



**Teresa S. Sampleton, CFP®, CPA**  
**Vice President**  
**Sampleton Wealth Management**

230 Park Ave. West  
12th Floor  
New York, NY 10169

(888) 336-6884

teresa.sampleton@SampletonWealth.com  
www.sampletonwealth.com



# 10 Quick LinkedIn Tips and Tricks for CPAs

*By Amy E. Butell*

## 1. KEEP YOUR PROFILE FRESH

Update your LinkedIn company and personal profiles every few months to stay fresh and current with your niche market, connections, and followers.

## 2. POST ACTIVITY UPDATES

Stand out on LinkedIn by posting regular activity or status updates. Post links to your blog (if you have one), information about conferences you're attending, links to interesting articles and commentary, information on timely tax and other finance topics, and news about your firm.

## 3. SOLICIT RECOMMENDATIONS

LinkedIn recommendations are a great way to establish credibility with clients in your niche market. Ask for recommendations from clients and other professionals who have a strong working relationship with you. Ask them to mention specific examples of excellent service and integrity.

## 4. CRAFT A CONNECTIONS STRATEGY

It's tempting to view LinkedIn as a numbers game because more connections lead to more potential clients, right? But connecting with everyone may not make sense as you can realistically manage only a certain number of people.

## 5. MANAGE YOUR TIME

Social networking can eat up your day if you don't watch out. From posting status updates to trolling through your connections' connections, you can always find something to do. So, be disciplined in using your time efficiently and effectively.

Create a daily LinkedIn checklist to keep you organized and focused. Also, software like Hootsuite allows you to post updates to LinkedIn, Facebook, and Twitter simultaneously. You can schedule posts for later in the day or at any time, so you don't have to stay on social media all day.

And don't forget about connecting online with people you meet in other ways. If you exchange business cards with someone at an in-person networking event, connect with that person later on. If you form a relationship with someone via e-mail or phone calls, send them a LinkedIn invitation.

## 6. USE GROUPS TO TARGET YOUR NICHE

LinkedIn is a great way to find and connect with various niche groups. You can find groups for any profession, special interests and hobbies, certain colleges and universities, and even cities. For example, if you work with attorneys and want to find more attorneys as clients, join an American Bar Association Group or a local attorney group.

## 7. CROSS-REFERENCE YOUR NETWORKS

If you're on other social networks, such as Facebook and Twitter, you can mine those networks and see if your clients there will connect with you on LinkedIn. That's a big advantage of Twitter, where you can follow people you don't know. Over time, if you retweet their postings and tweet about things that those people find interesting, they may

start following you. Then, you can ask them to connect with you on LinkedIn, which may take your network to a whole new level.

## 8. ANSWER QUESTIONS

Answering questions posed by people in your groups is another way to get noticed. Pick a LinkedIn group or two where you concentrate your efforts and answer a couple of questions a week that play to your strengths. Showcase your experience to maximize your impact.

## 9. INTEGRATE LINKEDIN INTO YOUR OVERALL MARKETING STRATEGY

Whatever you do on LinkedIn, incorporate it into your overall marketing strategy. Make sure you're echoing the same themes about your expertise, experience, and what you have to offer clients on your website, in all of your social networking efforts and across your marketing platform.

## 10. LEVERAGE LINKEDIN AS A RECRUITMENT TOOL

Use LinkedIn as a tool to recruit staff and check out the background of potential hires to see who they are connected to. You can even use your LinkedIn network to generate referrals to people who are currently employed but who may be interested in hearing about new opportunities. Using LinkedIn to hire new staff members could save you time and money in finding the perfect candidate for your firm.

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*Amy Buttell earned an accounting certificate from Mercyhurst University in 2009 and has written financial planning, college savings and personal finance for many years.*

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