

Masterclass for UniSA Students

HH4-08, Sir Hans Heysen Building, Level 3, Room 08
University of South Australia, City West Campus,
North Terrace, Adelaide, South Australia



University of
South Australia

Wednesday 23 September 2015 1:30pm - 3:30pm

Sue Ellson BBus AIMM MAHRI CDAA ASA

<http://au.linkedin.com/in/sueellson>

<http://sueellson.com>

sueellson @ sueellson.com

[http://www.unisa.edu.au/Calendar/
UniSA-CareerShops-LinkedIn-Workshops/](http://www.unisa.edu.au/Calendar/UniSA-CareerShops-LinkedIn-Workshops/)

Sue Ellson BBus AIMM MAHRI CDAA ASA

- 1982 started work at Westpac in Adelaide
- 1987 started digital literacy and training
- 1994 moved to Melbourne from Adelaide
- 1994 started consulting - careers, business, marketing, training
- 2000 Graduated from UniSA Bachelor of Business (Administrative Management)
- 2001 first website online Newcomers Network
- 2001 Member of the Australian Institute of Management
- 2003 joined LinkedIn now 7,445 Connections, 795 profile views last 90 days
- 2005 Member of the Australian Human Resources Institute
- 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
- 2014 tutor at the Centre for Adult Education
- 2015 Associate Member of CDAA and Member of ASA



Today

- background on LinkedIn and why you need it
- complete your profile as a referral and pull strategy
- showcase your subjects, projects and extra curricular activities
- best tips specifically for students
- build and maintain an effective network
- generate connections
- find mentors
- define your online career strategies
- enhance your networking
- improve your job search and career planning techniques
- how to commit to your purpose
- practical examples and questions



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 (14M Facebook 3M Twitter 4M Instagram ? Google+)
- 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 our email address sueellson @ sueellson.com to prevent spam robots)



And also because...

- hidden job market (previously 70%, now 90%)
- recruitment processes (reduction in recruitment agents)
- not what you know or who you know but **who refers you**
- 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)
- Digital Footprint (what is in Google), Digital Literacy, Digital Asset
- brand YOU (manage your own profile, career and business)
- 95% of decision makers will Google you



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 competency
- **Need help** - ask a friend or expert



Your Career

- Large organisations are using LinkedIn (so 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 now and in the future
- <http://www.linkedin.com/pulse/how-choose-your-next-job-career-sue-ellson> if you are uncertain about what to do in the future
- More articles at <http://sueellson.com/publications>
- More videos and audio recordings at <http://sueellson.com/presentations>



Before updating 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



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



LinkedIn Keywords

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)

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



Keyword Locations

PRIORITY ORDER

- Headline
- Current Job Title
- Past Job Title
- Education
- Summary
- Experience
- Then all other sections...

Visit my profile at <http://au.linkedin.com/in/sueellson>
it is optimised for 'LinkedIn' and 'Trainer' so wherever
you see those words...



UniSA on LinkedIn

- UniSA University - 68,496 Alumni
<http://www.linkedin.com/edu/school?id=10248>
- UniSA Alumni Office Person - 500+ Connections
<https://au.linkedin.com/pub/university-of-south-australia/63/ab1/7a>
- UniSA Company - 12,598 Followers
<https://www.linkedin.com/company/university-of-south-australia>
- UniSA Alumni Group - 6,305 Members
<http://www.linkedin.com/grp/home?gid=90867>



Showcase Information

- **Subjects** - include in description of Education (see my UniSA Degree)
- **Projects** - list at least three around your purpose goals and for each project, list:
 - > Project Title
 - > Project Description
 - > Project Details
 - > Project Challenges and How Overcome
 - > Project Results and Feedback Received and Final Outcomes
- **Extra Curricular Activities** - Sports and Interest Groups, list in Voluntary Experience, Causes Support, Organisations, Publications (if relevant)



Membership Details

- summary - Post Nominals Sue Ellson MAHRI
- 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 any publications ie HR Monthly <http://www.hrmonline.com.au> and 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 courses you have completed
 - make sure you choose the organisation from the drop down list if it is listed!

Ways to showcase your professional memberships

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



More student specific tips

- describe your university/education provider and the subjects completed for each qualification
- list all of 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
- 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 or onboarding



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 session - 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



Statistics to reach

- 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+ good quality posts per year
- check for new features every six months
- back up and keep stats every three months



Build and Maintain Network

- Connect to new people regularly and set a reminder to follow up within a month
- Sort connections who are VIP's and contact three times a year
- Do some research - see who is stalking you and find some people to contact
- Like and Comment on relevant posts in the newsfeed or groups BUT make sure you read any links in full before you do so
- Keep yourself active - so that you automatically appear in newsfeeds
- Write recommendations and/or provide endorsements - increase visibility and benefits
- Be strategic - work with a mentor or accountability partner

<http://www.linkedin.com/pulse/do-you-have-time-accountability-partner-sue-ellson>



Generate Connections

- Be active on the platform
- Meet people face to face (more business is done directly than online - online is just the tool to connect both locally and internationally)
- Follow up and politely ask for information and referrals
- Publish content so that you come up in Google search results and provide a call to action so that people do ask to connect with you (but also provide your contact details so that they can connect if they don't know you)
- Be authentic - DO NOT SPAM



Find Mentors

- Consider UniSA Alumni
- Consider your Profession or Industry
- Contact directly and ask for an initial meeting (live or online) and then contact once a week, emails here and there and at least one follow up meeting over the next three months
- Pay for any refreshments!
- Say thank you regularly
- Provide feedback on results - written is extremely valuable and supply it regularly without request



Your Online Career Strategies

- LinkedIn - do EVERYTHING from these slides!
- Facebook - clean it up or at least, change your name!
- Twitter - follow the thought leaders and add value
- Instagram - be quirky and tag well
- Google+ - add content regularly and +1 appropriately
- Industry Forums - watch the leaders, comment and contribute
- Professional Associations - join, ESPECIALLY if they give you a profile page - and link to it everywhere
- Job Aggregator Websites - subscribe to job alerts
- Industry Portals - subscribe to job alerts, newsletters etc to identify trends
- Academia - connect to the Thought Leaders and share their findings
- Organisations - follow target companies, register on their career portals - update three monthly



Enhance Your Networking

- Pre-approach people for fact finding discussions
- Always ask for information, not a job
- Approach speakers or presenters before an event and follow up afterwards
- Arrive early and leave last when attending events
- Consider applying for jobs or at least setting job alerts within LinkedIn
- Watch the ‘ads’ served up to you
- Be more strategic about who you accept connections to but also follow influencers and subject matter experts to tell the algorithms what you are REALLY interested in



Improve your techniques

- **Job Search**
 - > prepare better keyword strings and add in new terms (like growth hacker etc)
 - > respond to all enquiries you receive politely
 - > follow up with people more frequently if they are in your target area
 - > be proactive
- **Career Planning**
 - > learn how to find work (not just do work)
 - > learn more about career development so you can take charge of your career
<https://education.gov.au/australian-blueprint-career-development>
 - > consider unbiased professional advice <http://cdaa.org.au>
 - > make use of ALL of the resources from the University of South Australia including the Career Hub, CareerShop and Career Services
<http://www.unisa.edu.au/student-life/support-services/career-services/>



Upcoming Events

1. In Sydney at the Reinvent Your Career Expo 17 & 18 October 2015 (free)
<http://www.reinventyourcareer.com.au/sydney-expo/about-the-expo/>
2. In Melbourne at Maximise LinkedIn for Your Purpose Workshops 22 & 28 October
<http://maximiselinkedinforyourpurpose.eventbrite.com.au> (\$80)
3. Christmas Day Picnic Lunches where everyone is welcome 25 December 2015 in Adelaide, Melbourne, Sydney, Brisbane and Perth (free)
<http://newcomersnetwork.eventbrite.com.au>
4. Private consulting by appointment (\$460 two sessions of two hours via Skype or in Melbourne)



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. Sue Ellson YouTube videos on LinkedIn
<https://www.youtube.com/channel/UCOhckRXATKRvbqU6GNbys8A>
4. Sue Ellson Publications <http://sueellson.com/publications>
5. Sue Ellson Presentations <http://sueellson.com/presentations>
6. Photo guidelines <http://www.linkedin.com/pulse/top-tips-professional-linkedin-social-media-profile-sue-ellson>
7. Find keywords and resources <http://myfuture.edu.au> and <https://adwords.google.com.au/keywordplanner>
8. Creating a website <http://www.linkedin.com/pulse/what-do-before-you-speak-website-designer-sue-ellson>

Examples and questions coming up...



Goodie Bag

Email [sueellson @ sueellson.com](mailto:sueellson@sueellson.com) with 'UniSA Intro' in the subject line, include your first name and any feedback or questions from this session in the email and you will receive

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

REMEMBER - BE ACCOUNTABLE - DO SOME EDITS AS SOON AS POSSIBLE!

Reviews welcome at <https://plus.google.com/+Sueellson2/?review=1>

