

# LinkedIn for AHRI Student Members

Webinar – 2 June 2015 - Melbourne, Australia

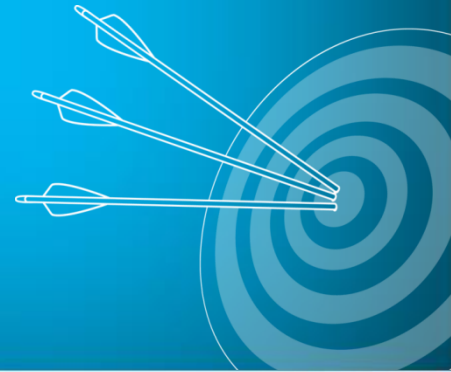
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<https://www.ahri.com.au/education-and-training/webinar-series/upcoming-webinars/linkedin-for-young-hr-professionals>



# Sue Elson BBus AIMM MAHRI

- Joined LinkedIn 21 December 2003
- 6,839 Connections
- 1,028 profile views last 90 days
- Sourced career, work and business opportunities
- First connection to AHRI 2001
- AHRI Member since December 2005
- AHRI IHRM Victoria Network Convenor since October 2007
- AHRI Victorian State Council Member since March 2014
- Number 1 of 240 Members at AHRI on LinkedIn



# Today



- background on LinkedIn
- showcase your AHRI membership
- complete your profile as a referral and pull strategy
- best tips specifically for students
- how to commit to your purpose

# LinkedIn Stats



- started out in the living room of co-founder Reid Hoffman in 2002
- launched 5 May 2003
- world's largest professional network 364+ million members in 200+ countries
- mission to connect the world's professionals to make them more productive and successful
- LinkedIn is publicly held, diversified business model with revenues from member subscriptions, advertising sales and talent solutions
- acquired Pulse, SlideShare and Lynda
- started as a network, then publishing, next B2B platform

# Why?

- over 7 million Australians have a LinkedIn profile
- 14 times more likely to be viewed if you have a photo
- 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 'Summary' and 'Advice for Contacting You' sections (but leave a space in your email address sueellson @ sueellson.com to prevent spam robots)



# Career

- Previously 70% jobs not advertised, now estimate closer to 90%
- 95% of decision makers 'Google' you before offering you a job
- 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 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





## The Australian Human Resources Institute (AHRI)

8,940 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



**41** first-degree connections

**103** second-degree connections

**250** Employees on LinkedIn

[See all](#) ▶

AHRI Company Page - <https://www.linkedin.com/company/110484>  
- follow (last year 5,825 followers, now 8,940 followers)





Australian Human Resources Institute

50,533 members

Member



Created: March 28, 2008

Owner: Charlotte Fenner

About: [Group profile](#)

[Your settings](#)

Type: Networking Group

Subgroups: 14

[Group rules](#)

Members: 50,533

[Group statistics](#)



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AHRI Group - <http://www.linkedin.com/groups?gid=79353>  
– join (last year 42,177 members, now 50,533 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>

- join a group related to your specialty of HR

## 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](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>

# Before you complete your profile

- be clear about your purpose
- prepare a list of primary and secondary keywords for your target audience
- record your statistics in a spreadsheet – views per 90 days, connections, recommendations, endorsements
- save a PDF of your profile
- export all your connections
- turn off activity broadcasts



# 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**

# Statistics to aim for

- 60+ connections
- 100+ views per 90 days
- 6+ recommendations
- 20+ endorsements for top 10 skills
- 80% of sections completed (skip patents, personal details)
- login once a week
- 3+ posts per year
- check for new features every six months
- back up and keep stats every three months



# Student specific tips

- describe your university and the subjects completed for each qualification
- list your extra curricular activities (sports, interest groups)
- describe your academic awards and achievements
- list any voluntary work you have done (even weekend projects)
- provide details of student exchange or travel programs
- fill in gaps of experience by describing your travel or gap years and what you learnt
- complete the projects section with at least three university projects you completed and the results
- photo – not your graduation shot – aligned with your purpose
- mention student as a keyword if you are looking for 'student' positions
- discuss part time work and all of the transferable skills – customer service, supervising, rostering, cash handling, trusted with keys and security codes, abiding by OH&S policies, assisted with inductions





# Committing to your purpose

- do some edits today
- look at other profiles for ideas
- do more edits with a friend
- set a deadline for updating your profile
- find an accountability partner to keep you accountable
- find a mentor to review your profile
- get MAXIMUM VALUE from attending this webinar – take action immediately
- be courageous – describe in dot points the truth and massage the message where necessary but never lie – ideal platform for introverts – pull strategy



# Goodie Bag

Email sueellson @ sueellson.com with your first name and any feedback from this webinar and you will receive

1. Free copy of these slides and link to recording
2. Free copy of LinkedIn Profile Guide (value \$5.95)
3. Free attendance at LinkedIn Questions Webinar Wednesday 3 June 2015 8:00pm <http://bit.ly/linkedinquestionsmelbourne>
4. Invitation to connect on LinkedIn <http://au.linkedin.com/in/sueellson>
5. Free notification when *120 Ways to Maximise LinkedIn* Book Released
6. Chance to win a free written LinkedIn Profile Review (valued at \$150)