

Leveraging LinkedIn: Tips for Financial Advisors

Professional networking social media sites, like LinkedIn, are valuable tools for generating leads, strengthening existing client relationships and developing your brand as an advisor. If you haven't already, it's time to take your social media strategy seriously. These "dos and don'ts" will teach you how to better use LinkedIn to your advantage.

Do: Post to LinkedIn regularly.

Don't: Post more than once a day. LinkedIn penalizes accounts that post multiple times a day and this may also alienate your followers.

Do: Understand your audience. Think about their age, profession, investing goals, and level of expertise.

Do: Share articles that are tailored to the needs of your audience. Make sure to tag related accounts, such as the publisher of the article, to generate more engagement.

Don't: Share articles that have a paywall.

Do: Include your top takeaway in the post's caption when sharing an article.

Do: Ensure your caption has a conversational tone. Your followers want to hear from a human, not a corporation.

Don't: Use jargon that might be difficult to understand depending on your audience's level of investing expertise.

Do: Experiment with different types of posts on LinkedIn to drive engagement.

- Use **document posts** to educate your audience. Simply upload a file (.pdf, .ppt, .doc) of a recent article you authored or slide deck you presented, add a captivating title and description, then share.
- Post a **poll** to engage with your audience and learn more about them. Ask your followers a question you think they'd be interested in, such as their opinion on market predictions or investment trends.
- Create a LinkedIn **newsletter** to regularly publish articles and share longer-form insights. Make sure to post to your network and encourage people to subscribe to your newsletter.
- Add a **clickable link** with a call to action to images when you post from your mobile device. This will generate more engagement than just sharing a link in the caption.

Do: Engage with other accounts by liking, commenting and sharing their posts.

Don't: Shy away from posting content that doesn't directly pertain to financial advising. LinkedIn users enjoy seeing photos from company events and conferences (remember to tag people!).

Do: Follow VanEck on LinkedIn to see how we implement these tips: <https://www.linkedin.com/company/vaneck/>

IMPORTANT DISCLOSURES

Please note that VanEck may offer investments products that invest in the asset class(es) or industries mentioned in this blog.

This is not an offer to buy or sell, or a recommendation to buy or sell any of the securities/financial instruments mentioned herein. The information presented does not involve the rendering of personalized investment, financial, legal, or tax advice. Certain statements contained herein may constitute projections, forecasts and other forward looking statements, which do not reflect actual results, are valid as of the date of this communication and subject to change without notice. Information provided by third party sources are believed to be reliable and have not been independently verified for accuracy or completeness and cannot be guaranteed. VanEck does not guarantee the accuracy of third party data. The information herein represents the opinion of the author(s), but not necessarily those of VanEck or its employees.

All investing is subject to risk, including the possible loss of the money you invest. As with any investment strategy, there is no guarantee that investment objectives will be met and investors may lose money. Diversification does not ensure a profit or protect against a loss in a declining market. Past performance is no guarantee of future results.

© Van Eck Securities Corporation, Distributor, a wholly owned subsidiary of Van Eck Associates Corporation.



Van Eck Securities Corporation, Distributor
A wholly-owned subsidiary of Van Eck Associates Corporation
666 Third Avenue | New York, NY 10017
vaneck.com | 800.826.2333

Exchange-Traded Funds
Mutual Funds
Institutional Funds
Model Delivery
Separately Managed Accounts
UCITS Funds
UCITS Exchange-Traded Funds