

## LinkedIn Profile Checklist



### Ensure Your Profile is Accessible and Professional

- Make your profile publicly available to be searched and viewed
- Create a LinkedIn Custom URL for your profile that is recognizable and easy to share. This generates more visibility outside LinkedIn
- Upload a current professional profile photo. The photo you select should be consistent across your professional networks
- Provide all pertinent and up to date contact information
- Optimize your job title/headline to include keywords for which you want to be found
- Refer to the Social Media Playbook on the Agent Portal on how to connect your profile to Hearsay, if required.<sup>1</sup>



### Leverage The Power of Research and Insights

- Uncover information about people, companies and events using LinkedIn's search functionality
- Join and participate in LinkedIn groups to stay aware of new trends, discussions, and opportunities
- Monitor influencers and competitors and keep a pulse on the what's happening in the industry



### Grow Your Network and Stay Connected

- Share your profile URL across your website, email signatures and marketing materials
- Take time to make connections by inviting existing customers and colleagues, both current and former to connect with you on LinkedIn
- Utilize the "People You May Know" feature to expand your network
- Join groups relevant to your industry and interests.



### Establish Credibility and Stay Engaged

- Invite your audience to share their insights and join the conversation through post comments and reactions
- Pair your posts with strong visuals such as bold images, videos, GIFs to increase engagement
- Explore how you can educate and provide value to your audience by demonstrating thought leadership among other professionals and peers
- Stay top of mind by forwarding interesting post and articles to your Centers of Influence

1. All Registered Representatives and Investments Adviser Representatives are required to connect their profile to Hearsay. In addition, all affiliated agents that mention National Life Group (NLG) or any of the companies of NLG in their profile, are required to be connected to Hearsay.

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