



Specialist Showcase Series

SOCIAL MEDIA 'HOW-TO' GUIDE FOR
SMSF SPECIALISTS

LINKEDIN BEGINNER



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Social Media How-To Guide for SMSF Specialists

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LINKEDIN

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Why is it important to use your Specialist branding?



Why is it important to brand yourself as an accredited SMSF Association Specialist online?

Set yourself apart and demonstrate your expertise to clients and peers by boosting your profile as an SMSF Specialist

Use your SMSF Specialist designation wherever you can on your page to ensure you stand out from the crowd and allow your Specialisation to shine!



Accredited
SMSF Association
Specialist

Social media isn't only a millennial tool or an easy way to connect with the simple click of a button. If implemented properly, it is a key tool to assist you in building both a personal and business presence in the digital age.

THINK OF YOUR PROFILE AS AN ONLINE SHOP FRONT

Whether you are new to LinkedIn or have an account that you haven't updated for a while, this guide will serve its purpose in helping you showcase your Specialisation on your personal LinkedIn profile.

In a time where technology is steadily advancing, it's of utmost importance to have a digital resume – this is your LinkedIn profile. It is the landing place for prospective clients, peers and potential connections to see an overview of your professional life.

Your aim is to have an ALL-STAR profile. According to LinkedIn, users with all-star profiles see more relevant feed updates, receive more profile views and are 40 times more likely to receive professional opportunities through LinkedIn.



Promoting your SMSF Specialisation



Instructions on promoting your SMSF Specialisation on your LinkedIn personal profile:

➔ Step 1: Creating your LinkedIn Personal Profile:

Visit <https://www.linkedin.com/> and press Agree & Join or Sign in if you already have an account.

To join, enter your first and last name, email address and a secure password.

TIP

You can add multiple email addresses to your LinkedIn account. LinkedIn recommends that you add one personal email address and one work email address to ensure you always have access to your account.

Please note: Your primary email address can only be replaced with a verified email address.

To add multiple email addresses go to 'Settings & Privacy' and click 'Sign in & Security' under Account preferences on your left.

➔ Step 2: Uploading a Profile Picture

To upload your profile picture click the large camera icon on the left-hand side.

Your headshot should be clear, professional and only include you. This also allows your connections to put a name to a face, increase your branding, visibility and adds professionalism.

According to LinkedIn, profiles with headshots are **14 times more likely** to be viewed than those without a profile picture.

Make sure you choose a photo that is up-to-date!

Suzie the Specialist
Accredited SMSF Association Specialist Advisor | SMSF Specialist Advisor at XYZ
Adelaide, South Australia, Australia • [Contact info](#)

XYZ Advisers
University of Adelaide

Promoting your SMSF Specialisation



Instructions on promoting your SMSF Specialisation on your LinkedIn personal profile: (continued):

➔ Step 3: Uploading a LinkedIn banner

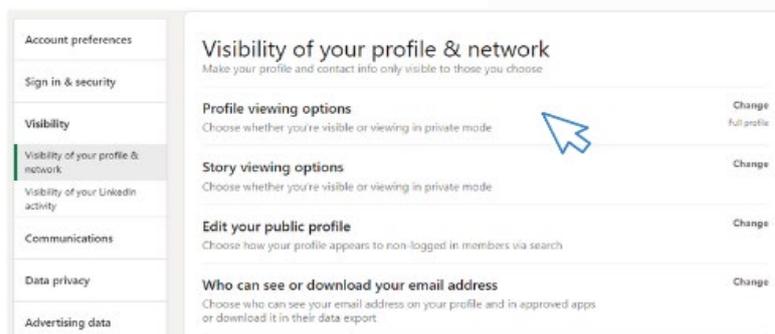
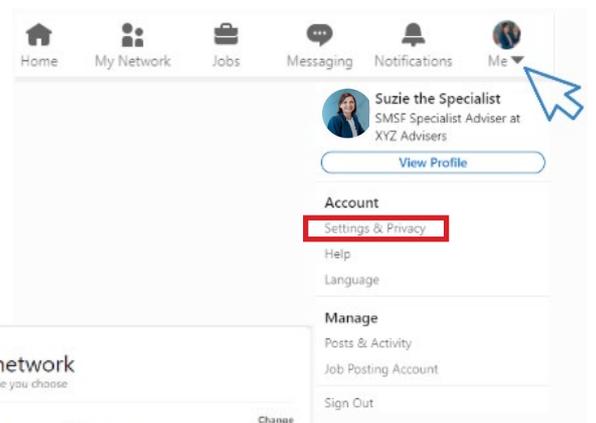
To upload your LinkedIn banner click the small camera icon on the upper right hand corner of your screen and follow the simple prompts.



TIP A LinkedIn banner is the cover photo that is displayed behind your profile. Adding a relevant background helps to increase your branding, visibility and adds professionalism. We would recommend you upload a background photo that relates to the company you work for; or an image that makes reference to your SMSF Specialist designation.

➔ Step 4: Making your Profile public

Check your account settings and make sure your profile is visible. This simple change will allow you to show up in searches (and be spotted by prospective clients).



Promoting your SMSF Specialisation

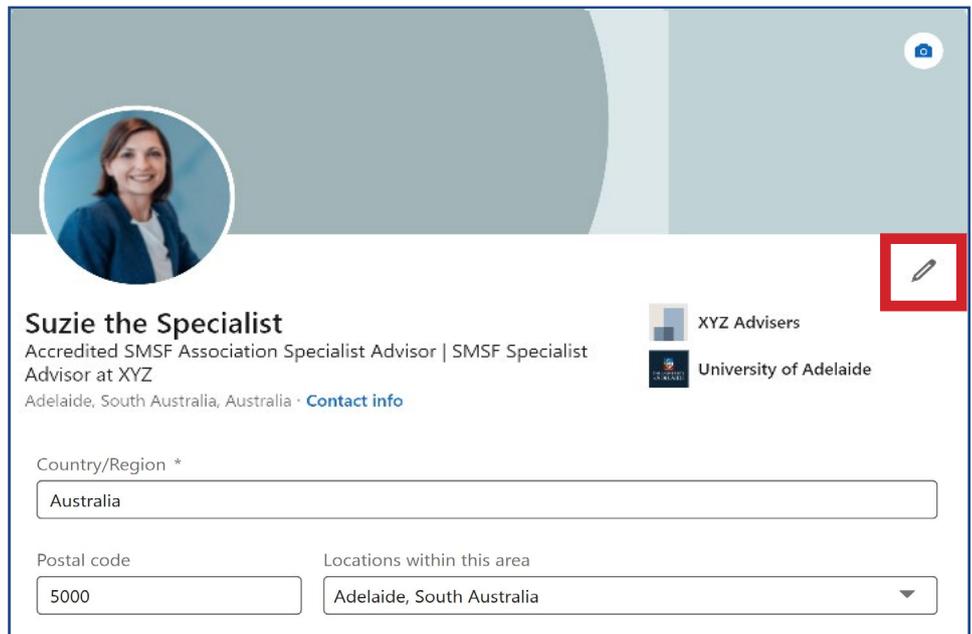


Instructions on promoting your SMSF Specialisation on your LinkedIn personal profile: (continued):

➔ Step 5: Updating your Location

This will improve accuracy when someone searches for a term, say “SMSF Adviser”. It’s also how people in your extended network will know you live in their area.

Click the edit icon and scroll down until you see Country/Region and fill in your details accordingly.



TIP

This step is beneficial if you're looking to be searchable for clients!

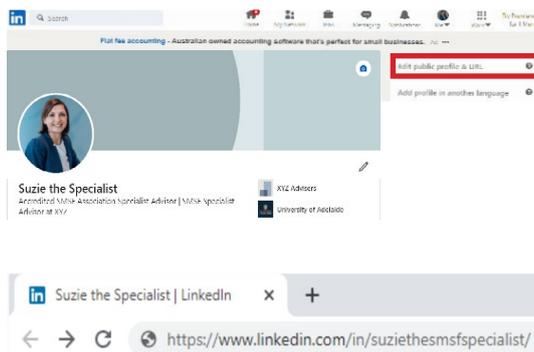
Keep updating your information to build up your profile strength.

Profile Strength: Intermediate



➔ Step 6: Creating your Customised URL

Click 'Edit public profile & URL' on the right-hand side of your profile. This will redirect you to the 'Public profile settings page' where you will be able to create a custom URL for your LinkedIn profile.



EXAMPLE



For a professional URL, try: <http://linkedin.com/in/firstnamelastname>. If that isn't available, add your middle initial or industry (e.g. SuzieSpecialist). Then, try to make sure all of your social media platforms and emails are consistent for a professional online presence.

Promoting your SMSF Specialisation



Instructions on promoting your SMSF Specialisation on your LinkedIn personal profile: (continued):

➔ Step 7: Writing your LinkedIn 'About' Section

This is one of the first things that people will see when they click on your profile. It is the place you can speak directly to your audience and summarise who you are and what you do.

Start with your current role and work your way back through your professional achievements and milestones. If your first sentence is concise and engaging, a reader is more likely to continue reading and scrolling through your profile.

Make sure you include a link to your up-to-date SMSF Association 'Find a Specialist' website profile. This is a fantastic tool that further reinforces your importance as an SMSF industry professional as well as highlights your Specialist designation.

EXAMPLE



Many people write their 'About' summary in the first person, which comes across as more personable, while others use the third person as more of a professional biography. You can always write two versions of your summary and use the one which appears more powerful, natural and concise.

First person

About

I am an accredited SMSF Association Specialist and a current committee member of the SMSF XYZ. With over 20 years of experience within the financial services sector, I have embraced the educational element of the role and regularly present training sessions as well as written articles on topical matters in the SMSF industry. In addition, I provide expert assistance to staff, investors and other professionals. If you want to get in touch with me via my SMSF Association Find a Specialist profile please visit the following link: <https://www.smsfassociation.com/find-a-spec/name>



Third person

About

Suzie is an accredited SMSF Association Specialist and a current committee member of the SMSF XYZ. With over 20 years of experience within the financial services sector, she has embraced the educational element of the role and regularly presents training sessions as well as written articles on topical matters in the SMSF industry. In addition, she provides expert assistance to staff, investors and other professionals. If you want to get in touch with Suzie visit her SMSF Association Find a Specialist profile at the following link: <https://www.smsfassociation.com/find-a-spec/name>



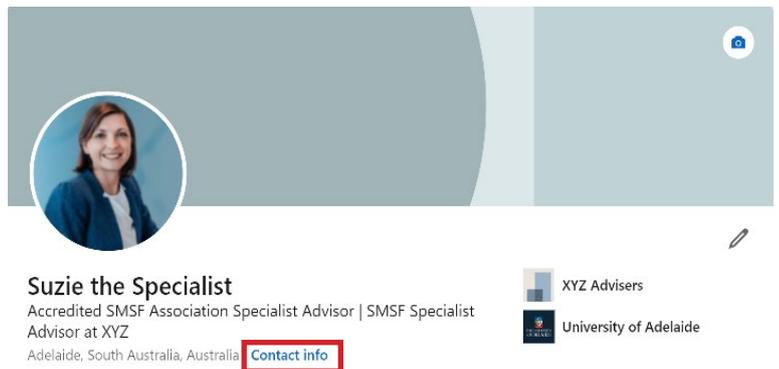
Promoting your SMSF Specialisation



Instructions on promoting your SMSF Specialisation on your LinkedIn personal profile: (continued):

➔ Step 8: Adding or Updating Contact Information

If you feel comfortable add your email, phone number, website and other professional* internet or social media platforms to your profile. This contact information will be available to anyone who visits your profile.





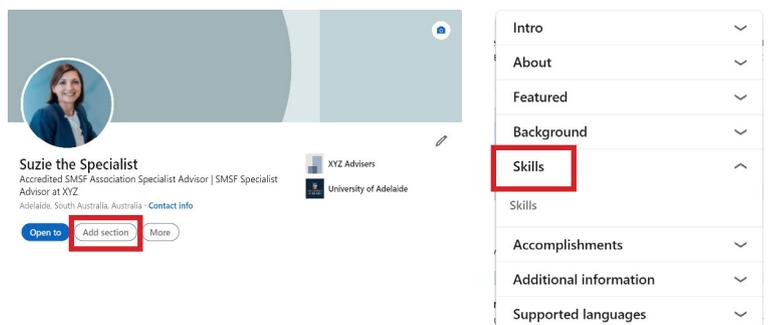
EXAMPLE

** Professional internet and social media platforms include your:*

- SMSF Association Find a Specialist profile
- Facebook Business page
- LinkedIn Business page

➔ Step 9: Being strategic about your listed skills

Only add skills that are key for someone in your industry and role - e.g. SMSF Advice, Self Managed Super Funds, Estate Planning, Superannuation Advice, Auditing.





TIP

You shouldn't list skills like 'Facebook', unless you are trained in social media, manage professional pages and/or hold relevant qualifications.



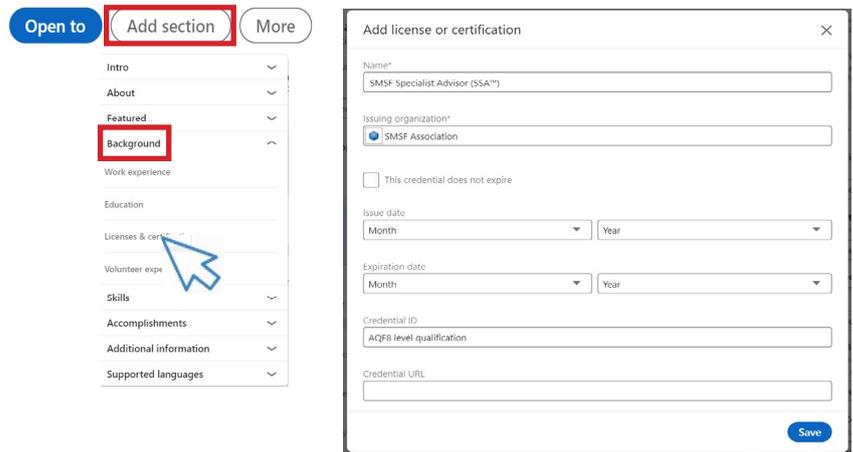
Promoting your SMSF Specialisation



What your professional LinkedIn profile showcasing your SMSF Specialist designation will look like now:

➔ Step 10: Adding your SMSF Specialisation under 'licenses & certifications'

You can add your SMSF Specialist designation to your LinkedIn profile to further showcase your Specialisation to other LinkedIn users.



➔ Step 11: Improving your Headline

Your professional headline is the line that appears immediately below your name at the top of your profile. It is one of the first things visitors to your profile will see. Click the edit icon and fill in your unique headline under your name.



Headline *

Accredited SMSF Association Specialist Advisor | SMSF Specialist Advisor at XYZ



ALL-STAR

You're all set

Members with all-star profiles see more relevant feed updates and receive more profile views

Profile Strength: Advanced



By default, LinkedIn populates the headline with your current job title and workplace. If you want to personalise and improve our headline, make reference to your SMSF Specialisation to stand out. You have 120 to 220 words to do so, but we would recommend keeping it short and sweet!

Promoting your SMSF Specialisation



What your professional LinkedIn profile showcasing your SMSF Specialist designation will look like now:

- ➔ Public profile
- ➔ Relevant background image
- ➔ Updated profile picture
- ➔ SMSF Specialisation listed
- ➔ Location / contact information
- ➔ Updated about section



Suzie the Specialist

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About

I am an accredited SMSF Association Specialist and a current committee member of the SMSF XYZ. With over 20 years of experience within the financial services sector, I have embraced the educational element of the role and regularly present training sessions as well as written articles on topical matters in the SMSF industry. In addition, I provide expert assistance to staff, investors and other professionals. If you want to get in touch with me via my SMSF Association Find a Specialist profile please visit the following link: <https://www.smsfassociation.com/find-a-spec/name>

Experience

SMSF Specialist Adviser

XYZ Advisers

Jan 2005 - Present · 16 years 8 months

Adelaide, South Australia, Australia

As an SMSF Specialist Adviser at XYZ Advisers, I engage with industry stakeholders in a variety of different ways, whether that be through direct advice, tailored business strategy or building individualised financial plans.

Junior Financial Analyst

MNO Financial Planning

Feb 1998 - Jan 2000 · 2 years

Sydney, New South Wales, Australia

Education

University of Adelaide

Master's degree · Accounting and Finance

1997 - 2000

Financial Accounting

Pension Funds

Industry Knowledge

Business

Strategy

Interests

University of Adelaide
128,988 followers

LinkedIn News Australia
328,604 followers

➔ Relevant Education listed

➔ Skills listed



ALL-STAR

You're all set

Members with all-star profiles see more relevant feed updates and receive more profile views

Contact Us



Contact the SMSF Association for assistance

If you have any questions, concerns, or simply require assistance to set up your professional LinkedIn profile, please do not hesitate to contact our knowledgeable team.



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