



# AMES Mentor Program

## Let your LinkedIn profile do the talking!

**Date:** Tuesday 31 March 2015

**Time:** 6:00pm – 8:30pm

**Venue:** AMES  
Level 2, Room 3, 255 William Street  
Melbourne Victoria Australia

**Presenter:** Sue Ellson BBus AIMM MAHRI  
Independent LinkedIn Specialist



# Objectives

- Background on Sue Ellson
- Seven Best Settlement Strategies
- Mentoring Migrants
- LinkedIn Hacks
- LinkedIn Questions



## Sue Ellson BBus AIMM MAHRI

- 1994 Adelaide to Melbourne
- 1999 Research Newcomers Network
- 2001 Launched NewcomersNetwork.com
- 2003 Joined LinkedIn
- 2004 Jobs and Careers Ebook
- 2010 Job Search Assistance
- 2013 LinkedIn Consulting
- 2014 Mentor Camberwell Entrepreneurs Network
- 2014 AHRI Victorian Councillor
- <http://au.linkedin.com/in/sueellson>  
<http://sueellson.com>





## Seven Best Settlement Strategies

  
newcomers  
network



- 1. Find a friend
- 2. Collect local information
- 3. Start new activities
- 4. Expect it to be challenging
- 5. Develop new routines and rituals
- 6. Be curious - ask questions
- 7. Do it in a way that suits you

## Mentoring Migrants

- Be candid (we can criticise Australia)
- Explain why (remove cultural glasses)
- Insist on accountability (check results)
- Dispel myths (anecdotes are not truth)
- Two hours per day, five days per week
- Multiple concurrent strategies
- LinkedIn is a pull strategy and research tool

newcomers  
network





## LinkedIn History

- 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



## 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
- **Worried about English** – get it proof read



## 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 150331SueEllson.pdf
- **Export Connections** - Connections, Cog, Export LinkedIn Connections, Microsoft Outlook CSV (Mac or PC), date in file name
- **Do this every 90 days**





# hacks

## 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





## 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)





## 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





## 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

LinkedIn Premium Account





## Hacks for Your Mentees (and You?)



- Complete the full LinkedIn profile (most sections)
- 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



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



1. Free copy of these slides and link to audio recording
2. Free copy of LinkedIn Profile Guide (value \$5.95)
3. Invitation to connect to Sue Ellson on LinkedIn (6,434 Connections)
4. Free notification when *120 Ways to Maximise LinkedIn* Book Released
5. Free ticket in draw for you or your mentee to win a ticket to the LinkedIn Maximiser Workshop on 23 April 2015 5:30pm – 7:30pm valued \$80 <http://linkedinmaximiser.eventbrite.com.au>

