



CAREER DEVELOPMENT ASSOCIATION OF AUSTRALIA

INTRODUCTION TO LINKEDIN FOR YOU AND YOUR CAREER-SEEKING CLIENTS

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28 AUGUST 2014 WORKSHOP 4PM –6PM
CAREER DEVELOPMENT ASSOCIATION OF AUSTRALIA – VICTORIAN BRANCH

VECCI, 486 ALBERT STREET, MELBOURNE, VICTORIA, AUSTRALIA

LEARNING OBJECTIVES

- How to overcome any obstacles to completing your profile
- How to complete your profile for your purpose
- The importance of keywords
- The value of statistics, backups and maintenance
- Updates and Questions and Answers

.....will be demonstrated by practical examples

WORKSHOP IS FOR YOU

- New to LinkedIn
- A tentative LinkedIn user
- Not sure you are making the best use of LinkedIn for yourself or your clients
- Are looking for ways to improve your LinkedIn profile or those of your clients

INTRODUCTION

- Up to 90% jobs not advertised
- Six million members on LinkedIn in Australia
- 300 million members worldwide (two new per second)
- Over 300 million members removed from LinkedIn
- All new hires will have a 'Google Search' – LinkedIn result on first page

SUE ELLSON

- First 100,000 Members – Ljoined 21 December 2003,
- Over 5,000 international connections
- Over 900 views per 90 days
- Presentations to individuals, companies, universities, outplacement firms, newcomers
- Consultations, Workshops, Training, Conferences
- Establish, Advise, Improve, Edit, Convert

LINKEDIN FOR CAREER DEVELOPMENT PRACTITIONERS

.....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?

LINKEDIN FOR CAREER PROFESSIONALS

- Role model for your clients – it is not rocket science – find/do job
- 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

LINKEDIN FOR CAREER PROFESSIONALS

- 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 YOU - INTRODUCTIONS

- What is your PURPOSE?
- Who is your IDEAL CLIENT?

TONIGHT – we are all winners, not competitors
– more Australians need Career Development!

LINKEDIN FOR CAREER DEVELOPMENT PRACTITIONERS

- Questions please – any sort!
- Yes, you can connect <http://au.linkedin.com/in/sueellson>
- Confidential questions sueellson@sueellson.com
- Provide feedback by email to be profiled on my website (SEO)

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

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