

Build Your Digital Relationships

Optimize your LinkedIn profile:
Making connections and sharing
content starts with your profile.



Quick tip!

Post a brief 1-minute video introducing yourself so people can feel like they know you already. Pin the post to your page so new connections get a great first impression.



The basics

- Use your professional title in your header. Make sure your experience and education are accurate. Don't forget to proofread your profile.
- Create a custom web address so your profile appears higher in Google searches.
- Include keywords in your summary such as "retirement income" or "annuities."
- Write your profile summary in first person, as if you're introducing yourself to someone. Include a mix of professional and personal highlights – sell yourself!



Improve your network

- Start by connecting with everyone you know. Let people know you are open to connecting in your profile summary. This can be as simple as, "Personal message me if you'd like to connect."
- Search for connections looking at companies, or using keyword searchers. Don't be shy. Reach out to 1st and 2nd connections on that list. Ask your 1st connections for introductions to people they know.



Engage with your network

- 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, 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.



Adjust your privacy and visibility settings

- Edit your profile to make it public and appear in searches. Show name, company, etc.
- Wondering who can see your connections? If you want more privacy, change the setting to Only You to hide your connections.
- Turn off the “Viewers of this profile also viewed” feature so competitors aren’t recommended to producers who are viewing your profile.
- Switch to anonymous mode before you make changes to your profile. This ensures that your contacts don’t get notified every time you make a change. Just remember to switch back to public when you’re done.



Generate leads

- Reach out with connection requests and remember to follow up. Personalize the requests – and offer a “What’s in it for them?” reason for them to connect with you.
- If you see a question asked by an important connection, share an article or insight that may help.
- Join LinkedIn Groups where your prospects hang out. Look for opportunities in Groups to share insights and expertise.



Get the most out of the program

- Log in every day and set goals. Pick a time you know will work for you and stick to it.
- 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.



Know your competitors

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

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