

Creating a LinkedIn profile

for Career Network Advisors



For effective social media presence

In keeping with social media best practices and to maintain a consistent corporate branding, the Communications and Digital Experience Department has produced a guide for employees who would like to create a professional LinkedIn profile.

Why LinkedIn?

LinkedIn lets you promote your professional identity and grow and develop your network of contacts. Being present on LinkedIn helps you stay in the loop and provides opportunities for networking and sharing your expertise.

How to create a profile

Here are the steps to follow to create your own LinkedIn profile.

- 1 — Go to [linkedin.com](https://www.linkedin.com)
- 2 — Fill out the form *Be great at what you do* (first and last name, email and password). You will receive an email confirmation.
- 3 — Select the country and postal code where you work.
- 4 — Add your job title, the company where you work and your industry.
- 5 — Pick your reason for creating a LinkedIn account
- 6 — Enter the verification code/pin that was emailed to you.
- 7 — Add contacts to your network. LinkedIn will propose contacts for you to add, and it's up to you to decide whether each suggestion is relevant or not. Note that you can also do this at any time after you create your profile.

Customizing your profile

Online help:

linkedin.com/help/linkedin/topics/6042/6043

1 — Add your profile picture

Choose a professional profile photo. Don't forget that you represent the company. We suggest that you use the official photo from your business card. The ideal size is 400 x 400.

2 — Add a background photo

We suggest a blue cover photo, which you can find at ia.ca/webshowcase on the Get started on LinkedIn page, under Useful documents.

3 — Adjust your headline as needed

It was created automatically when you added your job. You can include details such as your job responsibilities or skills. Your headline will distinguish you from your peers.

4 — Enter a summary that describes you well

5 — Tell your professional story

Summarize each of your relevant work experiences, including the dates for each position and a description of tasks completed. Link your work experiences to your employer's LinkedIn page, if it exists. iA Financial Group's page address:

linkedin.com/company/19136/

6 — Describe your education

Include the educational institutions that you attended, as well as links to their LinkedIn page. Add your degrees and distinctions, as well as the dates you obtained them.

7 — List the languages you know and how well you know each of them

8 — Add skills to your profiles that make you stand out

You can then ask your connections to endorse your skills and expertise. Don't forget to endorse your connections' skills either.

9 — Recommendations

Your clients, partners, coworkers or employers can write recommendations that will be displayed on your profile and will make it more distinctive.

10 — Add sections

You can also add sections to your profile, such as certifications, publications, involvement in organizations, volunteer experience and honours/awards.

Here is our advice to create a complete, relevant profile that will let you stand out as an iA Financial Group advisor.

Enhance your profile

- ✓ Enrich your education and job experiences by adding relevant images and videos
- ✓ Customize your URL (e.g. linkedin.com/veroniquesylvestre)
linkedin.com/help/linkedin/answer/87/customizing-your-public-profile-url
- ✓ Create a profile in multiple languages in order to increase its visibility
- ✓ Integrate your websites, blogs, Twitter account and professional Facebook profile to increase your visibility
- ✓ Manage the privacy of your profile and your posts and adjust the settings for what is visible to those outside your network

INVESTED IN YOU.