



CAREER DEVELOPMENT ASSOCIATION OF AUSTRALIA

# LINKEDIN FOR CAREER DEVELOPMENT PRACTITIONERS

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MASTERCLASS 14 MAY 2014 9:30AM – 12:00PM  
CAREER DEVELOPMENT ASSOCIATION OF AUSTRALIA

25<sup>TH</sup> ANNIVERSARY 2014 ANNUAL CONFERENCE, HILTON HOTEL, ADELAIDE, SOUTH AUSTRALIA

# OLD WORLD vs NEW WORLD

- Knowledge
- Information
- Brand
- Relationships
- Theories
- Market
- Privacy

Elite

Contained

Earned over time

Function

Intellectuals

Local

Respected

Masses

Shared

Perceived now

Outcome

Specialists

Global

Non-existent!

# WHAT HAS CHANGED IN THE LAST 25 YEARS?

- Hidden job market (previously 70%, now xx%)
- Recruitment processes (reduction in recruitment agents)
- Online job alerts (automatic updates, targeted content)
- Value of your network (not security of your job)
- Rate of change of technology (keep up to date or be left behind)
- Importance of keywords (in house and online)
- Brand YOU (manage your own profile and career)

# LINKEDIN FOR CAREER PROFESSIONALS

.....What is your **purpose in life**?

*.....yes, that was meant to be a joke for career professionals!*

.....What are you trying to achieve with LinkedIn?

# LINKEDIN FOR CAREER PROFESSIONALS

- Role model for your clients
- Attract your clients
- Maintain your relationship with your clients (future referrals)
- Develop your brand/reputation/network
- Improve your Google presence
- Prepare for your future options

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- Backup (PDF of your profile and CSV of your contacts)
- Statistics (Connections, Views, Recommendations)
- Complete – 7 times more likely to appear in search results
- Photo – 11 times more likely to be viewed
- Active – Updates, interactions, participation, proactive
- Measure – ROI, time allocation, results

# LINKEDIN FOR CAREER PROFESSIONALS

- Questions please – any sort!
- Yes, you can connect <http://au.linkedin.com/in/sueellson>
- Confidential questions [sueellson@sueellson.com](mailto:sueellson@sueellson.com)

.....Remember, what is your purpose in life (or LinkedIn)?