

Managing Your Online Brand

Google+

LinkedIn

Monday 20th July 2015
7:30pm – 9:00pm
Performing Arts Centre
Camberwell Grammar School
Mont Albert Road
Canterbury Victoria Australia
Sue Ellson BBus AIMM MAHRI <http://sueellson.com>



sueellson @ sueellson.com

Sue Ellson BBus AIMM MAHRI

- 1982 started work at Westpac in Adelaide
- 1987 started digital literacy and training
- 1994 moved to Melbourne retrenched and sacked
- 1994 started consulting – careers, business, marketing, training
- 2001 first website Newcomers Network
- 2003 joined LinkedIn
- 2010 became an Independent LinkedIn Consultant
- 2011 started Global Mobility Network
- 2012 started Camberwell Network
- 2014 elected Victorian Councillor Australian Human Resources Institute
- 2014 became a Mentor for Camberwell Entrepreneurs Network



MONASH



THE UNIVERSITY
of ADELAIDE



Your Brand in the Past

- Adelaide – what is your family name (or church you go to)?
- Melbourne – which school did you go to?
- Sydney – where do you live (harbour view)?
- Brisbane – where do you travel (overseas)?
- Clothing – do you keep your shoes in good condition?
- Grooming – nails, hair, clean shaven
- Car – late model and expensive
- House – in a good suburb
- Travel – overseas work experience (OE)



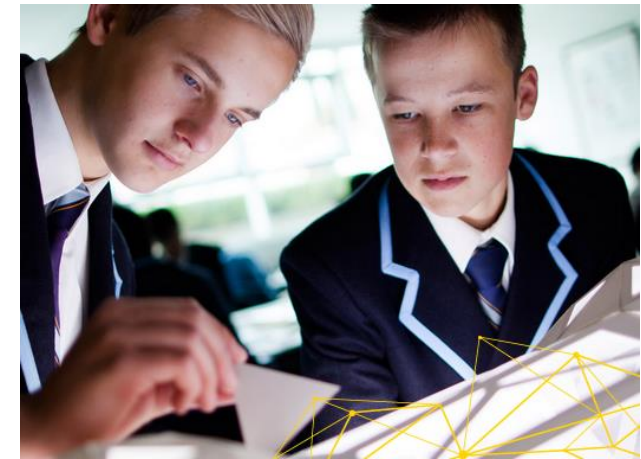
Your Brand Now

- Google
- YouTube
- LinkedIn
- Facebook
- Instagram
- Snapchat
- Referrers
- Reviews
- Content (including images and text)



What has changed in the last 20 years

- hidden job market (previously 70%, now 90%)
- recruitment processes (reduction in recruitment agents)
- online job alerts (automatic updates, targeted content)
- value of your network (not security of your job)
- rate of change of technology (keep up to date or be left behind)
- importance of keywords (in house and online)
- brand YOU (manage your own profile and career)
- 95% of decision makers will Google you



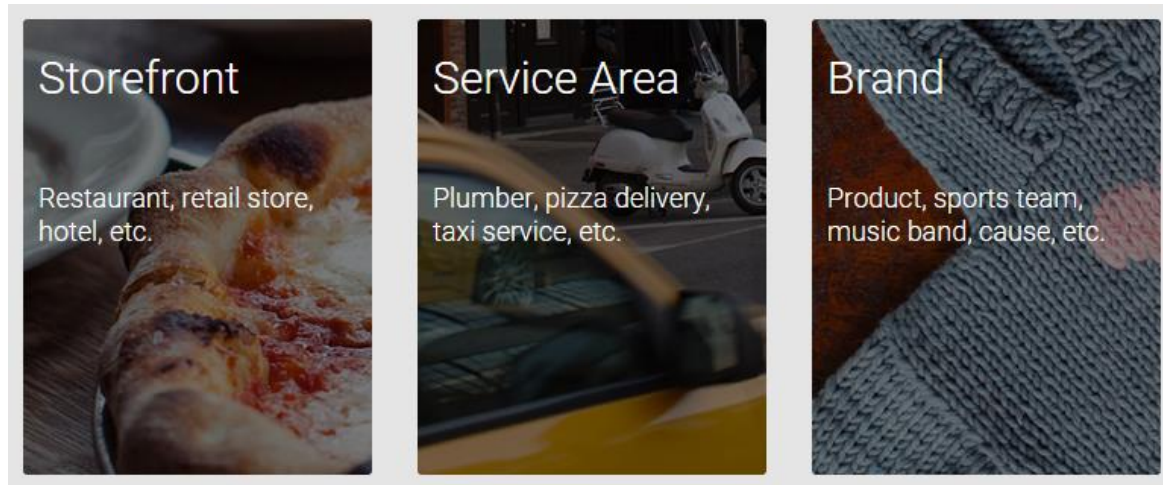
Why Digital?

- Digital Footprint (what is in Google)
 - Location
 - Name
 - Keywords and Frequency of Keywords
 - Activity and Reach
 - Premium Services
- Digital Literacy (showcase your skills)
- Digital Content (generic and where your audience is)
- Digital Asset (not a digital expense)



Google+

- Profile (Person)
- Page (Business or Brand)
- Tell Google where you are
- Connect to Google Analytics
- Connect to Webmaster Tools, Alerts, Drive etc
- Collect and give reviews



LinkedIn



- started in 2003 Network > Publishing > B2B Business Platform
- 365+ Million Users, 7+ million in Australia
(3M on Twitter, 14M on Facebook, ? on Google+)
- Name likely to come up in search results
- International resume on steroids
- Company profile extraordinaire
- Relationship Sourcing and Maintenance

LinkedIn Hangups



- **No privacy** – past history, need to have a digital footprint
- **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** – need to show digital literacy
- **Need help** – ask a friend or expert

What is your purpose?

- Primary Keywords (qualification, trade, profession, skills)
- Secondary Keywords (jargon, specialties, descriptors)
- Personal style (environment, culture, passion)

Remember to include Profession, Industry, Vocation, Specialty, Discipline, Theories, Thought Leaders, Terminology, Acronyms, Jargon (Old and New), Research Themes, Your Name, Location



Who are you targeting?

- Be very specific
- Where are they?
- What will they be looking for?

Decision Makers, Clients, Customers, HR
Managers, Industry Advisers, Media,
Conference Organisers, Journal Editors,
Professional Colleagues
Local, National, International



What do you want to achieve?

- Be very specific
- Include contact details

Pull Strategy

Don't Tell – Can't Sell – But Tell Well

Tailor your message and eliminate tyre kickers

What policies do you need to abide by?



LinkedIn – Before you start & every 90 days

- **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 (150720SueEllson.pdf)
- **Export Connections** - Connections, Cog, Export LinkedIn Connections, Microsoft Outlook CSV (Mac or PC), date in file name
- **Turn off Activity Broadcasts** – Profile page or Privacy and Settings



LinkedIn – 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 your Connections
 - Network and Follow Up



LinkedIn – User Experience

- Photo (20% of viewing time)
- 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
- Remember – what is your key message?



LinkedIn – Keyword Priority

Priority Locations

- Headline
- Current Job Title
- Past Job Title
- Education
- Summary
- Experience

Unique Locations

- Address Box, Interests
- Website Address (choose other)
- Subjects of Education
- Projects, Publications, Certifications
- Posts – use all H1, H2, Quote, Calls to Action, Images etc

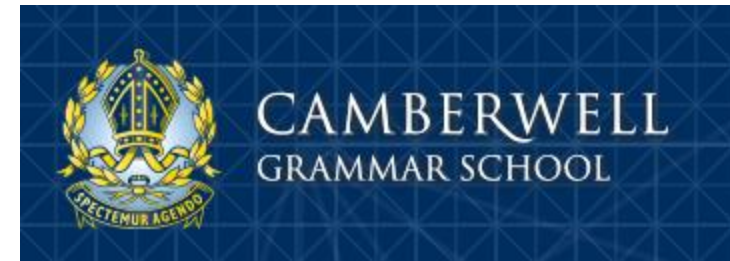
Keyword Pyramid

Once you've conducted an extensive keyword survey with these tools, it's time to compile a final stable of keywords you'll target going forward. You should divide these keywords into three lists:



LinkedIn – Camberwell Grammar School

- **Contact Information – Websites** – choose Other and type Camberwell Grammar School and enter <http://www.cgs.vic.edu.au>
- **Company Name** – choose ‘Camberwell Grammar School’
- **Job Title** – record your Job Title then – keyword 1, keyword 2, keyword 3 etc



LinkedIn – Camberwell Grammar School

- **Description** – Established in 1886, Camberwell Grammar School is an independent, Anglican day school for boys, located in Canterbury, an eastern suburb of Melbourne, Victoria. Students can explore a well-rounded education in the classroom and beyond, across academic, sporting, artistic and spiritual endeavours.
<http://www.cgs.vic.edu.au>



LinkedIn – CGS

- **Publications** – Perfect opportunity for you to showcase written projects you have contributed to or been quoted in
- **Projects** – particularly where you have been involved in voluntary and exchange programs
- **University** – once CGS has a profile as a ‘university’ on LinkedIn – re-add this if you have studied here (and all students)
https://help.linkedin.com/app/answers/detail/a_id/40128



LinkedIn – CGS

- **Honours and Awards** – showcase your past
- **Company** – follow Camberwell Grammar School
<http://www.linkedin.com/company/539267>
- **Group** – encourage CGS to create a Group to enable direct contact not just news feed and sub groups for alumni and parents and friends
- **Statistics** – Currently 623 followers on the Company Profile as at 20/7/15



Old Camberwell Grammarians'
Association

LinkedIn – Premium Options

LinkedIn Premium Account



- **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 – Further Resources

- <http://photofeeler.com>
- <http://myfuture.edu.au>
- <https://adwords.google.com/KeywordPlanner>
- <http://www.linkedin.com/pulse/20141016095333-77832-how-to-showcase-your-professional-membership-on-linkedin>
- <http://www.linkedin.com/pulse/top-tips-professional-linkedin-social-media-profile-sue-ellson>
- <http://sueellson.com/publications>
- <http://sueellson.com/presentations>

LinkedIn – Homework

- **Complete your profile** – including CGS in the websites and experience sections (as a minimum), explain transferable skills (Grip Test Engineer)
- **Stay on purpose** – can change later
- **Tell whole story** – two dimensional – don't tell, can't sell
- **Connect** – to fellow staff, students, alumni, industry representatives, academics and others
- **Maintain** – do your maintenance every three months
- **Strategy** – determine what you will do on a regular basis that aligns with your purpose – Posts, Groups, Companies, Like, Comment, Share, Update, Endorse, Recommend
- **Review** – is it delivering? Do you need to modify?
- **Ask for help** if you need it - seek a mentor or accountability partner to stay focused





LinkedIn – Homework for Students

- Complete your profile with a good quality photo
- Write up your school projects (great for behavioural interview questions)
- Take out student membership of the relevant professional association
- Seek out your first industry or academic mentor
- Secure a minimum of 60 connections
- Record the details of all of your part time paid and voluntary work
- Explain your academic achievements (XYZ Award is not necessarily known in the community)
- Provide contact details in the Summary and Advice for Contacting Sections
- Follow target companies you would like to work for
- Follow the university you would like to attend
- Use LinkedIn as your personal, portable, international address book and CRM

Questions and Answers and Special Offer **SMS 0402 243 271** **Name, Email Address and CGS**



1. Copy of these slides and audio file
2. Copy of LinkedIn Profile Guide (value \$5.95)
3. Invitation to connect to Sue Ellson on LinkedIn (7,091 Connections)
4. Notification when *120 Ways to Maximise LinkedIn* Book Released