



Rotary E-Club of Melbourne

4 May 2016

20 Ways To Achieve Your Purpose With LinkedIn

Sue Ellson - Author of

'120 Ways To Achieve Your Purpose With LinkedIn'



433+ million members

8+ million members Australia

Network → Publisher → B2B



In Australia

14 million – Facebook

4 million – Instagram

3 million – Twitter



Personal Use

Optimise your name – usually first in Google

Find you online – reach you as required

Build your network – cloud based database

Keep in touch or research – after details change

Invite or decline opportunities – you choose (5)



Professional Use

Optimise your name – Referral Business

Find you online – Due Diligence

Build your network – Networking

Keep in touch – Automatic Updates

Invite or decline opportunities – Be Specific (5)



Rotary Use

Follow <http://www.linkedin.com/company/10576787>

List in Experience

List in Organisations you support

List in Voluntary Experience

Share Updates in your Newsfeed (5)



Rotary Use

Share Rotary E-Club of Melbourne Updates

Write Posts about your Rotary Projects on Your Profile

List your Rotary Projects as Projects on Your Profile

Follow Rotary International

<http://www.linkedin.com/company/10422>

Add your LinkedIn Profile URL to

Rotary E-Club of Melbourne Website and Email Signature (5)



Sue Ellson - Author

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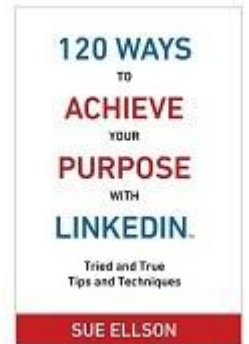
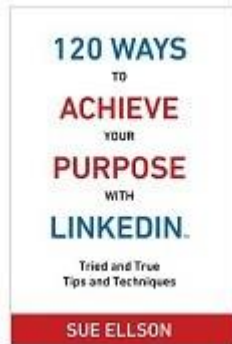
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SMS or email me for a copy of the top 20 Tips and Techniques