

Getting Your Professionals Engaged on LinkedIn

Melissa Farmer, Senior Marketing Manager, Somerset CPAs

As marketers, we all already know the "why" and "how-to" of LinkedIn. We've set up our individual profiles and firm profiles. We regularly make updates, interact with our connections, make and receive recommendations, promote events and services, manage and use groups, participate in discussions, perform research and use the many other marvelous tools LinkedIn has to offer.

Sometimes it's not so easy to get your associates to utilize LinkedIn. Hopefully, you are fortunate and have associates that really see the value and utilize it regularly. However, there are always a few that need the extra kick, push, whatever... so here's my Top 5 ways to get them going:

1. Set up their profile for them using your consistent firm brand.
2. Train them – why and how to. Hold regular training sessions (hands-on if you can).
3. Help them connect with their clients and referral sources. Do the search and send invites to connect for them. Whenever you survey your clients – via satisfaction survey, post-seminar survey, etc. – ask if they are on LinkedIn. If they are, have your appropriate associates connect with them. Find the groups they should join – local CPA society, AICPA, alumni associations and other professional organizations to which they belong.
4. Provide them with reminders and status update suggestions.
5. Reward them – who has the most status updates, most connections, receiving/giving recommendations, etc. Maybe try a monthly competition – track via your firm's profile the "popular" profiles that month.

We all have a lot on our plate, so we can't be expected to update the profiles of the entire firm, of course. But, I've found that with a little help getting started, they'll begin to do it on their own and do a great job. Repeating #4 doesn't ever hurt though.

What have you done to get your professionals engaged on LinkedIn? I'd love to hear from you – connect with me: <http://www.linkedin.com/in/melissafarmer>

Don't forget to join the Association for Accounting Marketing LinkedIn Group (<http://www.linkedin.com/groups?mostPopular=&gid=103368>) too!