

LinkedIn Deconstructed for AHRI Student Members

Webinar – 16 September 2015 - Melbourne, Australia

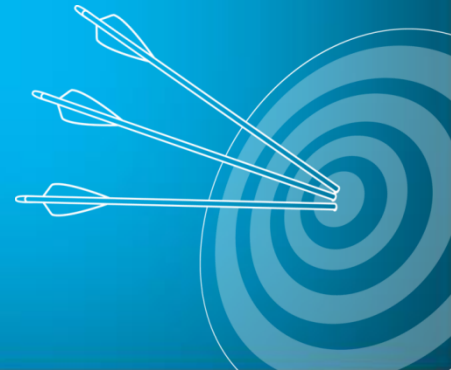
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register/7263768906215582209](https://attendee.gotowebinar.com/register/7263768906215582209)



Sue Elson BBus AIMM MAHRI CDAA ASA

- Joined LinkedIn 21 December 2003
- 7,399 Connections
- 767 profile views last 90 days
- Sourced career, work and business opportunities
- Worked in banking, HR, recruiting, marketing, business, online
- First connection to AHRI 2001
- AHRI Member since December 2005, CDAA & ASA June 2015
- AHRI IHRM Victoria Network Convenor since October 2007
- AHRI Victorian State Council Member since March 2014
- Number 1 of 246 Members at AHRI on LinkedIn
- Independent LinkedIn Consultant to individuals and organisations since 2010



Today



- background on LinkedIn and AHRI 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
- practical run through <https://au.linkedin.com/in/adamjfkings>

LinkedIn Stats



- started out in the living room of co-founder Reid Hoffman in 2002
- launched 5 May 2003
- world's largest professional network 380+ 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
- <https://press.linkedin.com/site-resources/news-releases/2015/linkedin-announces-second-quarter-2015-results>

Why?

- Almost 8 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
- your network is your net worth – pull strategy rather than push strategy
- 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%, referrals are number 1 for results in Australia and New Zealand (this requires RESEARCH!)
- 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
- <http://www.linkedin.com/pulse/how-choose-your-next-job-career-sue-ellson> if you can't decide and/or complete <https://www.ahri.com.au/education-and-training/training-needs-analysis-tool>



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

AHRI on LinkedIn

- AHRI Company Page
- AHRI Group
- AHRI Sub Groups
- AHRI University

Social Networks <https://www.ahri.com.au/resources/ahris-social-networks>

Twitter <https://twitter.com/AHRItweets>

Instagram <https://instagram.com/ahriphotos/>

Facebook <https://www.facebook.com/AHRIAustralia>

Blog <http://www.hrmonline.com.au/ahri-blog/>



The Australian Human Resources Institute (AHRI)

Human Resources
11-50 employees

10,348 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 globe.

How You're Connected



49 first-degree connections

116 second-degree connections

277 Employees on LinkedIn

See all ▶

AHRI Company Page - <https://www.linkedin.com/company/110484>
- follow (last year 5,825 followers, now 10,348 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: 52,766

Subgroups: 14

Owner: Laura Kroll

Managers: Joyce Herlyn, Angelina Pillai, Toby Marshall, Lincoln Smith, Alex Reynolds, Kryshla Salaris (née Gerbes), Grace Santos, Helen Matovu-Reed, 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, now 52,766 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



Add to board

Suggest



Explore Careers of 43+ Alumni

How you're connected



3 first-degree connections

9 second-degree connections

AHRI We need you! Have you completed any type of course, attended some professional development or networking function through AHRI? Currently only 43 Alumni – please help!

In **Education**, please choose AHRI as the education provider as we are now a University!

<http://www.linkedin.com/edu/school?id=171028>

Places to put your AHRI Details on your LinkedIn Profile



- summary – Post Nominals Sue Ellson MAHRI
- tags – Sort your contacts and put 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
- certifications – List your Membership number as your License number
- education – list the professional development or AHRI courses you have completed as AHRI is now a University – make sure you choose AHRI from the drop down list!
<http://www.linkedin.com/edu/school?id=171028>

Ways to showcase your professional memberships

<http://www.linkedin.com/pulse/20141016095333-77832-how-to-showcase-your-professional-membership-on-linkedin>

Before you complete your profile

- use Google Chrome as your browser, change downloads setting
- 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



Primary Keywords

Essential Keywords you must use to describe your value (ie HR, AHRI, Human Resources, Internship)

Secondary Keywords

Descriptive Keywords that match the Primary Keywords

(Student, Graduate, University,)

Related Keywords that are associated with Primary Keywords

(Employee Relations, Industrial Relations, Awards, ER, IR)

New Keywords that replace the old keywords

(People and Culture, Analytics, Data Science)

Old Keywords that may still be in use

(Personnel, Staff, Workforce)

Positioning Keywords that help the reader say 'hell yes' or 'hell no'

(Practical, Business Savvy, Enterprising, Proactive, Contributor)

Culturally Appropriate Keywords that may be needed in a particular location

(Willingness to travel, Ways to Contact, Hours of Work, Study end date)

LinkedIn Keywords

Always consider the target audience and what they will search for to find you

LinkedIn Purpose

Computer Experience

- Keywords
- Related, Relevant, Recent 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



Upcoming Events

1. In Adelaide at University of South Australia 23 September 2015
<http://www.unisa.edu.au/Calendar/UniSA-CareerShops-LinkedIn-Workshops/>
2. In Sydney at the Reinvent Your Career Expo 17 & 18 October 2015
<http://www.reinventyourcareer.com.au/sydney-expo/about-the-expo/>
3. In Melbourne at Maximise LinkedIn for Your Purpose Workshops 22 & 28 October
<http://maximiselinkedinforyourpurpose.eventbrite.com.au>
4. AHRI Events
<https://www.ahri.com.au/conferences-and-networking/full-calendar-of-events>

Further Resources

1. LinkedIn Talent Trends in Australia and New Zealand <https://business.linkedin.com/en-au/talent-solutions/c/15/4/australia-2015-indemand/australia-tips-and-insights/test121>
2. LinkedIn Job Changing Trends in Australia and New Zealand <http://lnkd.in/jobchangingtrends>
3. Previous AHRI Students Webinar <http://www.sueellson.com/presentations/presentations-2015/150603-australian-human-resources-institute-ahri-linkedin-for-student-members-webinar/>
4. Sue Ellson YouTube videos on LinkedIn <https://www.youtube.com/channel/UCOhckRXATKRvbqU6GNbys8A>
5. Sue Ellson Publications <http://sueellson.com/publications>
6. Sue Ellson Presentations <http://sueellson.com/presentations>
7. Check out your photo brand <http://photofeeler.com>
8. Find keywords and resources <http://myfuture.edu.au> and <https://adwords.google.com.au/keywordplanner>

Goodie Bag

Email sueellson @ sueellson.com with AHRI Webinar in the subject line, include your first name and any feedback or questions from this webinar in the email and you will receive

1. Free copy of these slides and link to recording
2. Free copy of slides of LinkedIn for AHRI Leaders presentation 12 May 2015
3. Free copy of LinkedIn Profile Guide (value \$5.95)
4. Invitation to connect on LinkedIn <http://au.linkedin.com/in/sueellson>
5. Free notification when *120 Ways to Maximise LinkedIn* book is released