

LinkedIn Optimization

5 ways to optimize your LinkedIn account

A good social media profile can be a powerful tool for a financial advisor. An advisor can transform their LinkedIn profile from a static resume into a dynamic networking resource by consistently implementing the following strategies.

1. Display Branding

Make sure your profile is complete and compelling with a professional headshot, along with the company's logo, values and mission statement.



2. Build Trust

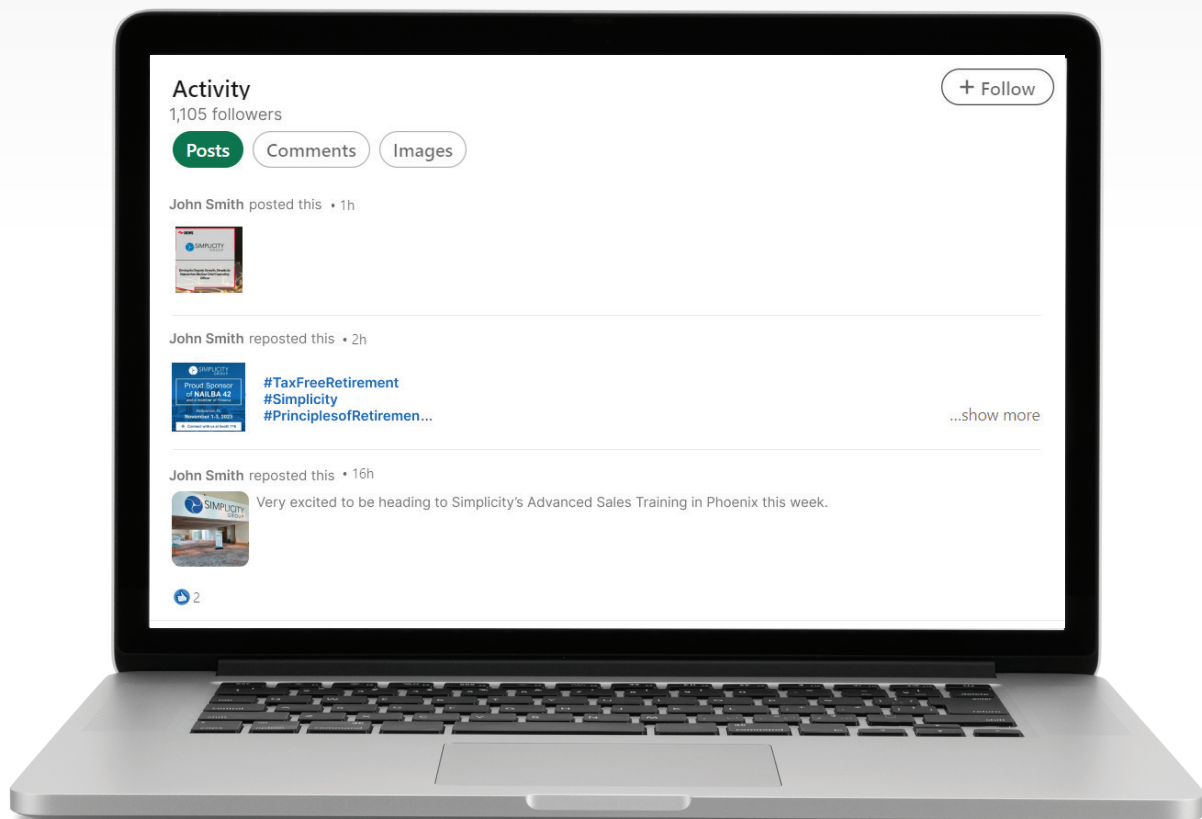
Tell your founder's story of how you got started and why you love what you do. Describe the company's services and build familiarity and trust with clients while establishing yourself as an industry expert.

About

John Smith is the Founder and President of Compass Retirement Allies, an independent financial advisory firm that is dedicated to guiding individuals through critical financial decisions as they prepare for and live throughout their retirement years. Smith has more than two decades of experience as a financial professional and provides planning advice in the areas of wealth transition, retirement income ... see more

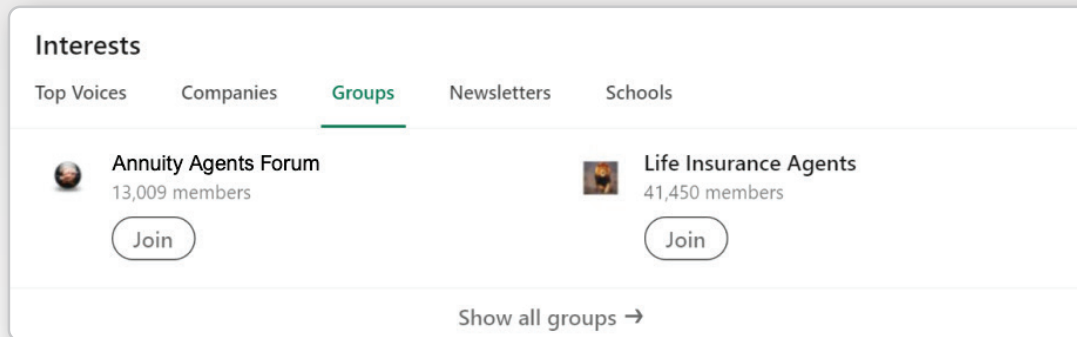
3. Be Active

Post, share, engage and develop relationships. Leverage industry articles and start discussions to position yourself as a thought leader.



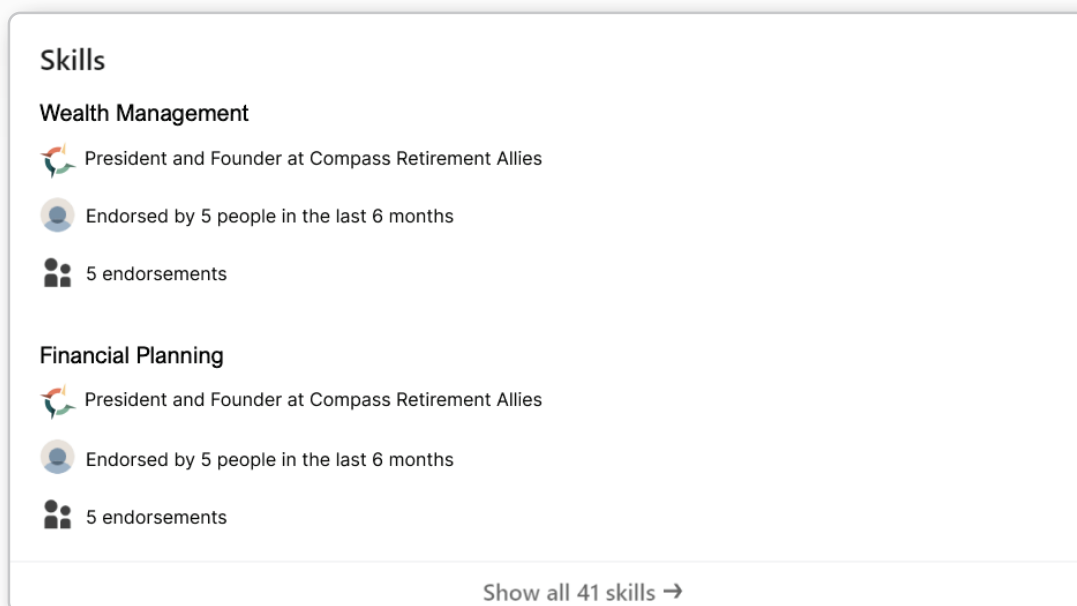
4. Expand Network

Join and participate in groups to connect with prospects or partnership opportunities. Gather insights and follow experts in other industries to see how you can grow and see things from a different perspective.



5. Build Credibility

Display credibility with recommendations and skill endorsements. Take skill assessment tests and post certificates you earned with your expertise.



Contact your Simplicity representative to schedule your social media audit.