

Massaging the Message

Long Term Unemployment Conference

<http://longtermunemployment.org.au>

Pullman Melbourne on the Park,

192 Wellington Parade, Melbourne, Victoria, Australia 3102

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4:02pm – 4:32pm

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Sue Ellson BBus AIMM MAHRI CDAA ASA

- 1982 started work at Westpac in Adelaide
- 1987 started digital literacy and training, later recruitment
- 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 7,602+ Connections, 725 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 and senior consultant NetExpat
- 2015 Associate Member of CDAA and Member of ASA



Today

- why massage the message?
- how to prepare for massaging the message
- clarifying the message
- what to massage in the message
- ways to massage the message
- questions and **Goodie Bag with links to more!**

What does your online profile look like?

You need to set a good example

Why Massage the Message?

- up to 90% of jobs are not advertised (95% in USA, previously 70%)
- main ways to secure work for people with a disadvantage – Referrals, Networking, Voluntary Work
- not what you know or who you know but **who refers you**
- 95% of decision makers (and people at parties) will Google or Facebook search candidates before hiring – LinkedIn on first page of search results
- your network is your net worth – so it needs to be built and maintained
- employability is based on the value of your network – not security of your job as so many jobs are changing

Why Massage the Message?

- recruitment processes have changed – reduction in recruitment agents
- pull strategy rather than a push strategy – ideal for introverts
- 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), showcase your Digital Literacy, create a Digital Asset
- brand YOU – manage your own profile, career and business

How to Prepare for Massaging the Message

- **no privacy** – past history, need to have a digital footprint
- **other friends or colleagues don't use it** – that is their choice
- **don't know how to use it** – align it with one or more purposes
- **too much time** – do a cost benefit analysis
- **too costly** – I use free accounts
- **can't write** – dot point keywords
- **scared of computers** – need to show digital competency
- **need help** – ask a friend or expert

You may need to show examples, explain how other's overcame their concerns, prepare the content based on their story, explain the 'Australian Way' versus the 'American Way,' but -

NEVER, NEVER, NEVER, NEVER, NEVER EVER EVER EVER LIE!!!!!!!!!!!!!!!!!!!!!!

Clarifying the Message

- rebuild their self worth (the process of preparing a profile can help)
- find a job – a starting job or a stepping stone job (be realistic)
- create and develop a business idea (part time option)
- build a personal or business brand (can switch fields)
- develop a network
- maintain relationships
- source leads
- do research
- create a reputable digital footprint
- share knowledge

- **be clear on purpose**

<http://www.linkedin.com/pulse/how-choose-your-next-job-career-sue-ellson>

Help Select Keywords

Primary Keywords

Essential Keywords you must use to describe your value (Administration, Data Entry)

Secondary Keywords

Descriptive Keywords that match the Primary Keywords
(Office, KPM, WPM, Processing)

Related Keywords that are associated with Primary Keywords
(Accuracy, Efficiency, Error Rate)

New Keywords that replace the old keywords
(Virtual, Online, Remote)

Old Keywords that may still be in use
(Secretary, Batching, Ergonomic)

Positioning Keywords that help the reader say 'hell yes' or 'hell no'
(Friendly, Reliable, Efficient, Process Minded)

Culturally Appropriate Keywords that may be needed in a particular location
(Melbourne, Hourly Rates, Test Results)

Find keywords

<http://myfuture.edu.au>

[https://adwords.google.com.au/
keywordplanner](https://adwords.google.com.au/keywordplanner)

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

What to Massage in the Message

Computer Experience

- Keywords
- Related, Relevant, Recent Keywords
- Frequency of Keywords
- Content, Activity, Signals

User Experience

- Visual - photo or profile backgrounds
- Story - consistent and easy to read
- Bling - but don't be a try hard
- Contact details and calls to action - included
- Offensive material – REMOVED
- Positioning – leads to a hell yes or hell no
- Demonstration - past behaviour predicts future behaviour – explain in DETAIL
- Gaps – need to be explained positively



Strategy and Tactics

Ways to Massage the Message

- include voluntary work in experience (don't mention it is voluntary, particularly useful if the voluntary work is related to purpose)
- connect and group dates (from Jan 2010 – present, Various, Details)
- alternative descriptions (sabbatical, research, studying, travelling etc)
- full disclosure (Holding Company Name for prison, Kitchenhand, Administration etc)
- comprehensive details of courses or study in 'Education' (even day sessions)
- consistent look and feel across all platforms (same message, primary keywords etc)
- absolute accuracy and consistent formatting (professional, include contact details)
- **It is NOT ABOUT A LABEL – be a 'GURU' and describe VALUE**
<https://www.personalgrowth.com/over-50-looking-for-work/>
- **For specific tips for the major social media platforms, view**
<http://sueellson.com/presentations/presentations-2015/150907-netexpat-asiapacific-teleconference-social-media-for-success/>

Get some value from this session

- take action today
- look at other profiles for ideas (search for a similar candidate)
- encourage edits with a friend
- set a deadline for updating your own profile
- find an accountability partner to keep you accountable
- find a mentor to review the modified profile
- be courageous – describe in dot points the truth and massage the message where necessary but never never never ever ever lie – pull marketing strategy

Goodie Bag

SMS **0402 243 271** or email sueellson@sueellson.com with **LTUC**, your first name, email address and any feedback or questions from this session 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 Achieve Your Purpose via LinkedIn* book is released
5. Reminder to visit <http://sueellson.com/publications> and <http://sueellson.com/presentations>

REMEMBER – BE ACCOUNTABLE – take action today! Ask me questions during the breaks!

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