 'Sign in' link on the right. The main content area has a teal background with the text 'Join LinkedIn now — it's free!' in white. Below this is a white form with four input fields: 'First name', 'Last name', 'Email', and 'Password'. At the bottom of the form, there is a line of text: 'By clicking Join now, you agree to LinkedIn's User Agreement, Privacy Policy, and Cookie Policy'. A large blue button with the text 'Join now' is positioned at the bottom of the page.

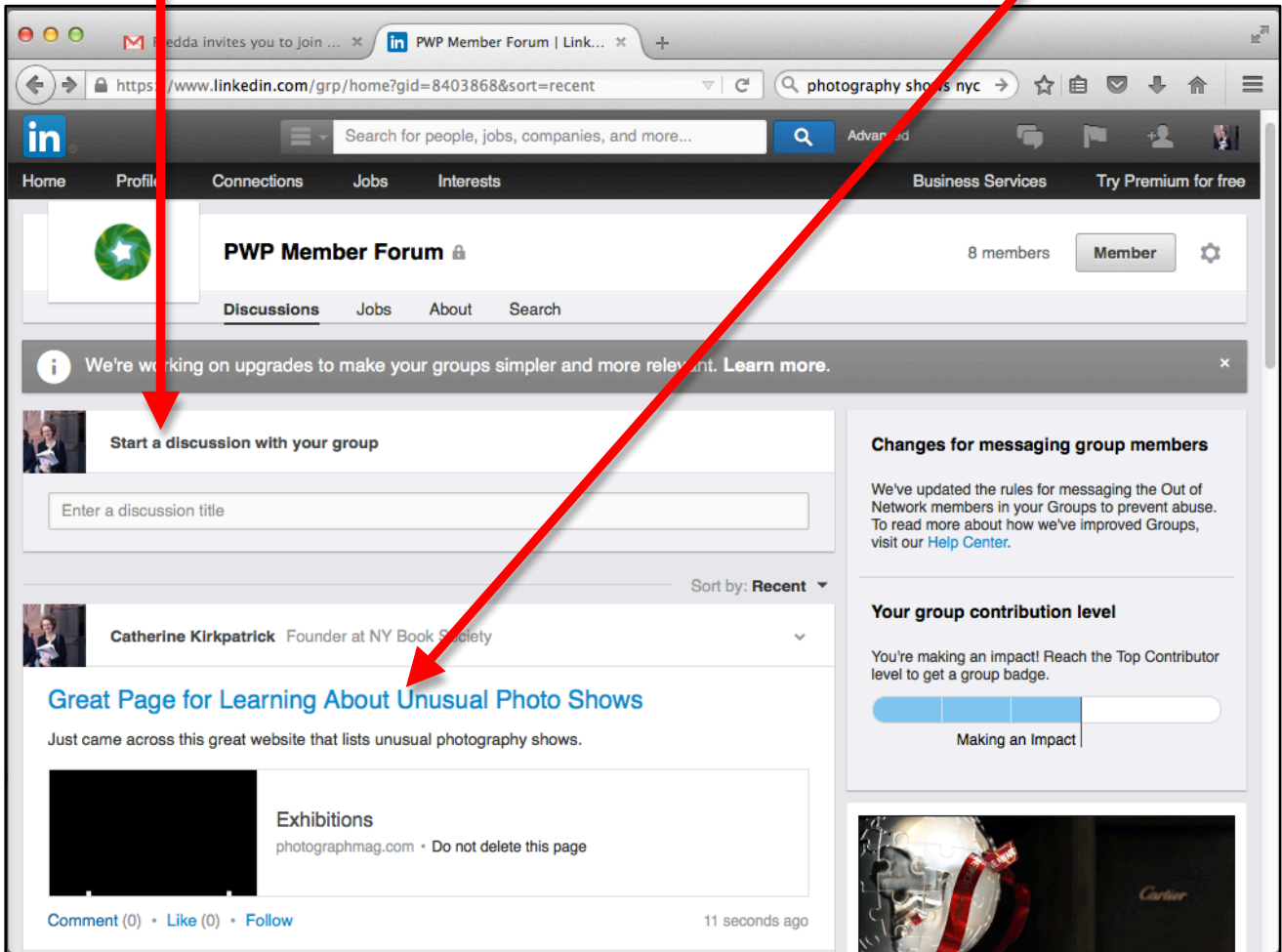
Joining the PWP Member Forum Group on LinkedIn:

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- 3) You need to have your own account on LinkedIn. This is a free network for professionals.
- 4) You will receive an invitation by regular email to join the PWP Member Forum.
- 5) It will come from Fredda Gordon (the PWP Web Director), and the **subject line will say “Fredda invites you to join PWP Member Forum on LinkedIn”**
- 6) To join, **click on "View Group"** in the email which will take you to the PWP Member Forum Page (if you are not logged into LinkedIn, you will be asked to login)

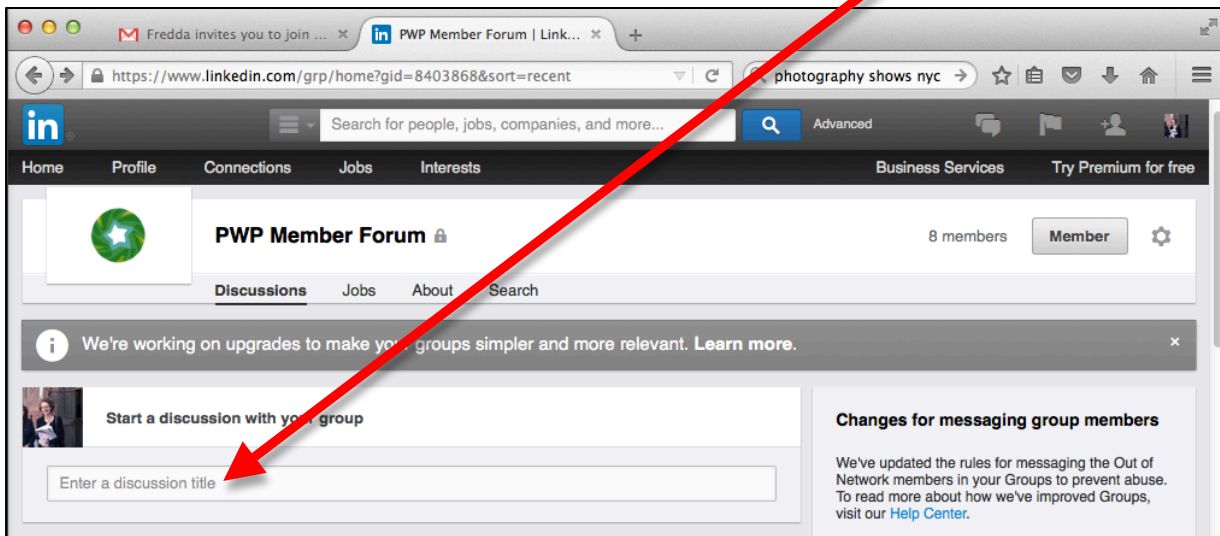


At the LinkedIn PWP Member Forum Page you can scroll down and browse current discussion topics or begin a new topic of your own.

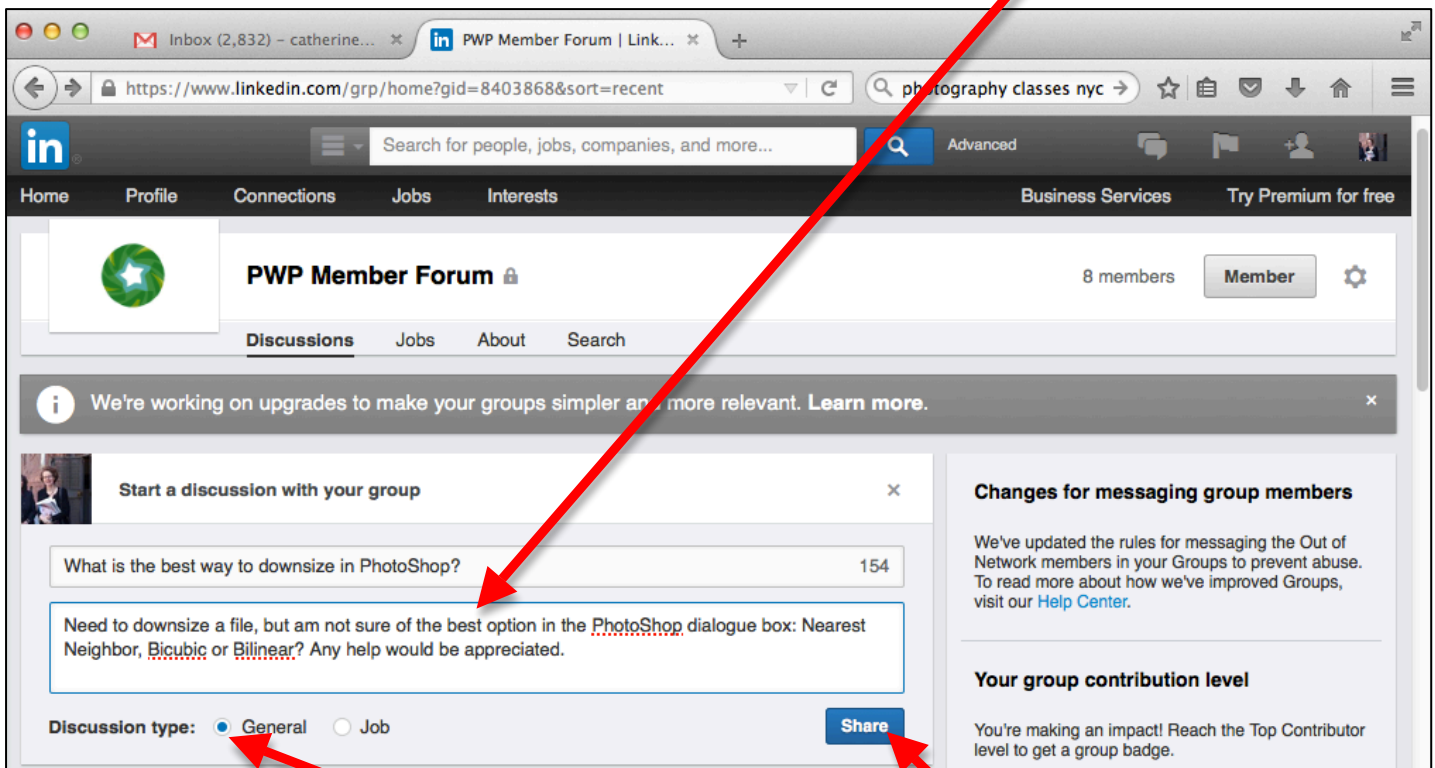


Starting a New Discussion Topic:

To start a new discussion topic, **click in the area that says “Enter a discussion title”**



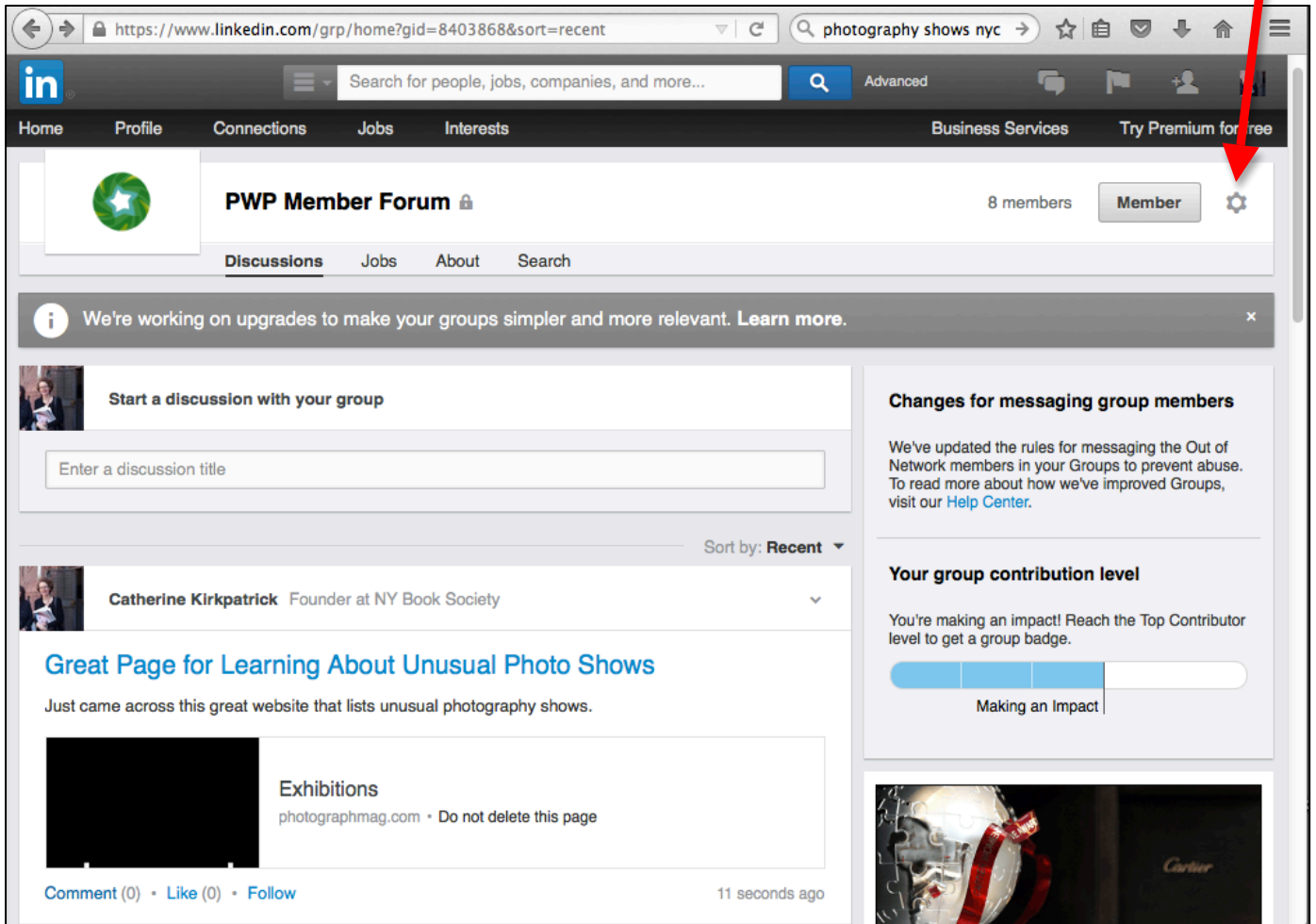
Once you add the title, a new space will open below where you can **“Add some details...”**



For general discussions, click **“General”** (which is the default), then click **“Share”** to post the discussion with the group. (If you want to list a photography job, click “Job” instead of “General”).

Adjusting Your Email Notification Settings:

It's important to select the email notification setting that's right for you. **To go to settings, click this button**



In the Settings box, you can choose whether you want to be notified by email of every new discussion topic (which may be too many emails for some people), and whether you want to receive a daily or weekly digest of all activity on the PWP Member Forum

The screenshot shows the LinkedIn interface for the 'PWP Member Forum' settings page. The 'Settings' tab is active, and the 'Contact Settings' section is expanded. The 'Activity' section has an unchecked checkbox for 'Send me an email for each new discussion.' The 'Digest Email' section has a checked checkbox for 'Send me a digest of all activity in this group.' Below this, the 'Delivery Frequency' dropdown menu is open, showing 'Daily digest email' selected. The 'Announcements' and 'Member Messages' sections both have checked checkboxes. At the bottom, there are 'Save Changes' and 'Cancel' buttons. A 'Leave Group' button is also visible on the right side.

Choose whether to be notified by email of each new discussion

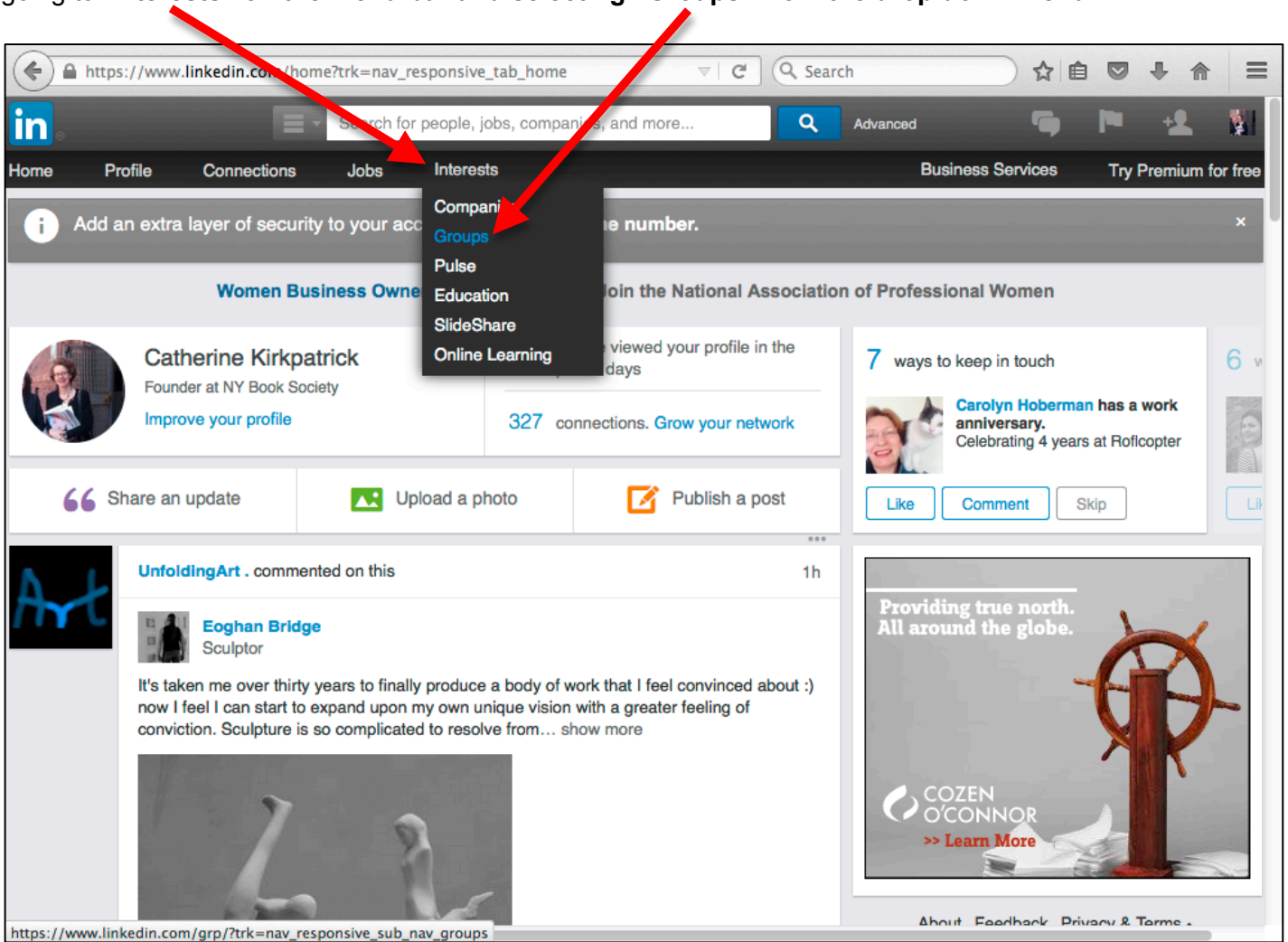
Chose to receive a Daily Digest email of discussions

Chose to receive a Daily or Weekly Digest email of discussions

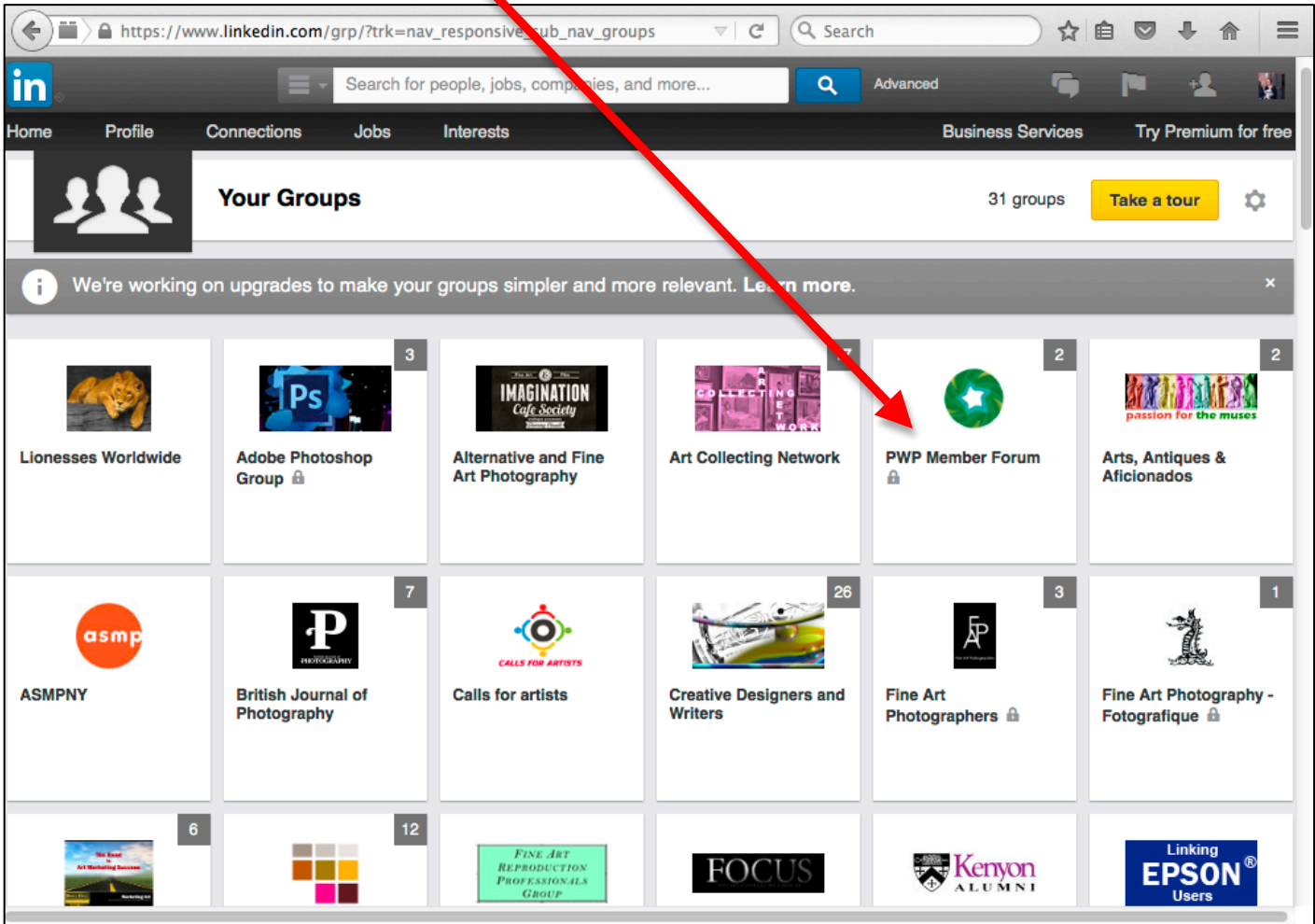
Check other preferences as you wish, then click Save Changes to save these selections

Navigating to the PWP Member Forum Group:

If you are signed into LinkedIn, and on your own profile page, you can navigate to the PWP Member Forum by going to “Interests” on the menu bar and selecting “Groups” from the drop down menu



All the LinkedIn groups you belong to will appear (the number will vary according to the individual).
Click on the PWP Member Forum icon and it will take you to the PWP Member Forum page.



Checking for PWP Volunteer Jobs and Other Photo Jobs:

To check on PWP volunteer opportunities and other photography jobs listed by members, click on “Jobs” in the PWP Member Forum menu bar

The screenshot shows the LinkedIn interface for the PWP Member Forum. The URL in the browser is <https://www.linkedin.com/grps?jobs=&gid=8403868>. The forum header includes navigation tabs for Discussions, Jobs, About, Members, and Search. A red arrow points from the top of the page to the 'Jobs' tab. Another red arrow points from the 'Jobs' tab to a text box that says 'PWP volunteer jobs and other photo jobs will be listed here'. A third red arrow points from the 'Discussions' tab to a text box that says 'Click on “Discussions” to return to the main PWP Member Forum page'. The main content area shows a post by Catherine Kirkpatrick titled 'PWP Volunteers Needed for the PDN PhotoExpo', which details the need for volunteers to manage the PWP booth at the PDN PhotoExpo on Friday and Saturday, October 23rd and 24th. The post includes a profile picture of Catherine Kirkpatrick and interaction options like Like, Comment, Follow, Delete, and Flag.

Click on “Discussions” to return to the main PWP Member Forum page

PWP volunteer jobs and other photo jobs will be listed here