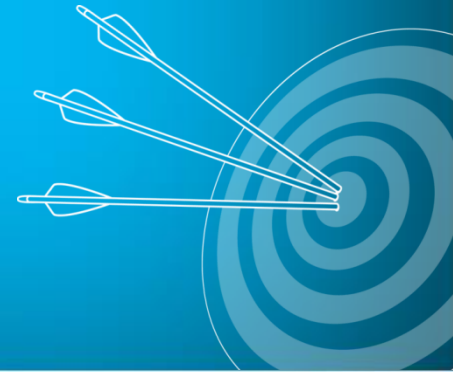


LinkedIn for AHRI Leaders

Sue Ellson BBus AIMM MAHRI

12 May 2015 - Melbourne, Australia
<http://au.linkedin.com/in/sueellson>
sueellson @ sueellson.com





About

LinkedIn, the world's largest professional network with 350 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 2015

Sue Ellson BBus (Admin Mgmt) AIMM MAHRI

- Joined LinkedIn 21 December 2003
- 6,692 Connections
- Top 1% of AHRI Profiles
- Averaging 850+ profile views per 90 days
- Sourced career, work and business opportunities
- AHRI Member since 2006 (first connection 2001)
- AHRI IHRM Victoria Network Convenor since October 2007
- AHRI Victorian State Council Member since March 2014





You rank in the **top 1%** for profile views at The Australian Human Resources Institute (AHRI).

#1 out of 237 | Your rank has held steady in the last 7 days



Your connections
6,527 members



NetExpat
146 members



The Australian Human
Resources Institute (AHRI)
237 members



Professionals like you

Most-viewed members at The Australian Human Resources Institute (AHRI)

Jump to you

Easy ways to get more views

1



Sue Ellson YOU

Independent LinkedIn Specialist, Careers Adviser,
Consultant, Trainer, Writer, Newcomers, Human
Resources, Marketing

2



Joyce Herlyn 2nd

Association Social Media Strategist at Lead
Creation



John Macy 2nd

Acting CEO at HR Cloud Solutions



Update your Summary

Show up in more of the right searches by
refreshing your summary.





- Personal branding for your HR career
- Personal branding for the HR profession
- Recruitment and retention of quality staff
- Aligning LinkedIn with the company social media policy
- Strategies for maintaining company assets within the company
- Practical suggestions and guidelines
- Questions

Personal Branding for your HR Career

- 7 million Australians have a LinkedIn profile
- 14 times more likely to be viewed if you have a photo
- 40 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)
- 95% of companies check social media profiles before hiring
- 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



Human Resources

Personal branding for the HR profession

- More HR is observed, more influence
- Promote your AHRI Connection – discuss HR topics online
- Connect internationally – global and multicultural workforce
- Showcase HR Projects and Publications on your profile
- Don't leave it for the IT savvy crowd – keep up to date with HR and attract the best employees



The Australian Human Resources Institute (AHRI)

8,689 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



43 first-degree connections


98 second-degree connections

247 Employees on LinkedIn

[See all](#)

AHRI Company Page - <https://www.linkedin.com/company/110484> - follow
(last year 5,825 followers, now 8,689 followers)



DRIVING YOUR SUCCESS 

Group Profile

Private group. To request membership, click Join and your request will be reviewed by the group manager.

AHRI leads the direction and fosters the growth of the HR profession through actively setting standards and building the capability of the profession.

AHRI conducts a range of events throughout Australia, including seminars, workshops, and conferences. Follow AHRI on Twitter <http://twitter.com/AHRItweets>

The AHRI LinkedIn group is a place for like-minded professionals to network, exchange HR information and to discuss key issues.

This is the official AHRI LinkedIn group. The group is managed and moderated by Australian Human Resources Institute staff members. Other groups displaying the AHRI networks logo are managed by AHRI volunteer members. AHRI staff members do not manage the content of those sites nor do they monitor these sites for queries posted on them. If you wish to contact AHRI directly please call +61 (0)3 9918 9200 during business hours.

About this Group

Created: March 28, 2008

Type: Networking Group

Members: 50,077

Subgroups: 14

Owner: [Charlotte Fenner](#)

Managers: [Joyce Herlyn](#), [Toby Marshall](#),
[Lincoln Smith](#), [Alex Reynolds](#), [Kryshla Salaris \(née Gerbes\)](#), [Dana Grgas](#),

Website: <http://www.ahri.com.au/>

Group Rules

AHRI Group - <http://www.linkedin.com/groups?gid=79353> – join
last year 42,177 members, 50,077 members

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 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>

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 recommend globally or in the Asia Pacific Region?

Other HR Related News on LinkedIn

Subscribe via Pulse

<http://www.linkedin.com/pulse/discover>

Pulse will provide some recommended

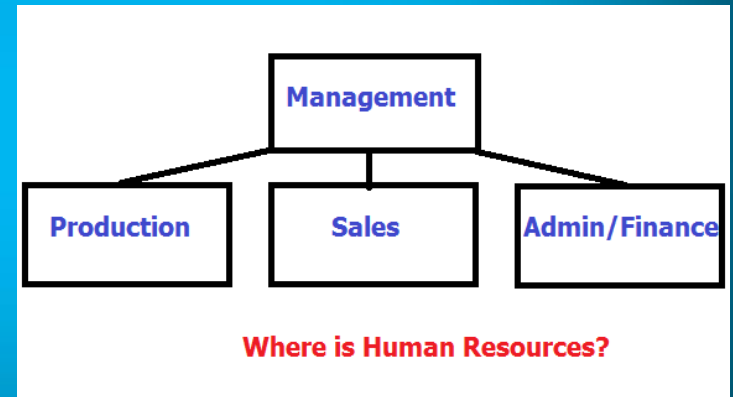
- People
- Influencers
- Channels
- Publishers

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...

Human Resources

- Build relationships by industry or profession
- Mix with other disciplines
- Continue the networking after events
- Understand that more tools are being developed for online harvesting



Recruitment

Recruitment and retention of quality staff

- High performers are more proactive
- Review content, connections, contribution
- Be aware of a sudden, recent increase in activity
- Understand potential losses and gains from LinkedIn
- Cross reference information with resumé or curriculum vitae



Recruitment

Review

- Completion of profile
- Connections
- Online presence (may be elsewhere)
- Participation in Groups, Following Companies, Updates
- Usual recruitment steps – dates, achievements, references



Retention

Strategies

- Social Media Policy (entry and exit)
- Risk Minimisation Strategies
- Build resources within the firm (not just on social media)
- Discuss with Rewards Team (heard and developed)
- Decide on an alumni policy



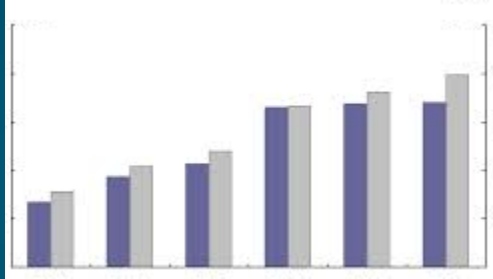
Aligning LinkedIn with the company social media policy

Decide on company policy for:

- Company and job description for profiles
- Following, joining groups etc
- Sharing contacts during and after employment
- Recommendations policy
- Commercial in Confidence information
- Data sharing and invitations, syncing contacts, removing email addresses



Strategies for maintaining company assets within the company



- Company Profile secured by selected administrators
- Archive on Company website of all status updates
- Regular review and analysis
- Collect statistics every three months
- Liaise with other marketing/communications teams

Practical suggestions and guidelines

- Feed the beast
- Keep a record of your statistics – views, connections, updates
- Download a PDF of your profile
- Download all of your contacts
- Keywords, keywords, keywords, keywords, keywords
- Tell your story accurately – it is okay to tell the whole story
- Never lie
- Only make accurate recommendations, endorsements
- Accept connections based on your objectives



Put AHRI Details on your LinkedIn Profile



- Summary - Post Nominals Sue Ellson MAHRI
- Tags – Sort your contacts all HR together
- Website - Other - AHRI Member 143184 <http://www.ahri.com.au>
- Experience - Voluntary Committee or Network Member
- Organizations – List Australian Human Resources Institute
- 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
- Showcase your membership - <http://www.linkedin.com/pulse/20141016095333-77832-how-to-showcase-your-professional-membership-on-linkedin>

LinkedIn Purpose

Computer Experience

- Keywords
- Frequency of Keywords
- Activity
 - Like, Comment, Share
 - Add or Invite Connections
 - Participate in Groups
 - Follow Companies
 - Publish Posts
 - Endorse and Recommend
 - Tag and Manage Connections
 - Network and Follow Up

User Experience

- Photo
- Headline
- Summary
- Consistent and easy to read
- Include bling but don't be a try hard
- Include contact details and calls to action
- Hell yes or hell no
- Past behaviour predicts future behaviour



Strategy and Tactics

Questions?

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

Guest speaking, training, workshop and personal consultations available

