

# Harnessing the Power of LinkedIn for Education Professionals



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# Today

- ▶ how to build your network
- ▶ how to maintain your relationships
- ▶ how to source new opportunities
- ▶ basic facts and techniques for maximising your career and professional opportunities
- ▶ strategies for promoting your own goals and organisational objectives
- ▶ questions and answers



# Sue Ellson

- ▶ First 100,000 Members - joined 21 December 2003 (started 5 May 2003)
- ▶ Over 5,250 international connections
- ▶ Over 950 views per 90 days
- ▶ Presentations to individuals, companies, universities, outplacement firms, newcomers
- ▶ Consultations, Workshops, Training, Conferences
- ▶ Establish, Advise, Improve, Edit, Convert



# How to build your network

- ▶ Up to 90% of jobs are not advertised - your network is your security
- ▶ Six million members on LinkedIn in Australia
- ▶ 300 million members worldwide added and removed (two new members per second)
- ▶ All new hires will have a 'Google Search' - LinkedIn result on first page
- ▶ Aim for 60 connections, 3 recommendations
- ▶ Email addresses change - one online profile
- ▶ Complete - 7 times more likely to appear in search results
- ▶ Photo - 11 times more likely to be viewed



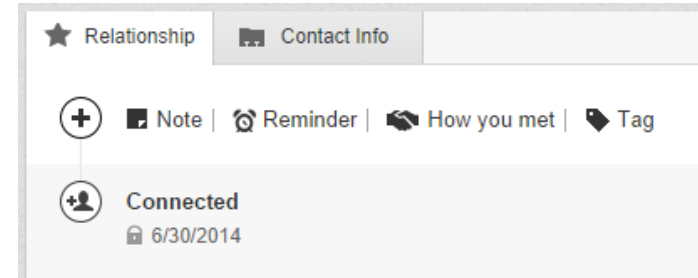
# How to build your network

- ▶ Invite people to connect
- ▶ Share information
- ▶ Provide endorsements (truthful)
- ▶ Make recommendations (reliable)
- ▶ Maintain and develop your profile - review every three months for new bells and whistles



# How to maintain your relationships

- ▶ Feed the beast
- ▶ Keep in contact three times per year
- ▶ Add more content
- ▶ Like, share or comment on their updates
- ▶ Sort your contents by tag, define how you met, set up reminders



# How to source new opportunities

- ▶ Research, research, research
- ▶ Participate in Groups
- ▶ Follow relevant Companies
- ▶ Find a mentor or mentors
- ▶ Adjust your settings for Jobs or Pulse News Feed
- ▶ Consider writing your own posts on the platform



# Maximising your career and professional opportunities



- ▶ COMPLETE YOUR PROFILE - PLEASE!!!!
- ▶ Focus on your Photo, Headline and Summary for your current purpose
- ▶ Keywords, keywords, keywords
- ▶ More and more and more content with your keywords
- ▶ Maintenance - statistics, export to PDF and export your connections



# Strategies for promoting your own goals and organisational objectives

- ▶ Completed, quality profile - personal, company, group
- ▶ Content - 70% new content, 20% shared, 10% sell
- ▶ Keywords, keywords, keywords
- ▶ Effective social media policy for new, current and exiting staff
- ▶ Be current - you need to be up to date and 'in the game'
- ▶ Know your purpose and stick to it



# Educate Plus Professionals

- ▶ List all your publications
- ▶ Expand on the subjects of your education
- ▶ Showcase with rich media - videos, PDF's, images
- ▶ Summarise projects explaining all details - include challenges overcome
- ▶ Be a role model for students, other academics
- ▶ Connect internationally with other Subject Matter Experts



# Questions and Answers

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