

Master LinkedIn: Strategic networking for actuaries



The Actuaries Institute acknowledges the traditional custodians of the lands and waters where we live and work, travel, and trade. We pay our respect to the members of those communities, Elders past and present, and recognise and celebrate their continuing custodianship and culture.



Your LinkedIn Guides



Haylee Kerans

Marketing & Communications Manager



Leona Spencer

Senior Communication Specialist



Actuarie
Institute.

Spot the difference

Which profile would you connect with?



Jenny Johnson
Senior Actuary at XYZ Insurance

Sydney, New South Wales, Australia · [Contact info](#)
82 connections

[Connect](#) [Message](#) [More](#)

Activity
82 followers

Jenny hasn't posted yet.
Recent posts Jenny shares will be displayed here.

[Show all activity →](#)

Experience

 Senior Actuary at XYZ Insurance

Interests



Actuaries Institute.

Actuaries use data for good.
Making an impact.

Aidan Nguyen · 1st
Better public policy and effective regulation

Greater Sydney Area · [Contact info](#)
500+ connections



[Message](#) [More](#)

Highlights

 **You both work at Actuaries Institute**
Aidan started at Actuaries Institute 5 months after you did
[Ask about experience](#)

 **1 mutual group**
You and Aidan are both in Young Actuaries

About

I help actuaries use their voices as trusted advisers to get better policy and regulation for all with a focus on our retirement income and life insurance systems.

We try to do things better, and for good 🙌

Activity
988 followers

[Posts](#) [Comments](#) [Images](#)

 **Aidan Nguyen** · 1st
Better public policy and effective regul...
2mo · Edited · 🌐

A case study in 'compulsory' annuitisation -
Exactly one decade ago, the UK decided to ...more

 **Institute and Faculty of Actuar...**
53,625 followers

A decade on from the UK Government's 'freedom and choice' reforms, we have again looked a public attitudes towards ...more

Freedom and choice: public attitudes a decade on · 5 pages

 **Aidan Nguyen** · 1st
Better public policy and effective regul...
2mo · Edited · 🌐

Unfinished business for the new Minister for Financial Services, and therefore a likely legislative priority, is to ban the use of genetic tests ...more

 **Angela McLaughlin** · 2nd
Data & Insights | Clarity & Strategy | Profi...

Treasury is pressing ahead with implementing a full ban on the use of genetic tests in life insurance underwriting in Australia. [Aids](#) ...more

 **An Actuarial View:...**
actuaries.digital

The Foundations

01

Poll: How often do you currently use LinkedIn?

- Daily
- Weekly
- Monthly
- Rarely/Never
- What's LinkedIn?



The actuarial advantage on LinkedIn

What makes actuaries uniquely valuable

- **Data-driven insights** others can't provide
- **Risk assessment** across industries
- **Ethical frameworks** for AI and data use
- **Long-term thinking** in short-term world
- **Cross-industry expertise** (climate, AI, crypto, fintech)

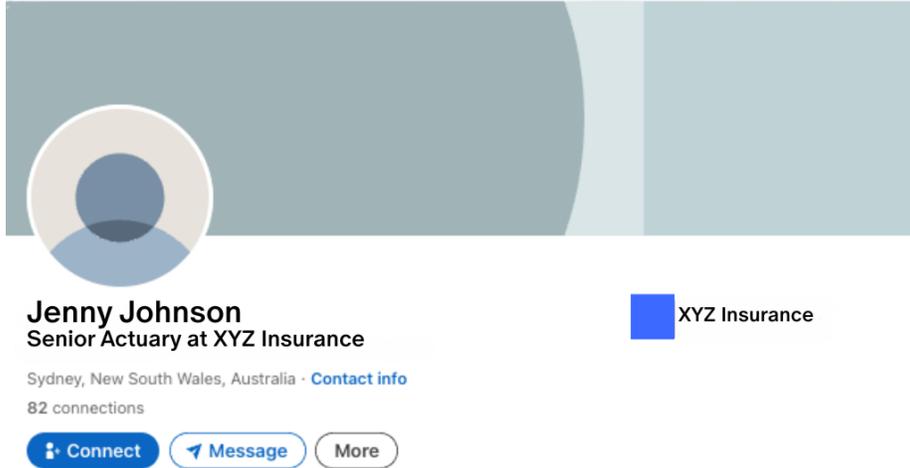
Actuaries see and shape the future...
but only if people know we exist.



Actuaries
Institute.

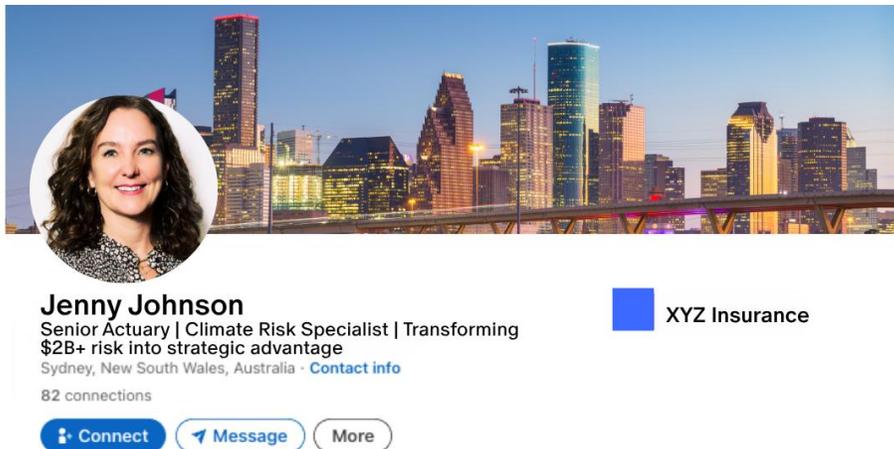


Visual first impressions - The 7-Second Rule



Profile elements that make or break first impressions:

- ✓ **Professional photo** (14x more profile views)
- ✓ **Compelling headline** (your 24/7 elevator pitch)
- ✓ **Banner image** (visual storytelling opportunity)



For the pros:
Create a vanity URL



The SPARK method for About sections

Transform your About section with SPARK:

Story - Your professional journey

Passion - What drives you in actuarial work

Achievements - Quantifiable wins

Relevance - Industry keywords naturally woven in

Kindness - Call to action/connection invitation

First 3 lines are everything - hook them before "see more".

Implementation & action



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02

Poll: What's your biggest LinkedIn challenge?

- Don't know what content to post
- Lack of time to be active
- Unsure how to network effectively
- Profile doesn't reflect my expertise
- Low engagement on posts
- Don't see the point



Content strategy made simple

The 3-2-1 Rule



3 shares aka reposts (others' content with your insights added)



2 meaningful comments on colleagues' posts (& tag them)



1 original post sharing your expertise

Content formula

- **60% Educational insights** (your expertise translated for business leaders)
- **25% Personal brand** (your professional journey, wins, lessons)
- **15% Industry commentary** (regulatory changes, market trends)

Golden Hour: First 60-120 minutes after posting determines reach

Authenticity in the age of AI

Your authentic voice is your competitive advantage

AI content warning signs:

- Excessive emojis and exclamation marks
- Em dashes everywhere — like this — and this
- Overly enthusiastic tone that doesn't match you
- Generic business buzzwords you'd never use

The Authenticity Test:

Would your colleagues recognise this as your voice?

 **Chad Profitz** · 1st
Sales & Leadership Coach | Entrepreneur | Father | Had to close my old a...
2w · 🌐

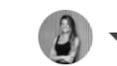
Are you a coaching coach looking for coaching on how you can more effectively coach your coaches? Well I have enrolled in a coaching program, and my coach says that soon I'll be ready to coach coach coaches...and he should know - he's been coaching coaching coaches of coaches for a very long time.

Comment "playbook" and I'll send you my playbook on how you can guide your coaches to develop playbooks on they can coach their coaches to develop simple guides that willll show their coaches how to make the perfect playbook.

👍🧠💡 145 44 comments · 2 reposts

Reactions

 ▾  Like  Comment  Repost  Send

Congrats Chad! 🎉 Very well done, Chad Absolutely amazing (>)

Add a comment...  

Most relevant ▾

 **Chad Profitz** Author 2d ...
Sales & Leadership Coach | Entrepreneur | Father | Had to close my old ...

Everyone should have received their playbook by now. Thanks everyone

Quality over quantity connection strategy

The Connection Formula: Who + Why + How

Personalised Template: "Hi [Name], your analysis on [specific topic] resonated with my work in [relevant area]. I'd love to connect and exchange insights on [mutual interest]."

Live Activity: Connect with 3 people right now!

Different goals, different approaches

Early career



Learning journey, growth mindset, technical expertise.

Mid-career



Bridge technical skills with business acumen, cross-industry knowledge.

Senior/ board level



Strategic thinking, governance insight, thought leadership.

Position yourself as business strategists who happen to be actuaries

Optimisation & tactics

Poll: What's your main LinkedIn goal for the next 6 months?

- Build thought leadership in my speciality area
- Find new career opportunities
- Expand my professional network
- Generate business/consulting opportunities
- Just get started with optimisation



The 15-minute profile boost

Immediate actions you can take today

-  **Minutes 1-5:** Update headline using Role + Specialty + Value formula
-  **Minutes 6-10:** Rewrite first 3 lines of About section with hook
-  **Minutes 11-15:** Add 3 strategic keywords to experience descriptions

Plus: Send 2 personalised connection requests using our template

Common mistakes to avoid

LinkedIn pitfalls for actuaries

- **Using too much jargon** – you're not just talking to actuaries.
- **External links in posts** – 25-40% reduced reach
- **Being too modest** – your achievements matter!
- **Inconsistent activity** – algorithms reward consistency
- **Ignoring dwell time** – write posts that make people stop scrolling



Results & next steps

Success metrics that matter



Profile: Views (target 25%+ monthly growth), search appearances



Content: Engagement rate (target 3%+), comments vs likes ratio



Network: Quality connections, meaningful conversations



Business: Opportunities generated, speaking invitations, career advancement

LinkedIn success compounds - your efforts today pay dividends for years.



Your LinkedIn success formula

- **Optimise** your profile for your target audience
- **Create** valuable content consistently (3-2-1 Rule)
- **Network** strategically (value first, personalised approach)
- **Measure** progress and adjust approach
- **Be authentic** - your unique voice is your advantage

Challenge

Today: Implement the 15-minute profile boost

This week: Connect with 5 new actuaries / industry peers



Q&A time



Share your questions through Zoom





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Thank you

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