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Investments

# Smart ways to use social media for business

10 Tips to help you stay connected with clients and prospects.



## Build a Powerful Social Media Strategy

It's time to get social! Select 1 to 2 social media platforms and set-up your new business social media accounts. Preferred social media platforms for advisors include: LinkedIn, Facebook and Twitter.



## Brand Yourself

Let your creative juices flow! Start thinking about how you want to brand yourself and your business online. What's your unique value proposition?



## Update your LinkedIn Online Profile

Get your LinkedIn profile updated and polished! Start with the visuals (your background photo and headshot), and then work your way through the profile.



## Personalize your LinkedIn URL

Personalizing your LinkedIn URL makes you easier to find. It's a quick and easy way to stand apart from the competition.



## Learn Tech-Talk

It's easier to navigate the complex world of technology when you speak the language. Get briefed on the latest tech talk, terminology, and buzzwords.



## Social Media Compliance Best Practices

Social media is a powerful tool, and with power comes responsibility. Get access to your dealer's compliance guidelines to help find out what the regulatory bodies are looking for when it comes to social media best practices.



## Engage Different Learner Types

Did you know that people learn in different ways? Visual learners respond to pictures and images, aural learners like the sound of music, and the verbal learners love the written word. Social media posts that speak to different learner types have a higher chance of success.



## Create Engaging Social Media Videos

Did you know that the average attention span of a human is approximately 8 seconds? That's why it can be a challenge to maintain the attention span of your clients and prospects on social media. So, what's the solution? Shoot and post creative, engaging videos.



## Rehearse On-Camera

Ready to shoot your social media video? Remember: when you deliver pre-scripted words on camera, you can come across as stiff. That's why it's so important to rehearse. An on-camera rehearsal improves your chance of making an authentic connection.



## Share Engaging Content

Spending your free time flipping through news articles and websites? Take a few minutes to highlight, organize and share the type of content your clients and prospects would find interesting.

**| ADVISOR PRACTICE MANAGEMENT**

Contact your Mackenzie sales team or log-in to Mackenzie Institute for more information.

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