

Optimise your LinkedIn profile

ANZ WEALTH



Improve your online presence with LinkedIn

Digital technology has changed the way the world works and communicates. Have you embraced the new possibilities?

In this flyer we look at how you can adapt your communications strategy to grow your business more efficiently – using LinkedIn.

Optimising your LinkedIn profile

Your LinkedIn profile has become one of the most important marketing tools your business has. For your profile to be effective, you need to ensure it is complete, professional and personable.

Here are some tips to help you make your LinkedIn profile as effective as possible.

1. Upload a great picture

- You **must** have a photo.
- Your face must be recognisable in your photo.
- You don't have to be smiling.
- Don't cross your arms.
- Interesting backdrops are better than plain walls.
- Don't be afraid to be yourself.
- If you don't dress formally in client meetings, don't dress formally in your photo.
- Consider including a photo in your email signature.

2. Write a great summary

This is the most-read section of your LinkedIn profile, so this is where you can make the biggest impact. As a guide:

- **Always write in the first person.**
This is your story and needs to feel like you are sharing it. Writing in the third person (e.g. 'Paul works with...') comes across as impersonal.
- **Don't talk on about What you do, talk about Why you do it.**
'What' does not create trust. People want to know **Why** you do what you do, and why you're passionate about it.
- **Don't go into great detail about your career history and experience.**
This should not be a copy and paste of your resume.
- **Don't talk about your awards and career achievements here.**
There is a section for these and people will find it.
- **Be honest and transparent.**
Let people get to know you. Sound real and you make it easier for people to relate to you.

3. Customise your URL

- You can build your personal brand online by customising the URL that shows up when people view your LinkedIn profile:
 - Go to Profile/Edit Profile
 - Click on 'Edit' next to the URL under your photo
 - Type in your name.

4. Achieve 'all-star' status

To achieve all-star status, you need to achieve at least 50 connections and fill in everything on your LinkedIn profile. That includes:

- A profile photo
- Your industry and location
- Up-to-date current position
- Two past positions
- Your education
- Your skills

5. Master endorsements

- Go to Profile/Edit Profile if you want people to endorse you for particular skill.
- The more endorsements you have, the greater the chance you will show up on people's search for specific skills.
- Give endorsements before you expect to receive them.
- When you endorse or recommend someone, you show up on their profile so there's another way you can be seen.
- Don't fake endorsements.
- If you delete your skills your endorsements will be deleted.

6. Add multimedia to your profile

- Consider using a video in your Summary section. See over the page for more.

For more information on how to improve your online presence speak to your ANZ BDM.

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