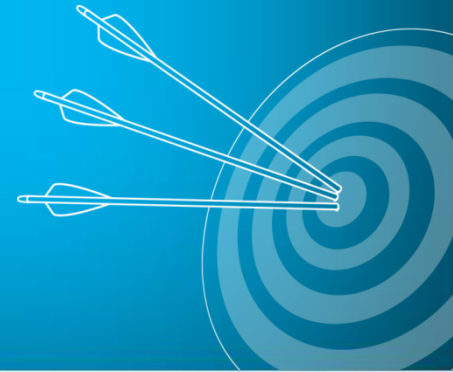


LinkedIn for Young HR Professionals Webinar

Sue Ellson BBus AIMM MAHRI

23 October 2014 - Melbourne, Australia

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



LinkedIn



LinkedIn, the world's largest professional network with 313 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 5,500 Connections
- Top 1% of viewed profiles in 2012
- Averaging 900 profile views per 90 days
- Sourced career, work and business opportunities
- AHRI Member since 2006 (first connection 2001)
- AHRI IHRM Victoria Network Convenor since 2007
- AHRI Victorian State Council Member since 2014
- Currently presenting Independent LinkedIn training to individuals, organisations, associations, conferences



Today



- complete your profile so that you can be headhunted for your next role
- showcase your studies – subjects, projects and extra-curricular activities
- prepare for the future stages of your career
- find suitable mentors
- build your profile online
- build your network
- establish meaningful relationships in your industry and profession
- questions and answers – case study if you would like to send your LinkedIn URL

Career

To be headhunted you need to know that...

- Over 6 million Australians have a LinkedIn profile
- You are 11 times more likely to be viewed if you have a photo
- You are 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 in the future



LinkedIn Profile

What is your Purpose?

Computer
Experience

Keywords
Frequency

Activity

User
Experience

Relevant

Easy to
Read

Computer Experience

Best Tips

- Include your keywords in every section
- Include your keywords in the job title e.g. Human Resources – HR Generalist, Learning and Development, People and Culture, Workforce Performance
- Complete every section
- Prioritise skills and get endorsements for your 'target' skills
- 'Feed the beast' by being active – follow target companies, participate in relevant groups, like/comment/share relevant updates, invite people to join or connect, endorse and recommend others etc

User Experience

Best Tips

- Use dot points of seven words or less wherever possible (very few sentences – remember, it is screen content, not paper content)
- Remove as much punctuation as possible (full stops slow the reading process)
- Explain jargon in plain English (What is a Grip Test Engineer? Tell us!)
- Be consistent in every area (capital letter headings, white space, similar formatting, consistent details in all sections – for each position, include a company description, tasks, achievements, URL of the organisation)
- Add images, videos, links (rich media) and give your profile some bling that makes it a bit more interesting and demonstrates your digital literacy
- Assess your photo with www.photofeeler.com – competent, likeable, influential

Showcase your studies

Best Tips

- Include your qualification subjects
- Provide details of your awards and recognition
- Highlight any extra-curricula activities (study abroad etc)
- Explain time gaps but also include your part time jobs and discuss what aspects of HR you have learnt (OH&S requirements etc)
- Ask for recommendations from tutors, peers, academic supervisors etc
- Publish details of projects (non commercially sensitive information)
- Add in SlideShare, PDF's, videos where appropriate

past behaviour
predicts
future behaviour

Prepare for the future

Best Tips

- Collect relevant connections – Australia and overseas
- Maintain relationships – contact three times a year with reminders
- Sort connections – add relevant tags
- Keep up your maintenance – keep statistics, export your profile to PDF and export your connections (backup!)
- Get involved in your profession and start creating your online story or 'digital footprint'
- Register yourname.com as a URL – e.g.sueellson.com

Ideas are good
Action is better
Recording is essential

Find suitable mentors

Best Tips

- AHRI Mentoring Program
<https://www.ahri.com.au/education-and-training/ahri-mentoring-program>
- Advanced People Search
- Contact personally
- Suggest initial meeting in person and three month start
- Discuss reverse mentoring (are you a digital whiz?)
- More than one mentor (personal and professional)

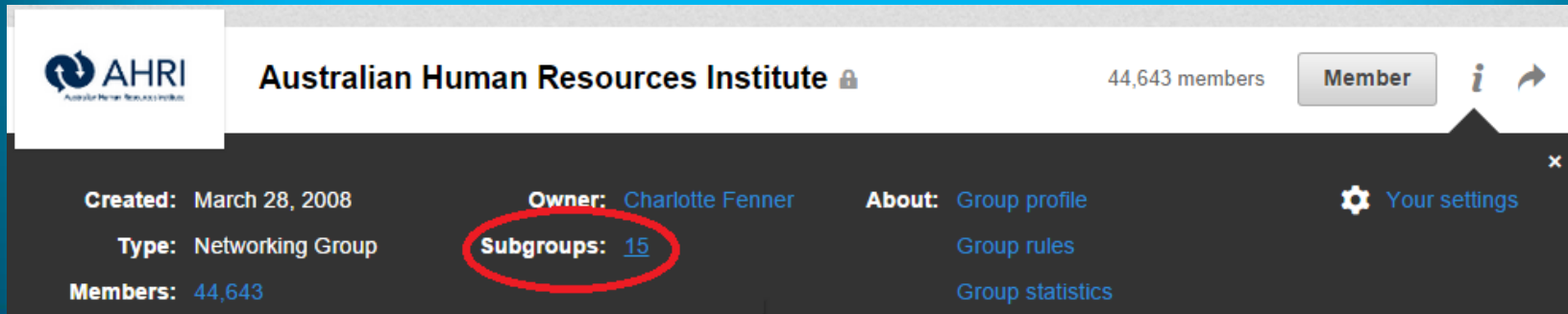
Many successful people
accredit their success to
the value they received
from their mentors

Build your online profile



Best Tips


- Get involved in the AHRI Group and Sub Groups by generating and participating in discussions

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



AHRI
Australian Human Resources Institute

44,643 members **Member**  

Created: March 28, 2008 **Owner:** [Charlotte Fenner](#) **About:** [Group profile](#)  [Your settings](#)

Type: Networking Group **Subgroups:** [15](#) [Group rules](#)

Members: 44,643 [Group statistics](#)

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 Leaders Network <http://www.linkedin.com/groups?gid=4494331>

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>



The Australian Human Resources Institute (AHRI)

6,529 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



31 first-degree connections

93 second-degree connections

242 Employees on LinkedIn

[See all ▶](#)

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

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 find relevant globally or in the Asia Pacific Region

Read other HR related information

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...

Profile your AHRI Membership and Write for AHRI

- Follow suggestions at <http://www.linkedin.com/pulse/article/20141016095333-77832-how-to-showcase-your-professional-membership-on-linkedin>
- 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



Other Activity

- Add connections
- Like, Share and Comment on Updates, Groups, Companies
- If you see the 'pen' in your Update box, write blogs
- Endorse others (be honest)
- Recommend others (be honest)
- Write your own updates (70% information, 20% shared, 10% sell)
- Acknowledge other great contributions
- Follow targeted companies
- Join relevant groups
- ALIGN WITH YOUR PURPOSE – have a strategy!

People
remember
POSITIVES!!

Build your network

- Go networking face to face
- Follow up after events, set reminders
- Maintain relationship – diary three exchanges per year
- Keep building your digital footprint on your own website (don't be cheap – pay for hosting and your own website – as little as \$150 per year and you can have your own portable email address)
- Keep showing up, learning, professional development
- Take responsibility – join an AHRI Network Group and contribute

No Job Security – Mitigate Risk – Build Network Value

Meaningful relationships

- Based on trust
- Source information (allow the other person to offer help)
- Provide referrals (start by networking, secure a referral, research, buy)
- Sales process has changed (anyone can Google, relationships transact)
- Provide value in advance (pay it forward)
- PLEASE PLEASE PLEASE say THANK YOU
(if you receive information, provide feedback, send a personal note of thanks)

"When bosses say 'thank you',
employees work 50% harder."
– Bob Sutton, Stanford

"There are two things people want more
than sex and money - recognition and
praise." - Mary Kay Ash, Cosmetics

Questions – Case Study

Further information

<http://www.sueellson.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

