

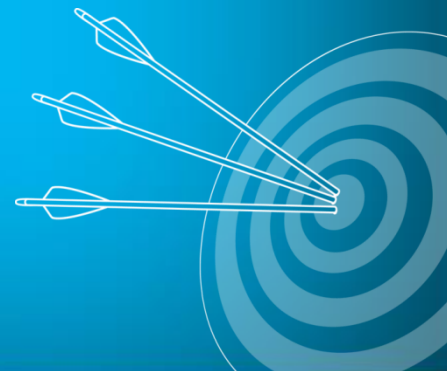
LinkedIn for Senior HR Professionals Webinar

Sue Ellson BBus AIMM MAHRI

13 August 2014 - Melbourne, Australia

<http://au.linkedin.com/in/sueellson>

sueellson@sueellson.com





About

LinkedIn, the world's largest professional network with 300 million members in over 200 countries and territories around the globe.

Mission

Our mission is simple: connect the world's professionals to make them more productive and successful. When you join LinkedIn, you get access to people, jobs, news, updates, and insights that help you be great at what you do.

Company Information

LinkedIn started out in the living room of co-founder Reid Hoffman in 2002, and it officially launched on 5 May 2003.

Jeff Weiner is the CEO, and the company's management team is made up of seasoned executives from companies like Yahoo!, Google, Microsoft, TiVo, PayPal, and Electronic Arts.

LinkedIn is publicly held and has a diversified business model with revenues coming from member subscriptions, advertising sales, and talent solutions.

Source: LinkedIn.com website 2014

Sue Ellson BBus (Admin Mgmt) AIMM MAHRI

- Joined LinkedIn 21 December 2003
- Over 5,000 Connections
- Top 1% of viewed profiles in 2012
- Averaging 900 profile views per 90 days
- Sourced career, work and business opportunities
- Created www.linkedinaustralia.com August 2013
- AHRI Member since 2006 (first connection 2001)
- AHRI IHRM Victoria Network Convenor since 2007
- AHRI Victorian State Council Member since 2014





- Personal branding for your HR career
- Personal branding for the HR profession
- Recruitment and retention of quality staff
- Aligning LinkedIn with the company social media policy
- Strategies for maintaining company assets within the company
- Practical suggestions and guidelines
- Questions

Career

Personal Branding for your HR Career

- Over 6 million Australians have a LinkedIn profile
- 11 times more likely to be viewed if you have a photo
- 7 times more likely to be viewed if your profile has been completed
- Three most important sections - Photo, Headline, Summary
- Remember to include contact information in 'Advice for Contacting'

Career

- Previously 70% jobs not advertised, now estimate closer to 90%
- Large organisations are using LinkedIn (follow your target companies)
- Not just finding your next job but also building your profile in the company, build and maintain your network and keep yourself open for new roles aligned with YOUR goals



Human Resources

Personal branding for the HR profession

- More HR is observed, more influence
- Promote your AHRI Connection – discuss HR topics online
- Connect internationally – global and multicultural workforce
- Showcase HR Projects and Publications on your profile
- Don't leave it for the IT savvy crowd – keep up to date with HR and attract the best employees



The Australian Human Resources Institute (AHRI)

5,825 followers

✓ Following

Home



The Australian Human Resources Institute (AHRI) is the national association representing human resource and people management professionals. We have around 20,000 members from Australia and across the... [see more](#)

How You're Connected



18 first-degree connections

89 second-degree connections

220 Employees on LinkedIn

[See all ▶](#)

AHRI Company Page - <https://www.linkedin.com/company/110484> - follow



Australian Human Resources Institute

42,177 members

Member



Discussions

Promotions

Jobs

Members

Search



Top Contributors in this Group



Allan Prasad

Inside Sales at SuccessFactors

Follow Allan



[See all members](#) ▶

AHRI Group - <http://www.linkedin.com/groups?gid=79353> - join

AHRI Sub Groups

AHRI Attraction, Recruitment and Retention Network <http://www.linkedin.com/groups?gid=4261980>

AHRI Diversity Network <http://www.linkedin.com/groups?gid=4297147>

AHRI Employee Relations/Industrial Relations Network <http://www.linkedin.com/groups?gid=4261974>

AHRI Global <http://www.linkedin.com/groups?gid=2813802>

AHRI HR Management Systems Network <http://www.linkedin.com/groups?gid=3959736>

AHRI International Human Resources Management Network <http://www.linkedin.com/groups?gid=4261977>

AHRI Learning and Development Network <http://www.linkedin.com/groups?gid=4261972>

AHRI National Convention and Exhibition <http://www.linkedin.com/groups?gid=6591916>

AHRI Occupational Health and Safety/Risk Management Network <http://www.linkedin.com/groups?gid=4261973>

AHRI Organisational Design and Development Network <http://www.linkedin.com/groups?gid=4261976>

AHRI Performance and Reward Network <http://www.linkedin.com/groups?gid=4261978>

AHRI Public Sector Network <http://www.linkedin.com/groups?gid=4291012>

AHRI Regional HR Professionals Network <http://www.linkedin.com/groups?gid=4261984>

AHRI Young Professionals Network <http://www.linkedin.com/groups?gid=4261979>

Other HR Groups on LinkedIn

SHRM (Society for Human Resource Management) Official Group (shrm.org)
<http://www.linkedin.com/groups?gid=42596>

Chartered Institute of Personnel & Development (cipd.co.uk)
<http://www.linkedin.com/groups?gid=76509>

Any others you recommend globally or in the Asia Pacific Region?

Other HR Related News on LinkedIn

Subscribe via Pulse

<http://www.linkedin.com/pulse/discover>

Pulse will provide some recommended

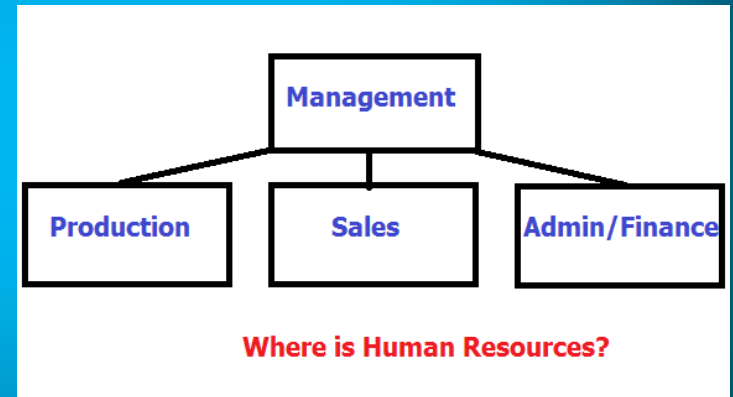
- People
- Influencers
- Channels
- Publishers

For you to add to your updates feed (choose See More in need)

You may also choose to hide updates from certain connections in your own news feed (so if you don't want to read too many posts, you can tailor your own content but still be connected to people). Click 'Hide' next to the feed item to stop it...

Human Resources

- Build relationships by industry or profession
- Mix with other disciplines
- Continue the networking after events
- Understand that more tools are being developed for online harvesting



Recruitment

Recruitment and retention of quality staff

- High performers are more proactive
- Review content, connections, contribution
- Be aware of a sudden, recent increase in activity
- Understand potential losses and gains from LinkedIn
- Cross reference information with resumé or curriculum vitae



Recruitment

Review

- Completion of profile
- Connections
- Online presence (may be elsewhere)
- Participation in Groups, Following Companies, Updates
- Usual recruitment steps – dates, achievements, references



Retention

Strategies

- Social Media Policy (entry and exit)
- Risk Minimisation Strategies
- Build resources within the firm (not just on social media)
- Discuss with Rewards Team (heard and developed)
- Decide on an alumni policy



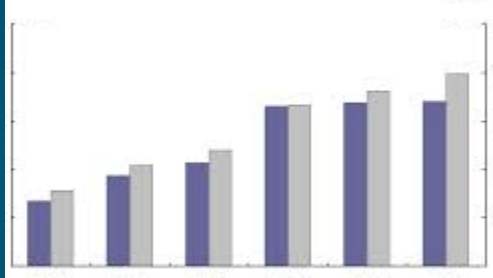
Aligning LinkedIn with the company social media policy

Decide on company policy for:

- Company and job description for profiles
- Following, joining groups etc
- Sharing contacts during and after employment
- Recommendations policy
- Commercial in Confidence information
- Data sharing and invitations, syncing contacts, removing email addresses



Strategies for maintaining company assets within the company



- Company Profile secured by selected administrators
- Archive on Company website of all status updates
- Regular review and analysis
- Collect statistics every three months
- Liaise with other marketing/communications teams

Practical suggestions and guidelines

- Feed the beast
- Download a PDF of your profile
- Download all of your contacts
- Keep a record of your statistics – views, connections, updates
- Keywords, keywords, keywords, keywords, keywords
- Tell your story accurately – it is okay to tell the whole story
- Never lie
- Only make accurate recommendations, endorsements
- Accept connections based on your objectives



Put AHRI Details on your LinkedIn Profile



- Summary - Post Nominals Sue Ellson MAHRI
- Tags – Sort your contacts all HR together
- Website - Other - AHRI Member 143184 <http://www.ahri.com.au>
- Experience - Voluntary Committee or Network Member
- Organizations – List Australian Human Resources Institute
- Publications – If you contribute to HR Monthly <http://www.hrmonline.com.au>
https://www.ahri.com.au/data/assets/pdf_file/0020/35561/HRM-contributor-guidelines-July-2014.pdf

Questions?

Further information

<http://www.linkedinaustralia.com>

<http://au.linkedin.com/in/sueellson>

sueellson@sueellson.com

+61 402 243 271



Email me for a free 'LinkedIn Profile Guide'

Connections welcome from all participants on the webinar

Guest speaking, training, workshop and personal consultations available