Re-invent Your Career® EXPO
The Careers Event for Adults

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LinkedIn Hacks for Expert Career Seekers

Reinvent Your Career Expo
Brisbane Convention and Exhibition Centre
Corner of Merivale and Glenelg Streets South Brisbane, Queensland, Australia

Saturday 21 and Sunday 22 March 2015

http://reinventyourcareer.com.au

Sue Ellson Independent LinkedIn Specialist – sueellson.com

History of LinkedIn

- Started 5 May 2003 – Sue Ellson joined 21 December 2003
- 7 million members in Australia
- 350 million members worldwide
- Google your name – usually first link in search results
- 70% of hiring managers will Google your name
- 90% of jobs are NOT advertised
- Pull Strategy rather than Push Strategy

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Hangups with LinkedIn

- **No privacy** – past history

- **Don't know who to connect to** – depends on purpose

- **Too much time** – do a cost benefit analysis

- **Too costly** – I use the free account

- **Can't write** – dot point keywords

- **Scared of computers** – digital world

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How to Start

- **Collect statistics** – views last 90 days (100+), connections (60+), Recommendations (6+), Endorsements (20+ per skill)

- **Save your profile to PDF** - view profile, drop down arrow, date back to front in file name ie 150321SueEllson.pdf

- **Export Connections -** Connections, Cog, Export LinkedIn Connections, Microsoft Outlook CSV (Mac or PC), date in file name

- **Do this every 90 days**

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Hacks

- **Start with Your Purpose** – use keywords these people will be using to find you (usability, user design, user experience, UX, customer experience, CX)

- **Computer Experience** – keywords, frequency of key words and activity (BE ACTIVE if you want to come up in search results)

- **User Experience** – photo, headline, summary (main message), easy to read, consistent, call to action, contact details, bling, not try too hard

- **Pay for Premium** – AFTER you have done the above

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Hacks for SEO

Put your keywords in

• **Headline** – 120 characters underneath name ***Most Important – not Seeking Opportunities***

• **Current Job Title -** UX Manager – Usability, User Design, User Experience, UX, Customer Experience, CX

• **Past Job Title -** UX Coordinator – Usability, User Design, User Experience, UX, Customer Experience, CX

• **Summary -** Professional Skills (dot points) Usability, User Design, User Experience, UX, Customer Experience, CX)

• **Education -** List all subjects in your qualification

• **Experience** – List in each job details area (I have been training since 1987, job started 1982 – recruitment applicant tracking systems measure by date)

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Hacks for Activity Rewards

- **You Endorse People** - LinkedIn puts your name in front of your connections

- **You Publish a Post** – LinkedIn notifies your connections

- **You Recommend** – You are on the other person's profile

- **You View Others** - 30% of them view you

- **You Follow a Company** – LinkedIn Recruiter can target you

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Hacks for Premium Members

- **Inmails** – contact people directly

- **Search Results** – appear higher

- **Research** – search beyond level 1 and 2 connections

- **Analytics** – more comprehensive – how you were found

- **Preferred Candidate** – when applying for jobs

- **Prestige** – can afford premium

- **Remember** – Purpose, Computer & User Experience and Activity must be done FIRST BEFORE PAYING FOR PREMIUM

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Hacks for You to Do

- Complete your profile

- Explain transferable skills (Grip Test Engineer)

- Stay on purpose (can change later)

- Tell whole story (two dimensional – don't tell, can't sell)

- Ask for information or referrals (not just a job)

- Seek a mentor or accountability partner to stay focused

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Homework – Now!

SMS Text your First Name and Email Address to
0402 243 271

1. Free copy of these slides
2. Free copy of LinkedIn Profile Guide (value $5.95)
3. Free attendance at LinkedIn Questions Webinar Tuesday 24 March 2015 8:00pm Brisbane time http://bit.ly/linkedinquestions
4. Free notification when *120 Ways to Maximise LinkedIn* Book Released
5. Free ticket in draw to win two hour personal session with me $280

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