



CAREER DEVELOPMENT ASSOCIATION OF AUSTRALIA

LINKEDIN MASTERCLASS FOR YOU AND YOUR CAREER-SEEKING CLIENTS

SUE ELLSON BBUS AIMM MAHRI

16 SEPTEMBER 2014 WORKSHOP 4PM –6PM
CAREER DEVELOPMENT ASSOCIATION OF AUSTRALIA – VICTORIAN BRANCH

VECCI, 486 ALBERT STREET, MELBOURNE, VICTORIA, AUSTRALIA

LEARNING OBJECTIVES FROM INTRODUCTION SESSION

- 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

.....live is current, relevant and best – will be recorded – private information later!

.....more knowledge shared better for the profession and CDAA members

QUICK POLL

- How many of you were at the first session?
- How many of you have not completed any updates? (no need to raise your hand)
- How many of you have completed some updates?
- How many of you have completely updated your profile?
- How many of you have noticed a change in your statistics?
- Do any of you have a personal success story you would like to share?
- Do any of you have a client success story you would like to share?
- Would any of you like your profile to be part of the review process later?

LEARNING OBJECTIVES TODAY

- How to optimise your profile in search engines
- How to tweak all of your content and increase your profile views
- How to tailor your language for conversions
- How to spend 15 minutes per week and maintain and develop your online profile
- How to assess your own and other people's profiles
- Updates and Questions and Answers

.....will be demonstrated by practical examples

Upon completion, you are welcome to request a private consultation with Sue Ellson or develop your own Mastermind Groups.

WORKSHOP IS FOR YOU

- Been using LinkedIn for yourself and your clients
(not like the mechanic's car or the plumber's plumbing)
- You want to give extra value to your clients
- You want to increase your own knowledge and value offering
- You want to raise the profile of the CDAA or the profession
- You are clear on your PURPOSE

INTRODUCTION

- Up to 90% of jobs are not advertised
- Six million members on LinkedIn in Australia
- 315 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
- Identified weakness in Outplacement Programs around LinkedIn and Online Branding
- More students and graduates are coming on to the Platform

SUE ELLSON

- First 100,000 Members – Joined 21 December 2003
- Over 5,200 international connections
- Over 950 views per 90 days
- Presentations to individuals, companies, universities, outplacement firms, newcomers
 - Ford, GM Holden, Alcoa, Monash University, Adelaide University
- Consultations, Workshops, Training, Conferences
- Establish, Advise, Improve, Edit, Convert



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HOW TO OPTIMISE YOUR PROFILE IN SEARCH ENGINES

- Headline
- Job Title
- Frequency of Keywords (less important)
- LinkedIn – also consider participation, premium profile
- Other representation – Google+ Page, Exact Match Domain Name

HOW TO TWEAK ALL OF YOUR CONTENT AND INCREASE YOUR PROFILE VIEWS

- Consistent Format
- Think of the Database
- Think of the User Experience (UX)
- Keep your statistics
- Schedule your activity

HOW TO TAILOR YOUR LANGUAGE FOR CONVERSIONS

- Use hypnotic language
- Dot points
- Explain what you do (Grip Test Limit Engineer)
- Over 70% of people are visual – include images, videos
- Be professional

HOW TO SPEND 15 MINUTES PER WEEK AND MAINTAIN AND DEVELOP YOUR ONLINE PROFILE

- What is your PURPOSE?
- Who is your IDEAL CLIENT?
- Tailor your activity related to YOUR PURPOSE
- Review other people, set up frequencies, set up mail program
- Share relevant content 70% information, 20% shared, 10% sell

HOW TO ASSESS YOUR OWN AND OTHER PEOPLE'S PROFILES

- Think about what the purpose is
- Think about the user experience – recruiters, businesses
- Think about the computer algorithms
- Think about perceptions – get some peer reviews

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) or on the event summary page

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