PennGlobal
AN INTEGRITY COMPANY

AGENT GUIDE:
YOUR LINKEDIN PROFILE

Increase Your Visibility and Stand Out in Your Market
LinkedIn offers business networking to the world. You can use LinkedIn to showcase your business, reach potential clients and connect with colleagues as you build a referral network.

Benefits of LinkedIn for Your Business

Increase your online presence	Engage with clients and colleagues	Connect with LinkedIn ads
Give your business more opportunities to be found in LinkedIn and internet searches by using specific business details and keywords.	Boost visibility and impact by actively engaging with other users' posts, comments.	Promoting your existing posts can help reach users, companies and consumers not already in your circle, expanding your reach and opportunities to connect.

Creating Your LinkedIn Account

1. Consider a few key items before you get started:

- Choose a designated admin and a backup contact person.
- Decide which email account will be attached to the profile, and how to regain access if that email becomes unavailable.
- Gather your business information and useful keywords for your profile

2. Get started on LinkedIn's account creation page: https://www.linkedin.com/signup

Complete all the basic steps, confirm your email address and then you're just about ready. You can add a few connections now or click "skip for now" to add more profile information before building a network.

Maximizing Your LinkedIn Profile

Helping others find you and get to know what you offer is crucial — that's why your profile is a vital trove of information. Here are some tips for making a great profile:

» Add a professional headshot to your profile — no selfies here!

» Create a headline that summarizes what you offer in just a few words.

» Highlight your insurance knowledge in your profile summary, showing who you are and what you offer. Keep your summary short, sweet and personable.

» Include relevant past employment in your work experience.

» Under skills, list the specific types of products you sell, such as Medicare Advantage, Medicare Supplement, Life Insurance, Wealth Management, Final Expense insurance and more.

» Under education, it's okay to list college, grad school and even high school — you never know what you could make a connection on!

» If you sell Medicare products, list "Licensed Insurance Agent" by your contact information.

» Make sure "Additional Info" includes ways for people to contact you. If you have an Integrity Personal Agent Website link, add it here!

» Add local community organizations and volunteer work that you are involved with.

» Ask past or present colleagues and clients for recommendations on your work to bolster your impact!

Finding Your LinkedIn Network

Connecting with others on LinkedIn is how you grow your reach. Here are some tips on making connections directly and through posts:

» Send connection requests to colleagues, clients and industry professionals you know along with a personal message.

» Engage with your LinkedIn groups through posts or comments on threads.

» Share content that others in your network or your industry will find helpful.

» Post regularly — topics might include industry news or current issues of interest to agents. Ask followers for their thoughts to help drive engagement.

LinkedIn and Compliance

» ALWAYS check for compliance for anything you post on social media channels, including LinkedIn. Use approved materials or have your content approved by your compliance officer.

» Follows and "likes" are not permission to contact! Additionally, if a consumer reaches out for more information about health insurance-related items, direct them to call you or visit your website to begin the SOA process.