



Specialist Showcase Series

SOCIAL MEDIA 'HOW-TO' GUIDE FOR
SMSF SPECIALISTS

LINKEDIN ADVANCED



Table of Contents



Social Media How-To Guide for SMSF Specialists

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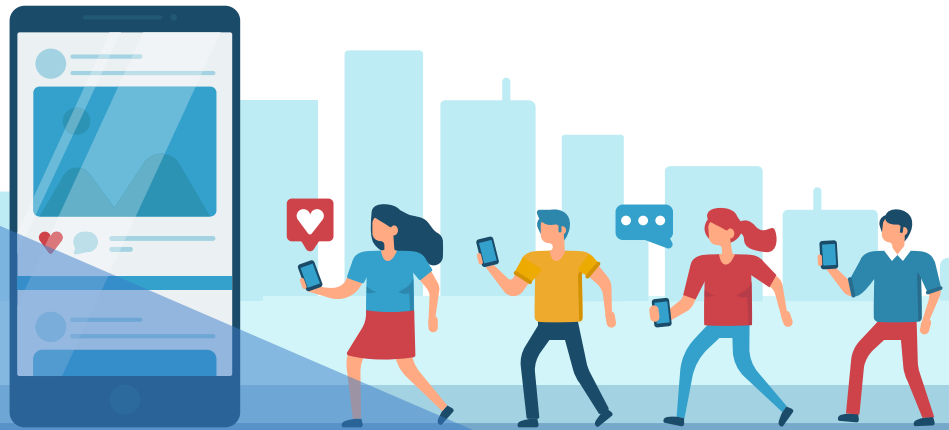
	PAGE
Why is it important to brand yourself as an accredited SMSF Specialist online?	3

LINKEDIN

Differences between personal and business LinkedIn profiles	4
Spotlighting your work	5
Engaging in relevant LinkedIn groups	6
Creating a Business LinkedIn Page	7
Utilising Campaign Manager	10
Considerations	13
Contact the SMSF Association for assistance	14



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!



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 YOUR ONLINE SHOP FRONT

Using social media to promote yourself or your business, if used in the right way, can have a meaningful impact. Invest a few extra hours into showing off your Specialisation on your LinkedIn page and build up your digital resume with this LinkedIn Advanced Guide.

Now that you have set up your LinkedIn profile, it is time to consider the updates to LinkedIn's professional tools that can assist you with:

- **Spotlighting your work** to your audience;
- Engaging in relevant groups that **align with your personal brand**;
- Utilising **Campaign Manager** to advertise your SMSF products/services, and;
- **Communicating key messages** with your target audience

So, how do you use all of these tools and set up a LinkedIn Business page?

Promoting your SMSF Specialisation



Some key differences between your Personal LinkedIn profile and a LinkedIn Business Page:

Personal:

- Represents you and your personal brand
- A platform for you to share your achievements and work experience
- Has connections
- Cannot run ads through a personal page
- Access to the Featured tool

Business:

- Represents the business
- Can be managed by multiple LinkedIn users
- Has followers
- Can run ads through a LinkedIn business page
- Promotion of your services and/or products



If you're a sole trader or a small business owner ONLY, it is worth looking into LinkedIn's free OPEN FOR BUSINESS feature.

This feature is for personal LinkedIn profiles, rather than a company page – and allows you to create a LinkedIn service page; a dedicated landing page that allows you to showcase your business and services at no cost.

If you haven't yet read the LinkedIn Beginner Guide outlining how to set up your personal LinkedIn profile, here is a list of key takeaways to get you familiar with the content before continuing with this Advanced Guide:

1. *It is important to use a professional headshot image for your profile picture. This allows your connections to put a name to a face, and increase your visibility and professionalism.*
2. *Ensure your profile is public. This will allow you to show up in searches and be spotted by perspective clients.*
3. *Update your 'About' section on your LinkedIn profile. This is one of the first things people see on your profile and is the perfect opportunity for you to speak directly to your audience and summarise who you are, what you do, where you're from and how to contact you.*
4. *List your skills and add your Specialist designation to your 'licenses & certifications' section so users can set you apart from your peers.*

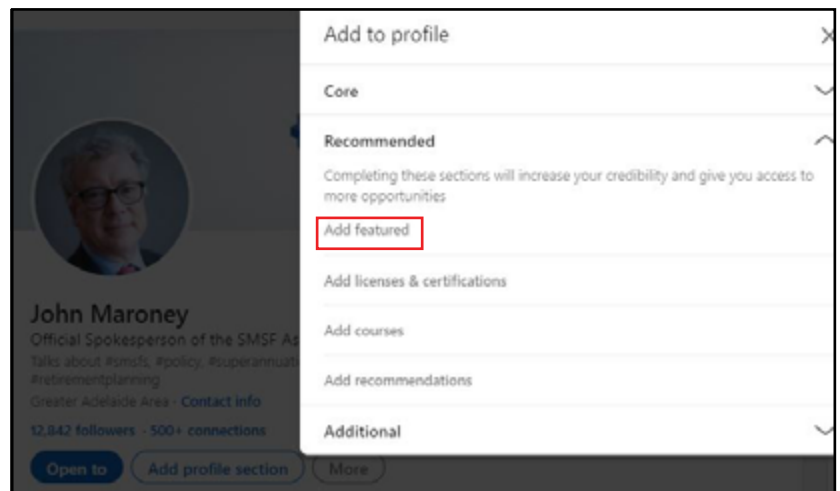
Promoting your SMSF Specialisation



Instructions on amplifying your SMSF Specialisation foot-print through utilising LinkedIn's Featured tool:

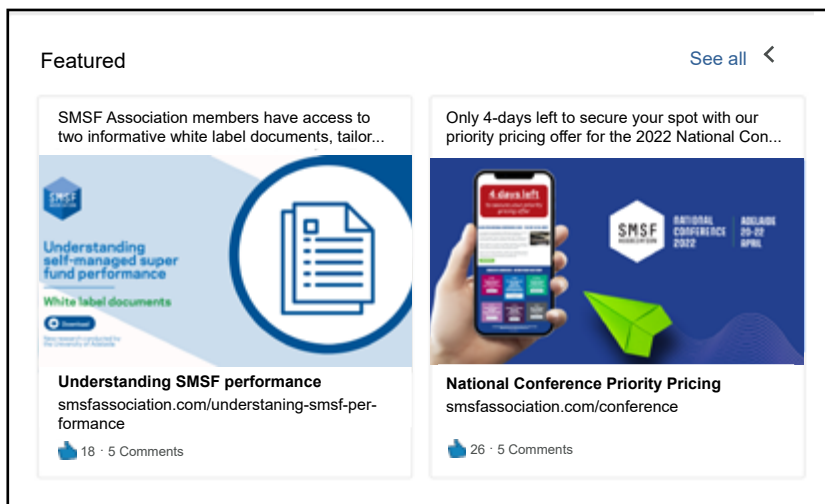
➔ Step 1: Spotlight your work on your personal profile using the FEATURED tool


The 'Featured' tool allows you to spotlight posts that you've shared on your personal profile, including documents, presentations, images, and links on your LinkedIn profile. Ensure you have your best work pinned on your profile for your target audience to view instantly when navigating through your profile.




TIP
Highlight some of your best posts that you have shared on your LinkedIn profile including recent updates about work projects, or achievements including your Specialist designation.

For example:




Remember: Your featured content is positioned under your About section on your LinkedIn profile. This will be one of the first things your online audience will view, so ensure you are spotlighting your biggest achievements!

Promoting your SMSF Specialisation




Instructions on amplifying your SMSF Specialisation foot-print through utilising LinkedIn's groups:

➔ Step 2: Engage in relevant LinkedIn groups


With over 1 million groups on LinkedIn, it is likely that you will find one relevant to your business, personal brand, or industry. These groups are an excellent opportunity for you to interact and engage with your target audience.

Not only does this avenue allow you to promote your business, BUT it allows you to continue to share your skills and expertise as an expert, or Specialist with other like-minded professionals or potential clients.

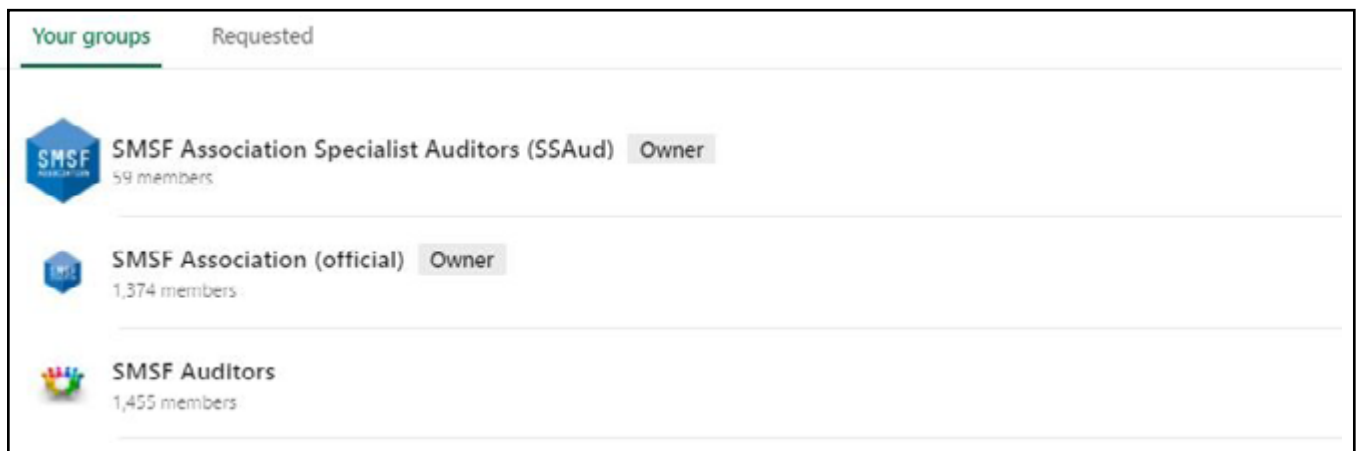
For example:



Brand yourself as the SMSF Specialist you are by sharing your knowledge in relevant groups!



TIP Utilise these LinkedIn groups as an opportunity to ask relevant audiences questions where you can receive input, feedback and crowd source opinions to start discussions..



- The SMSF Association has two LinkedIn groups exclusively for members.**
1. [SMSF Association \(official\)](#) is available to Associate, Specialist and Fellow members only.
 2. [SMSF Association Specialist Auditors \(SSAud\)](#) is available to those who hold the SSAud designation.
- As an SMSF Association member or Specialist Auditor, you have the ability to join these groups and add to the discussion.

Promoting your SMSF Specialisation



Instructions on promoting your SMSF Specialisation on your LinkedIn Business Page:



If you don't have a business profile, and would like to create one, share these next few steps with your marketing team so they can assist you with setting up your LinkedIn Business page!

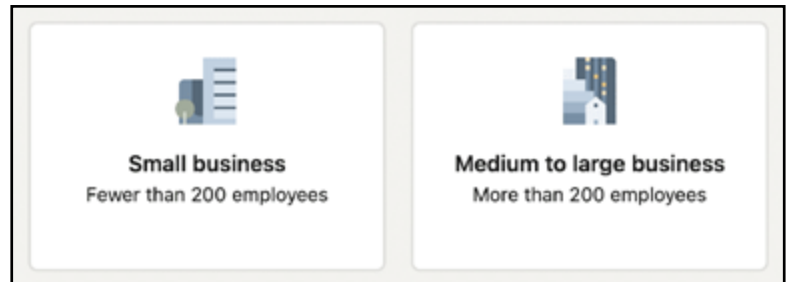
→ Step 3: Creating your LinkedIn Business page

Select the business type most relevant to you, whether that be small or medium size business.



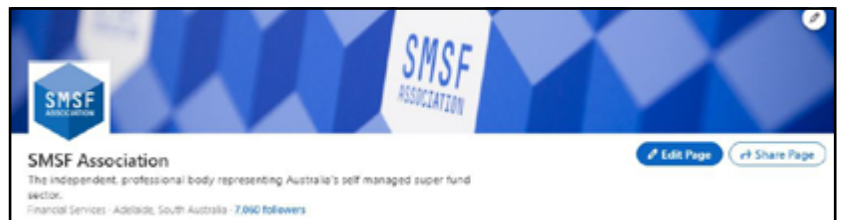
TIP

According to LinkedIn, completed business pages get 30% more weekly views from community members.



→ Step 4: Adding credentials to your business profile

Don't neglect your company tagline! Although it doesn't seem like a big deal, the tagline is a small but mighty component of your LinkedIn business page. It is one of the first things people will see when they click on your page. They want to see exactly who you are, what you do and why you do it, summarised in a single sentence.



EXAMPLE

Try to encapsulate the true purpose of your business and communicate it in a simple but effective way.

Try not to be generic or boring e.g. "A financial services provider specialising in SMSF".

Instead, go a step further e.g. "A small company with a big impact made up of SMSF Specialists and industry professionals who truly care about self managed super funds."

Promoting your SMSF Specialisation



Instructions on promoting your SMSF Specialisation on your LinkedIn Business Page (continued):

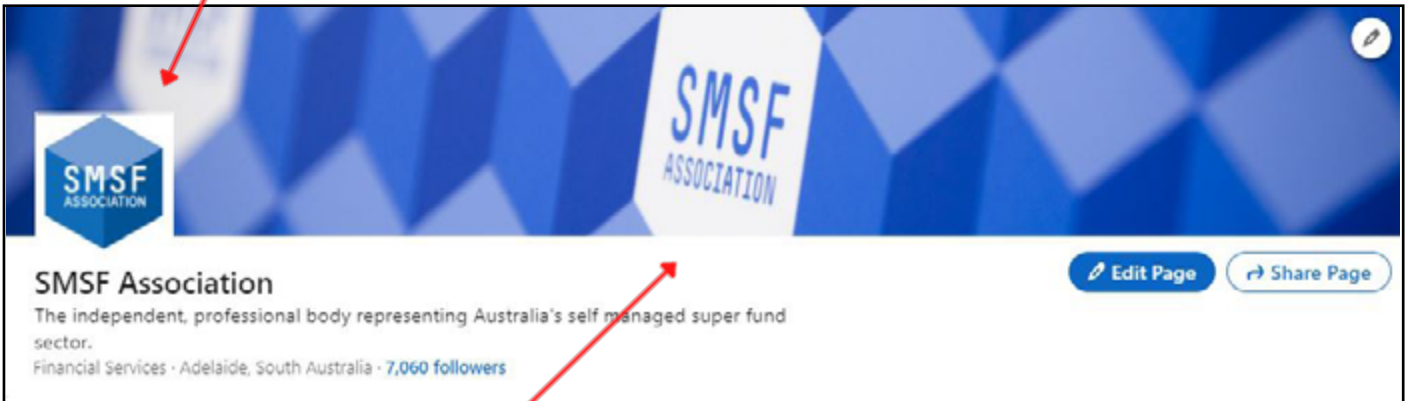
➔ Step 5: Uploading a Profile Picture and Cover Photo

Select 'Edit Page' and click on 'Page Info'. Here is where you will be able to select your page logo.



TIP

Ensure you select a high quality JPEG or PNG file for your profile picture and cover image.



Next, select 'Upload Cover Image' and select a JPEG or PNG file of a branded banner or business appropriate image.



Ensure the image you select as your Cover Photo reflects your business and is appropriate for a business LinkedIn account, i.e. an image of your office lobby/signage/entrance. If you do not have any imagery suitable for a Cover Photo, we recommend that you subscribe to a stock photography provider such as Shutterstock.

Promoting your SMSF Specialisation



Instructions on promoting your SMSF Specialisation on your LinkedIn Business Page (continued):

➔ Step 6: Completing your page

Similar to your 'About' on your personal profile, fill in the 'Overview' section to provide an in-depth summary of your business. This section is also where you will be able to update other information about your business including your website URL, contact number and more.

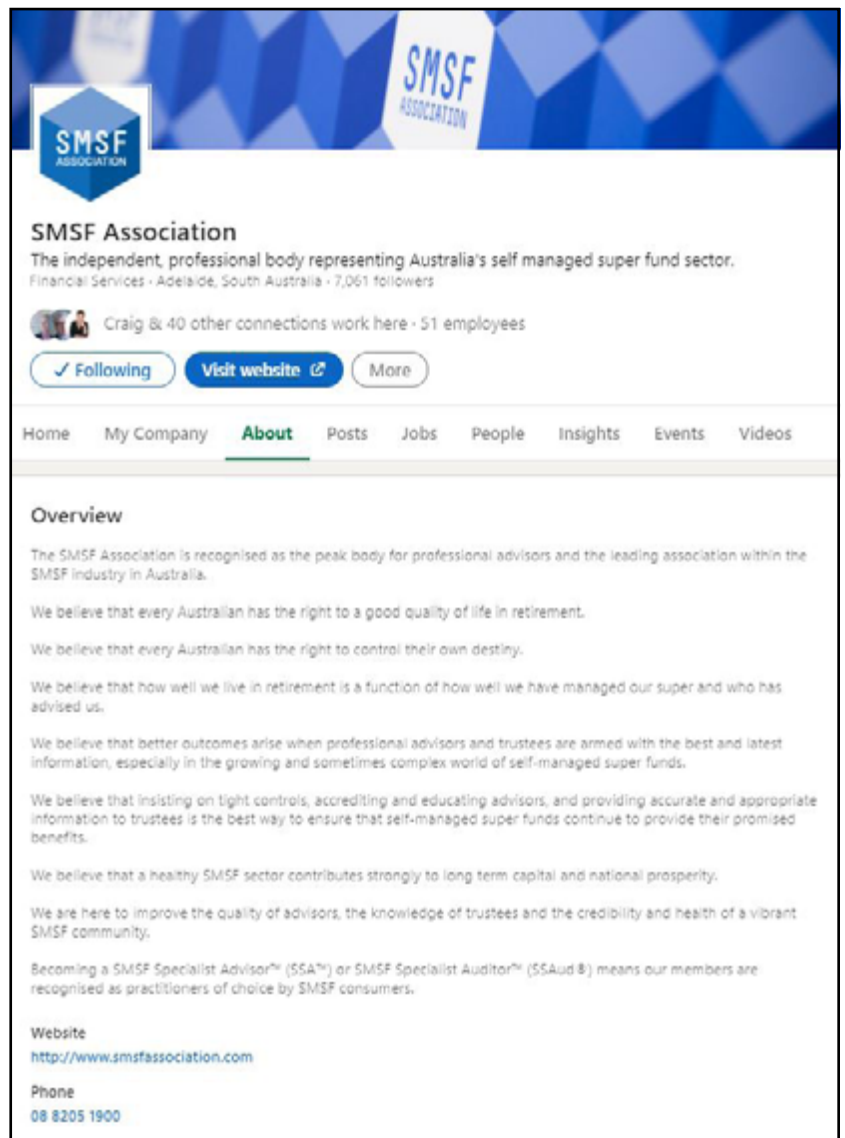


Use the 'About' Section on your Facebook Page to detail:

- WHY do you do what you do? (outline the purpose of your business/values/mission statement).
- WHAT does your business offer? (key benefits/products)
- WHERE your business is based (location/s)

➔ Step 7: Employee connectivity

As you are in the process of developing and building your company LinkedIn page, encourage your employees to connect with the page and list your business under their current work.



TIP

Whether you are a person sharing your business' updates or vice versa (a business sharing an employee's post), the combination approach shows your audience the direct link between business and individual, giving both not only extra credentials but personality.

Promoting your SMSF Specialisation

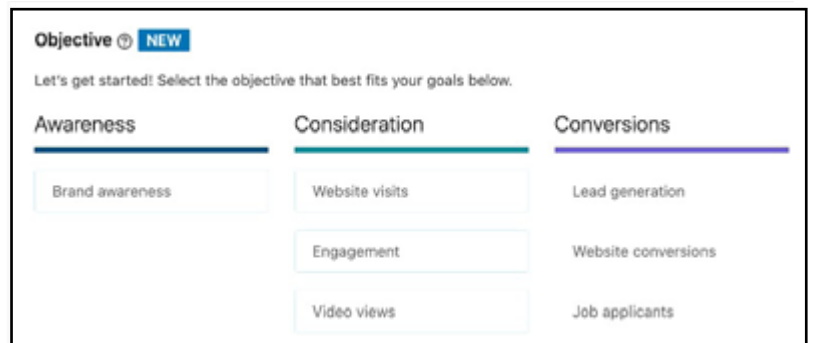



Instructions on amplifying your SMSF Specialisation foot-print through utilising LinkedIn's Campaign Manager:

➔ Step 8: Selecting your campaign objective

LinkedIn Campaign Manager is similar to Facebook's Ads Manager (please refer to our Facebook Advanced Guide for more information and step-by-step instructions). Depending on your campaign goals, you will choose between Awareness, Consideration, and Conversion objectives.

The objective you choose will determine your campaign results, for example, whether you want to achieve an increase in impressions, or link clicks.



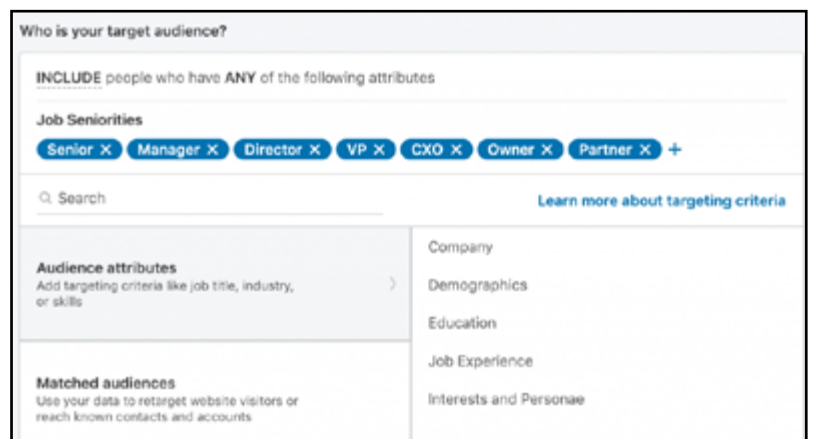
 Find out what objective suits your business or personal goals the most:

- 1) **Awareness** - Brand awareness
- 2) **Consideration** - Website visits, Engagement, Video views
- 3) **Conversion** - Lead Generation, Website conversions, Job applicants

➔ Step 9: Selecting your target audience criteria

You can select the most suitable audience for your campaign through LinkedIn's targeting tools which will help you to meet your desired campaign goals. The listed attributes give you the opportunity to select components of your desired audience including:

1. Member Interests
2. Member Groups
3. Skills
4. Job Title
5. and more...



Promoting your SMSF Specialisation



Instructions on amplifying your SMSF Specialisation foot-print through utilising LinkedIn's Campaign Manager: (continued)

➔ Step 10: Choose your ad format to maximise engagement with your audience

There are a variety of ways you can format your ads to reach maximum engagement with your target audience. You can select:

1. Sponsored Content
2. Message Ads
3. Dynamic Ads
4. Text Ads
5. ...or all four!



What is the difference between each ad format?

- 1) **Sponsored Content** - appears on the LinkedIn newsfeed of your target audience.
- 2) **Message Ads** - appears directly in the inbox of your target audience.
- 3) **Dynamic Ads** - personalises your ad to suit each member in your target audience.
- 4) **Text Ads** - a pay-per-click (PPC) ad which means, you will only be charged when a user clicks on your ad.

➔ Step 11: Set your ad budget

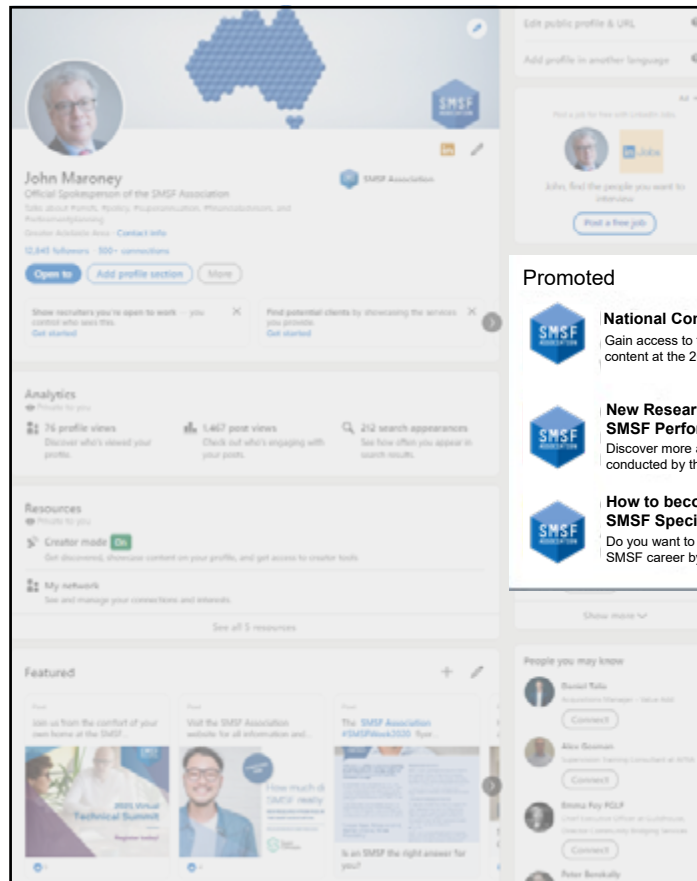
Depending on the type of ad you choose (refer to step 10) will determine what type of budget you set for your campaign. The options include:

1. Cost Per Send (CPS)
2. Cost Per Click (CPC)
3. Cost Per Impression (CPM)



What is the difference between each ad budget?

- 1) **Cost Per Send (CPS)** - used for message and text campaigns.
- 2) **Cost Per Click (CPC)** - used for lead generation type ads.
- 3) **Cost Per Impression (CPM)** - usually selected when the goal is to generate brand awareness.



Promoting your SMSF Specialisation



Instructions on amplifying your SMSF Specialisation foot-print through utilising LinkedIn's Campaign Manager: (continued)

➔ Step 12: Tracking your ad performance

You can track the performance of your ads via Campaign Manager which gives you the opportunity to review your ad creative, audience and budget, and whether it needs to be adjusted.

LinkedIn tracks a range of data points including clicks, impressions, average engagement and average click-through rate (CTR).



Click-through Rate (CTR) differs to 'clicks' in LinkedIn analytics. CTR means the number of clicks divided by the number of impressions.

Impressions mean the number of times an individual viewed your advertisement via the newsfeed.

Clicks on the other hand, refers to how many times an individual clicked on the links presented in your advertisement.



Considerations



The content provided in this branding toolkit is a simple guide - not a rulebook

Please consider the following before posting on your LinkedIn page.

Stay authentic

People want to interact with a human, not a robot. It's okay to let your personality and voice shine through your LinkedIn personal page. However, ensure when you interact through your Business Profile, you remain true to your business brand identity.

Permission

Ensure you have permission from all individuals that you wish to post about, whether it be a testimonial, or using their image. Additionally, if you are re-publishing content produced by someone else, ensure you provide credit, e.g. Photo Credit: SMSF Association.

Quality over quantity

Make your posts engaging rather than repetitive.

What you post is forever

Anything that gets uploaded on the Internet is there forever, even if you delete it. A good rule of thumb is that if you are comfortable to have a post attributed to you on the front page of the Financial Review then it may be appropriate to post.

Follow these easy steps to let your profile and SMSF Association Specialist designation shine!

Contact Us



Contact the SMSF Association for assistance

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



Jessica Gerardis
Marketing Assistant
marketing@smsfassociation.com



Ruby Leicester
Marketing Assistant
marketing@smsfassociation.com

08 8205 1900
marketing@smsfassociation.com
smsfassociation.com



SMSFassoc



SMSFassoc



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