

LinkedIn and Google+ Live

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Athelstan Theatre,
450 Camberwell Road, Camberwell, Victoria, Australia

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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
- 2001 first website online Newcomers Network
- 2001 Member of the Australian Institute of Management
- 2003 joined LinkedIn now 7,535+ Connections, 765 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



Tonight

- background on LinkedIn and why you need it
- LinkedIn Hangups and Purposes
- before you update your profile
- keywords and your purpose
- statistics to reach
- background on Google Plus
- profile, page, published/verified
- how to commit to your purpose
- practical examples, questions and Goodie Bag
- anything else you would like?

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...

- word of mouth referral verification tool (first page of search results)
- hidden job market (previously 70%, now 90%)
- recruitment processes changed (reduction in recruitment agents)
- not what you know or who you know but **who refers you**
- 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 (and people at parties) 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
- **Business rules** – read your social media guidelines
- **Need help** – ask a friend or expert

LinkedIn Purposes

- find a job
- create and develop a business
- build a personal or business brand
- develop a network
- maintain relationships
- source leads
- do research
- create a reputable digital footprint
- share your knowledge

- **More articles** at <http://sueellson.com/publications>

- **More videos and audio recordings** at <http://sueellson.com/presentations>

LinkedIn Options

- **Profile** – for you as a person
- **Company** – for you as a business (or consultant) so logo is on profile
- **Group** – if you have a topic/collective that you think you can build and maintain
- **University** – if you are a reputable training provider
- **SlideShare** – for your PowerPoint Presentations
- **Pulse** – for your Blog Posts on LinkedIn and for your newsfeed
- **Lynda** – for your online training

Before you update 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 <http://www.linkedin.com/pulse/linkedin-keywords-what-primary-secondary-should-you-sue-ellson>
- 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 Keywords

Primary Keywords

Essential Keywords you must use to describe your value (LinkedIn Trainer, Training)

Secondary Keywords

Descriptive Keywords that match the Primary Keywords

(Independent, Specialist, Australia)

Related Keywords that are associated with Primary Keywords

(Social Media, Resume, Careers)

New Keywords that replace the old keywords

(Profile Writing, Facilitator, Masterclass, Social Media)

Old Keywords that may still be in use

(Instructor, Workshop, Template, Online Marketing)

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

(Professional, Consultant, First 100,000 members in the world)

Culturally Appropriate Keywords that may be needed in a particular location

(Australia, Melbourne, Rates, Outcomes)

Find keywords

<http://myfuture.edu.au>

<https://adwords.google.com.au/keywordplanner>

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...

If you like, visit my profile, it is optimised for 'LinkedIn' and 'Trainer' or 'Training' so wherever you see those words...

LinkedIn Your 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

Personal Profile 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+ posts per year
- check for new features every six months
- back up and keep stats every three months
- **Company Profile** <http://linkedin.com/pulse/how-maximise-your-company-profile-linkedin-sue-ellson>

What is Google Plus?

- Google's version of Facebook
- powerful because it tells the Google Index where you are
- leads to Google Reviews which are GOLD
- part of the entire suite of Google products including Google Search Console (previously Google Webmaster Tools), Google Analytics, Google Alerts etc
- <http://google.com/webmasters>
- <http://google.com/analytics>
- <http://google.com/alerts>
- <http://plus.google.com>

Background on Google Plus

- previously Google Maps, Google Places
- now moving from Google Plus to Google My Business
- need a 'Profile' to create a 'Page' or a 'Community' (Group)
- need an existing Google Account or Gmail Address
- cannot have a Page location without a physical address
- if you choose a 'Brand' it is not 'Verified' or 'Published' (tick)

What to do on Google Plus

- modify your URL very limited (see if you can match your other social media)
- have to add photos/images to change your cover
- make sure it is all connected to your one Google account – especially analytics
- you can have more than one Page on your Profile
- **add in ALL of your links ***MOST IMPORTANT*****
- complete your profile – including trading hours, keywords etc
- add posts at least once a month to remain in the Google Index

Commit 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 – pull marketing strategy

Goodie Bag

Email [sueellson @ sueellson.com](mailto:sueellson@sueellson.com) with Boroondara 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 also welcome at <https://plus.google.com/+Sueellson2/?review=1>