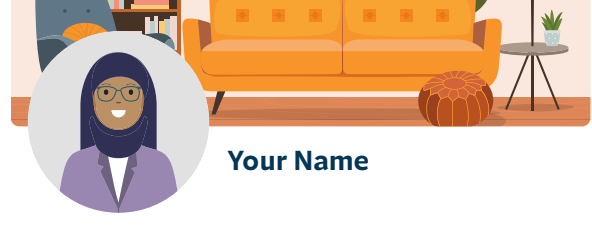


# 10 Tips for Your LinkedIn® Profile Agents and Brokers

1.

## Use professional profile and cover photos

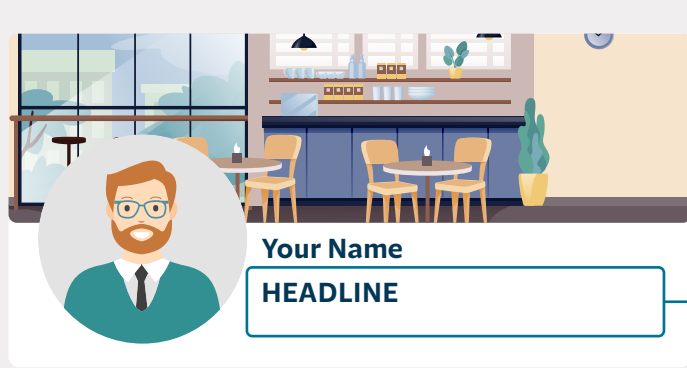


Select profile and cover photos that show your **personality, your business and your brand.**

Tip: Profile photo should be between 400 x 400 pixels and 7680 x 4320 pixels. Cover photo should be 1586 x 396 pixels (4:1 ratio).\*

2.

## Write an impactful headline



Write your headline as an elevator pitch.

How do you describe your job when you meet someone new? That's your headline – **a quick way for people to understand your expertise.**

Tip: Headline is limited to 220 characters. Including your job title helps you appear in search results.\*

3.

## Get creative in your "about" section

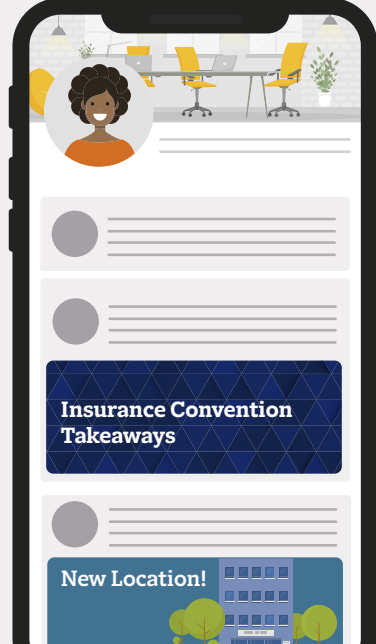


Your "about" section should tell your professional story. It's an opportunity to showcase your **experience, skills, interests and services.** Be descriptive and **get creative!**

Tip: Your summary can be up to 2,600 characters.\*

4.

## Post content often



Share interesting articles, industry reflections, business updates and relevant events on your LinkedIn feed **2 or 3 times a week.\***

Don't forget to include a photo or video – having a visual may help others better connect with your topic.

5.

## Use hashtags

Adding hashtags to your posts will allow others to find your content. Include **3 to 5 relevant hashtags** per post.\*

**Suggested hashtags:**  
**#InsuranceTrends**  
**#InsuranceIndustry**  
**#InsurTech**  
**#InsuranceAgents**

6.

## Engage with others



**Join conversations** by commenting on relevant posts – the conversations shouldn't begin and end on your own posts.

Tip: Follow well-known industry pages, such as [Travelers Insurance](#).

7.

## Follow influencers

Who are the **leaders in your field?** Follow them to help stay up to date on industry trends and conversations.

Suggested follow: [Joan Kois Woodward](#).



8.

## Get Connected



By increasing your network, you're **expanding your opportunities** to connect with other industry professionals and new business leads.

Tip: Join LinkedIn Groups related to the insurance industry.

9.

## Focus on your niche

You've built a career as an agent or broker – **share your knowledge and experience with others.** The more niche your topic is, the more likely the right people will find your content.



10.

## Leverage your profile for social selling



**Share content, comment on posts and send messages** to help build business relationships digitally that were previously formed in person. These engagements help **create connections with potential business leads.**