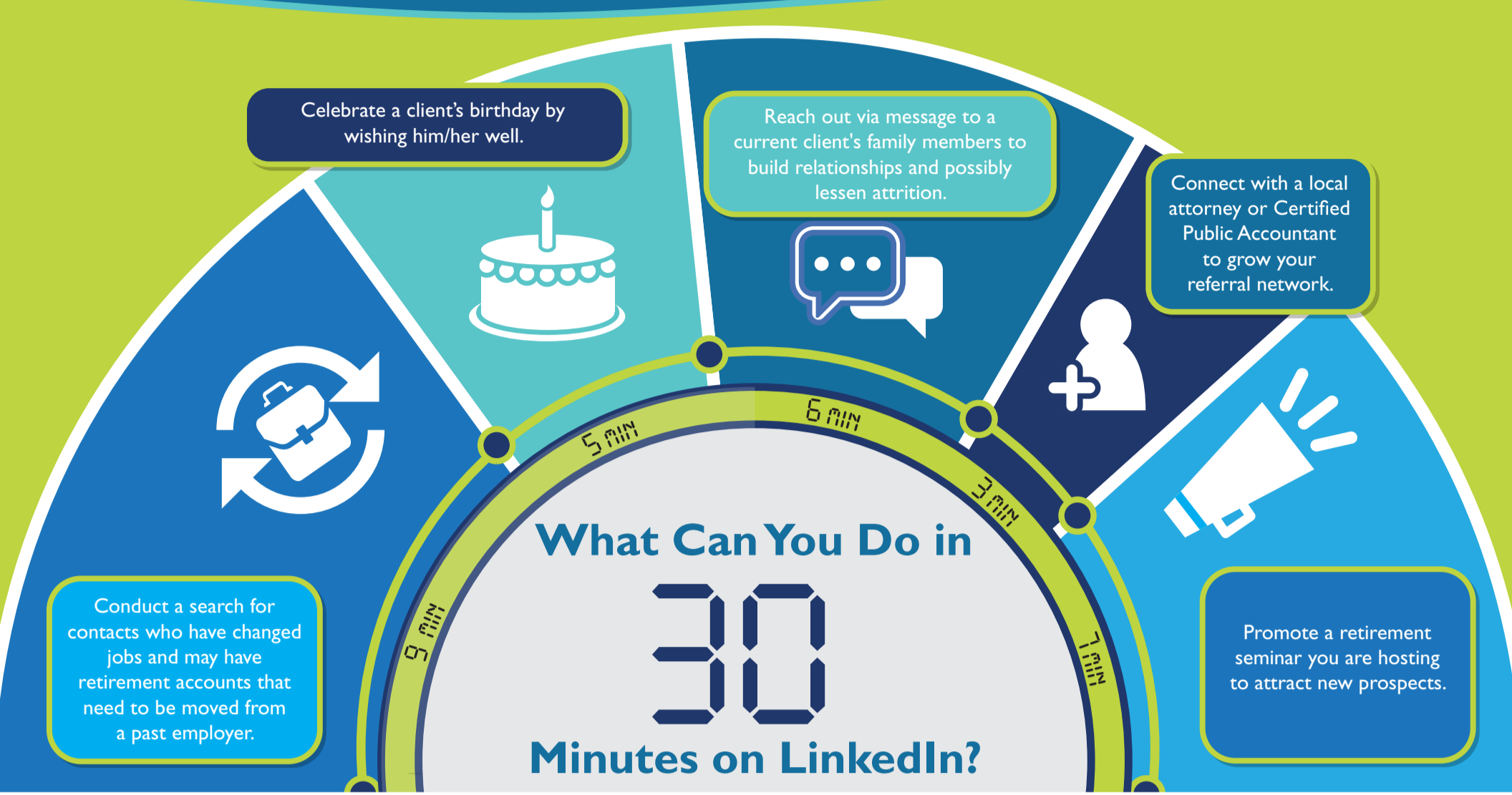


# 30

Consider that 51% of financial professionals\* are finding new clients from using social media with an average annual asset gain of \$3.8 million.!

## 30 Ways, 30 Minutes to Better LinkedIn Networking

Looking to grow your LinkedIn network? In just 30 minutes, you can help extend your reach and establish your expertise. Explore among the 30 activity notifications that can serve as triggers identifying timely opportunities to reach out to a client or prospect. Explore your options and get connecting!



## 30 More Opportunities to Connect

- 1 Profile viewed
- 2 Invitation to connect
- 3 Invitation to connect accepted
- 4 Connection changes job
- 5 Connection is promoted
- 6 Connection's birthday
- 7 Connection has a work anniversary
- 8 Connection is mentioned in the news
- 9 Connection updates his/her profile
- 10 LinkedIn blog post is liked
- 11 LinkedIn blog post is shared
- 12 Comment received on LinkedIn blog post
- 13 LinkedIn update is liked
- 14 LinkedIn update is shared
- 15 LinkedIn update receives comment
- 16 Group post is liked
- 17 Group post is shared
- 18 Group post receives comment
- 19 Group member makes a comment in a group
- 20 Someone endorses you for a skill
- 21 Someone recommends you
- 22 Opportunity to ask for a recommendation
- 23 Invitation to join a group
- 24 Group member contacts you
- 25 You receive an InMail message
- 26 Second-degree connection likes an update
- 27 Second-degree connection comments on an update
- 28 Second-degree connection shares an update
- 29 Connection writes a LinkedIn blog post
- 30 People you may know

To discover more social media tips and guides, reach out to your **Broker General Agency (BGA)**.

1. Source: Putnam Social Advisor Survey, February 2023. A total of 1,043 U.S. financial advisors who have been advising retail clients for more than 2 years were surveyed. Survey conducted online from October 2022 to January 2023.

\* In order to sell life insurance, a financial professional must be a properly licensed and appointed life insurance producer.



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The primary purpose of life insurance is to provide death benefit protection in the event of the insured's death.

Investment and Insurance Products: Not a Deposit	Not Insured by any Federal Government Agency	
Not FDIC Insured	No Bank Guarantee	May Lose Value