



LinkedIn: Your Profile

Start with the Rules

Check regulatory guidelines and the agency administration handbook for social media standards before you go to LinkedIn.com to set up your profile.



Editing Your Profile

1. Click the  **Me** icon at top of your LinkedIn homepage.
2. Click **View profile**.
3. Scroll to the section you'd like to update and click the  Edit icon.
4. Make desired updates.
5. Click **Save**.

Take It from the Top

Look approachable. Use a photo that is professional, yet friendly.

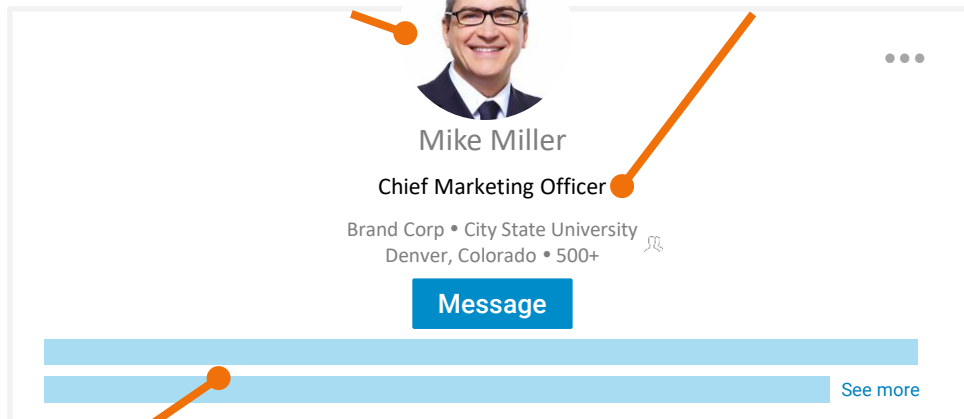
Be clear and descriptive. Add a headline that states who you are as a professional.

Stay in contact. Add an easy-to-remember URL that is close to your name, and include Contact Info for your connections.

Add websites. Include your organization's web page and other Nationwide web sites.

Friendly Headshot

Detailed Headline



Start with a hook: LinkedIn's new look initially shows only a glimpse of your summary – about 200 characters. Make sure you set the bait so potential connections are interested in taking the time to read the whole summary.

Compliance Caution

Headline

If you are a registered representative or investment advisor representative, avoid promissory, exaggerated, or misleading language in your headline.



Turn off network notifications before updating your account.