

LinkedIn Best Practices

Optimize Your LinkedIn Profile

Making connections and sharing content on LinkedIn starts with your profile. The basics:

- Use your professional title in your LinkedIn header.
- Make sure your experience and education details are accurate.
- Create a custom web address so your profile appears higher in Google searches.
 - LinkedIn creates a random web address. You can edit this to match your name (or as close as possible) and start appearing in Google searches.
- Include keywords in your summary to boost Google searches.
 - For example, use “income protection” or “disability insurance.”
- Write your profile summary in first person.
 - Think of this as a conversation, as if you’re introducing yourself to someone.
 - This is your elevator pitch – sell yourself! Include a mix of professional and personal highlights.
- Proofread your profile for spelling and grammar mistakes.

Adjust Your Privacy and Visibility Settings

Pay attention to:

- Your profile. Edit your profile so that it’s public. Best practice is to show your information, which includes your name, company, etc.
- Who can see your connections. By default, LinkedIn sets your profile so that everyone can see your connections. If you want more privacy, change the setting to “only you,” which is a best practice.
- “Viewers of this profile also viewed” feature. Turn off this feature so other people – your competitors, for example – aren’t recommended to brokers who are viewing your profile.
- Anonymous mode. In the profile-viewing options section, you can drop into anonymous mode if you need privacy as you’re looking at others’ profiles. Remember to make your profile public again afterward. *If you are in anonymous mode and others look at your profile, they will also appear anonymous, regardless of their profile setting.
 - Switch to anonymous mode before you make changes to your profile. This will ensure that your contacts don’t get notified every time you make a change. Just remember to switch back to public when you’re done.

Improve Your Network

- Start by connecting with everyone you know. Each connection you make can lead to more quality connections.
- Let people know you are open to connecting by saying so in your profile summary. This can be as simple as, “Drop me a line if you’d like to connect.”
- Search for connections:
 - o Start by searching for companies to see a list of employees.
 - o Filter by 1st and 2nd connections and consider reaching out to people on that list. Ask your 1st connections for introductions to people they know.
 - o Use keywords to search.
 - Use quotation marks, AND and OR (be sure to use all caps) to filter searches for specific positions.

Generate Leads

- Follow up. Reach out to connections and leads more than once. Social media can be fleeting, and messages may get buried.
- Use social media to your advantage. If you see a question asked by an important connection, share an article or insight that addresses that question.
- Reach out with connection requests. Personalize requests – and offer a WIIFM (What’s in it for me?) or a reason for them to connect with you.
- Join LinkedIn Groups where your prospects hang out. Look for opportunities in Groups to share insights and expertise.

Engage With Your Network

Engagement helps you build relationships and trust with people. Use comments and shares as opportunities to start conversations or keep them going. Answer questions, provide insight and offer tips that help people in their jobs. Over time, your commitment will pay off and connections will reach out to you as a trusted source.

- Use LinkedIn Messages or InMail to send messages that don’t get buried in email inboxes.

Know Your Competitors

Keep an eye on competitors. This will give you a solid understanding of who is talking about products or services that you offer. Are there conversations you can join and contribute your expertise? What are brokers asking competitors on social media? What content are they engaging in?



Best Practices

- Log in every day. Pick a time you know will work for you and stick to it. Use the time to check and send messages.
- Set goals. Aim for adding 10 connections each week.
- Engage with two to three posts each day by liking, sharing or commenting. It only takes a few minutes. People are more likely to engage with you if you are engaging with them.
- Use an authentic voice. Be professional and be true to yourself. Doing so will ensure what you’re posting feels conversational and approachable.