# LinkedIn Best Practices for FEI Members During and After Physical Distancing

### *Profile Makeover: Great time to update your profile on LinkedIn*:

- Update or include a background JPEG in your headline box at the top of your profile.
- About Section is the summary about you. Your credibility, your accomplishments and more. You can share that you climbed Mt. Everest, 2nd Degree Black Belt in Kung-Fu to philanthropic focus and keywords, areas of expertise, etc.
- Does your headline define you? Check out my profile for ideas.
- Keywords aligned with your expertise and business. People find you on LinkedIn and your profile on the internet through keywords aligned with your business expertise and related skills and experience. The more you repeat the words aligned with you – the more you will come up in searches.
- Add skills to your profile. You can add 50 skills, maybe you need to change, update and add.
- Some of you will have a new "Featured Section". You can click on a post or article of yours and include it in this section and more. Check out my profile for examples.
- Client or Peers and other recommendations: Do you have recommendations on your profile – good time to ask!
- Volunteer work, awards, languages, education, certifications – anything missing, go to the Add Profile section and start adding!
- Attach press releases, firm collateral, links to your website, etc.

### *Connect with fellow Financial Executives, Business Leaders and Trusted Advisors – Expand your professional network, Help others and yourself if you are in transition!*

- 2nd Degree Connections are the pathway to fellow CFO's and other executives and trusted advisors you should know. One or more of your 1st degree connections are the pathway to those executives. If a CFO is a 2nd Degree to you, leverage the warmest 1st degree connections to request an introduction. Use my introduction template found in my book.
- Execute 2nd Degree searches on LinkedIn. Click in the search window and then click on the magnifying glass ICON on the right of the search window and click on ALL Filters, happy hunting!
- Search for Companies and then search for 2nd degree decision makers. Type in a company name of interest in the search window and once on their company page, click on See all X,XXX employees on LinkedIn in blue in the upper right and click all filters to find the executives you want to know.
- Leverage these searches to help others and yourself if you are in transition to connect to the hiring executives at companies of interest.


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### *Thought Leadership:*

- Great time to post about how your business is "open for business" during COVID-19, something you can share as an accounting, finance, tax or other best practice other should know about today. Just go to the home page and start a post. You can also write an article, which has no limitations on character count like a post and you can format an article the way you want. Check out my profile under activity to see examples of my posts. Remember, the @ sign is how you can "TAG" anyone or a company on LinkedIn in that post. Just type the @ sign and slowly type in the person's name or company and click on that name to attach to your post. # - Hashtags are also another way LinkedIn members can find your post: #TheNCGFactor, #Sanitizer, #Masks, #SocialDistancing
- If you do not have your own content, like, share and comment other articles and posts.
- Search for topics and other posts/articles. Click in the search window and content will appear below to click and find what you want to like or share.

### *Research:*

- Are you preparing for your virtual meetings you are having with recruiters and other executives if you are in transition or for networking meetings, etc.? Research anyone you are meeting with on LinkedIn. If they are 2nd Degree to you, ask those shared connections how and what they can share with you about the person you share in common. Identify interesting facts on their profile that you may want to bring up in a meeting (so, tell me more about P90X or Planes, Trains and Automobiles).
- Research company profile pages to learn more about the companies you are meeting with virtually.
- Find business partners, trusted advisers. Same process to conduct a 2nd degree search.

### *Update your Privacy and Other Settings/Export Your Network:*

- Click on the upside down triangle on the toolbar by "Me" and click on Settings & Privacy
- Review ALL settings. Maybe update your password, add multi-factor authentication, privacy setting options have changed, look at all.
- Export your connections: This is a good best practice to export your connections into an Excel CSV file. Go to the Privacy Settings and click just past mid-page on "Get a copy of your data"

### *Search your Network:*

- If you have a large network, you may want to search your network for all of the CFO's, Partners at Accounting and Law Firms, etc. you know in a particular city or industry. Click on "My Network" and then click on your connections on the upper left and filter away!

### *Kaplan Financial Education:*

- If you or your company have a Kaplan Education membership, ask your representative or internal company contact how to access my CPE – 35 minute video about LinkedIn for additional insights. Here is brief snippet from Larry's LinkedIn Post: [https://www.linkedin.com/feed/update/urn:li:activity:6608794680916275200/](https://www.linkedin.com/feed/update/urn:li:activity:6608794680916275200/)