



CAREER DEVELOPMENT ASSOCIATION OF AUSTRALIA

LINKEDIN FOR CAREER DEVELOPMENT PRACTITIONERS

SUE ELLSON BBUS AIMM MAHRI

15 MAY 2014 WORKSHOP 2:15PM – 3:15PM
CAREER DEVELOPMENT ASSOCIATION OF AUSTRALIA

25TH ANNIVERSARY 2014 ANNUAL CONFERENCE, HILTON HOTEL ADELAIDE, SOUTH AUSTRALIA

PRACTICAL TIPS

- Yes, you can learn new tricks, just one at a time, be a beginner
- Previous education style – pencil versus tablet – how versus do
- 20 year old – how to open box
- Career Development Practitioner – wisdom on what to put in the box
- Today – extra techniques for those boxes

LEARNING OBJECTIVES

- Increase your own exposure, reach and clients
- Maximise your clients' brand, search and view results
- Manage and maintain your career, network and influence
- Identify new opportunities for career development practitioners

.....will be demonstrated by practical examples

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

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

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

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- 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

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- Live case study

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

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