



# Make the Most of LinkedIn



LinkedIn is a great platform to enhance your professional credibility and grow your business. Whether you're new to the platform or an experienced user, these tips can up your game.

## Getting started

There are a few simple steps to create your LinkedIn account. Here are some recommendations to set you up for success.

### Fill out your profile in its entirety. This includes:

- **A professional headshot**
  - Keep it professional on LinkedIn. Casual and candid shots are for Facebook or Instagram. Feel free to snap a selfie if necessary, but make sure you represent the image you want to convey to clients and business associates.
- **Complete work history**
  - Include all positions that pertain to your career and experience, but you don't have to go as far back as babysitting in high school. And don't leave any gaps.
- **Relevant skills and certifications**
  - Include those that apply to your experience and successes so your clients and business associates know what you've accomplished. But keep it brief.

**Pro tip**



Be social, but professional at all times. Be selective about what you share and post.

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### Pro tip



Customize your LinkedIn URL with your name to make it stand out.

## Create a professional biography

- **Write the bio in either first or third person** depending upon your situation.
  - If you regularly attend industry events where you may need to submit a biography, write in the third person (e.g. John Doe has fifteen years of experience).
  - However, if your primary purpose is to connect with others, use first person (e.g. I have fifteen years of experience).

## Add connections

- **Search for and connect with your clients and other business associates.** When you want to connect with someone, visit their profile and click the Connect button there. You can add a personalized message to your connection request.

## Keep up the good work

The key to success on LinkedIn is staying engaged and active. Here are some ways you can keep up the momentum.

### Post regularly

- **Log in 2-3 times per week and actively engage.**
  - If you aren't sure what to say, consider browsing the Ameritas LinkedIn page and sharing some relevant posts.
- **Comment on others' posts** to further the conversation.

### Explore and join groups

- If you are interested in joining a group based on a specific topic (e.g. Nebraska Women in Insurance), go to the search bar at the top, type in the topic, and **filter by groups**.
- If you aren't sure what kind of groups to join, **check out the Discover feature**. Click on the Work icon in the top right corner of your homepage, select Groups, and then click Discover at the top of the page to view groups suggested for you.

### Nurture existing relationships and form new ones

- While browsing your connections' profiles, look at the **"people also viewed"** section on the side of the page. The people mentioned there may be valuable connections for you!
- **Keep an eye out for any connections who change jobs.** Starting a new position is a great time to reconnect and see if you can benefit each other professionally.

### Pro tips



By default, people will get a notification when you view their profile. You can adjust this setting in Settings & Privacy.



Nurture relationships before selling, and make sure everyone gets something out of the relationship.



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