

## WHAT IS LINKEDIN

You may compare LinkedIn to Facebook, but the two are actually very different. Although you can create **personal and business profiles** on both platforms, they're each used for distinct types of **branding**.

On Facebook, your personal profile serves as a virtual home with images, videos, life updates and other more personal (rather than professional) information. This is a place where you engage with friends, family, coworkers and others who you'd like to share parts of your lifestyle with.

LinkedIn, on the other hand, is a space for people seeking employment, connecting with other professionals and businesses, and sharing industry insights. If you're looking for a **digital space to share a promotion, post a job opening for your business or share other professional information**, then LinkedIn is the site for you. This is a **place to grow and connect, connect, connect**. With over 690 million users in more than 200 countries and territories worldwide, this a network of professional connections.<sup>1</sup>



## WHO SHOULD JOIN

**Anyone** and **everyone** should join LinkedIn, especially if you're looking to expand your network and improve your professionalism within the digital world. **Students** looking for internships, part-time jobs or full-time jobs often use this site to their advantage. Since students and others are using this to look for work experience, this means that **companies, organizations and businesses** (including Independent Insurance Agencies!) need to be present on LinkedIn as well. Companies can use their profiles to connect with current and potential **employees, customers, collaborators, and others in the industry**.

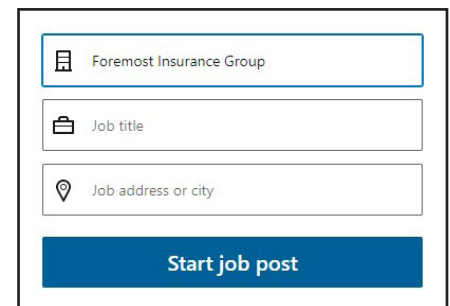
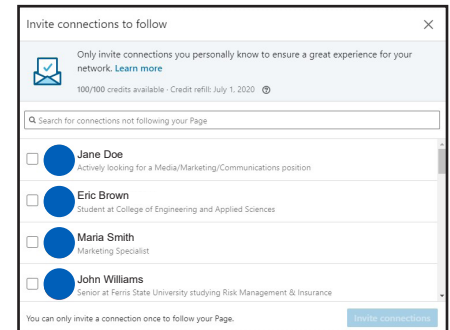
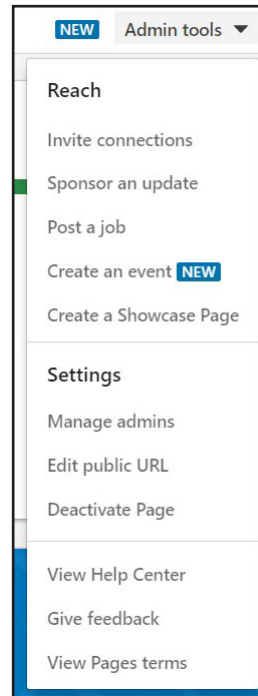
## WHY USE IT

LinkedIn is where you **show others what your agency is all about, your product offering and what you stand for**. Share content that illustrates the heart of your business and makes your brand stand out. Highlight the community work you do, recent donations you've made, the opportunities you provide for employees and/or events you have coming up. In these ways, you'll attract young professionals and make meaningful connections with others in your industry.

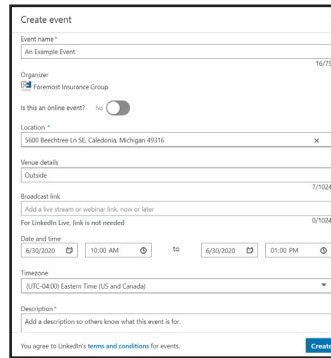
Here are a few of the main ways you can use LinkedIn for your agency:

**Invite connections:** You don't have to limit your followers to your employees. In fact, we recommend you connect with family, friends, co-workers and others you've met throughout your education and career (even those outside of your industry).

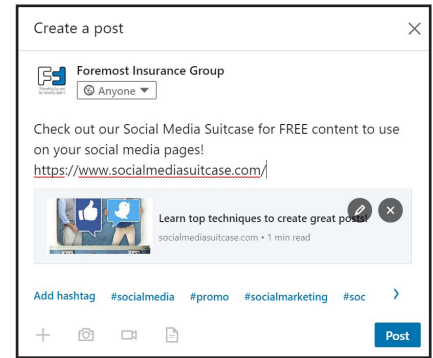
**Post a job:** As stated before, many people that are looking for jobs will come to LinkedIn to find openings. Although you may not be looking for a new job, you may need positions to be filled. These positions can be internships, part-time, full-time, paid, unpaid, etc. – whatever you're looking for.



**Create an event:** If you have events scheduled that you'd like others to know about, you can create an event on your company LinkedIn page. When creating an event, you have the ability to make the event public or private, online or in-person and add more details. This acts as a nice reminder for people and allows you to spread the word about your event.



**Share content:** When posting, you'll have options to upload a photo, video or even a document. And you can include links in your posts, which could direct to your website, blog or other valuable site. If you're not sure what to share, visit [www.SocialMediaSuitcase.com](http://www.SocialMediaSuitcase.com) for FREE content!



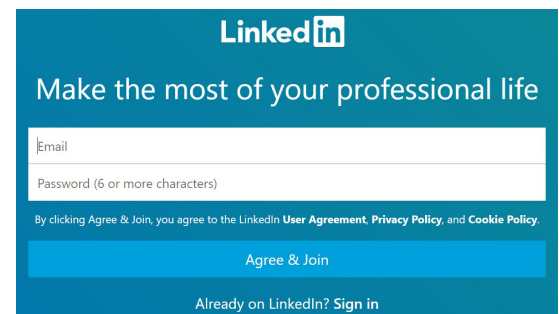
We recommend posting **at least once a week** to stay connected and to keep your followers engaged. Experiment with the number of times you post a week to see what works bests for your schedule and consistently engages your followers.

*Note: You need a personal profile to create a company page.*

## HOW TO CREATE A PROFILE

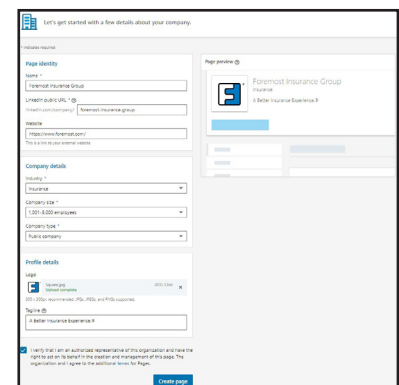
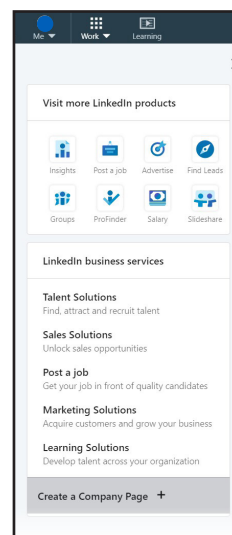
Have we convinced you to create a LinkedIn profile for yourself and your agency yet? If so, here are the steps for creating your **personal profile**:

1. Visit [www.Linkedin.com](http://www.Linkedin.com)
2. In the top-right corner, click **Join now** or **Sign in** if you already have an account
3. Enter the requested information and click **Agree & Join**
4. **Fill in your personal information** and even select interests (like Foremost Insurance Group!)



Now let's create a **company page**:

1. Visit [www.Linkedin.com](http://www.Linkedin.com) and **Sign in** to your personal account
2. In the upper-right corner, click the **Work tab**
3. At the bottom, click **Create a Company Page +**
4. Choose a **page type** (either **Small business** or **Medium to large business**, depending on the size of your staff)
5. As you **fill in your company information**, a page preview will generate on the right-hand side
6. **Check the box** at the bottom to verify that you are an authorized representative of this company, then click **Create page**



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