



Rotary Club of Caulfield

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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 SERP

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

Create a Rotary Club of Caulfield Company Profile

List in Experience

List in Organisations you support

List in Voluntary Experience

Share Updates in your Newsfeed (5)



Rotary Use

Share Rotary Club of Caulfield 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 Club of Caulfield Website and Email Signature (5)



Sue Ellson - Author

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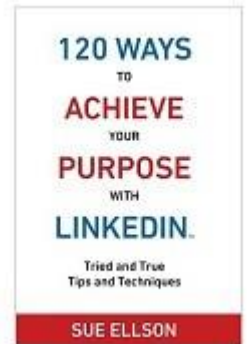
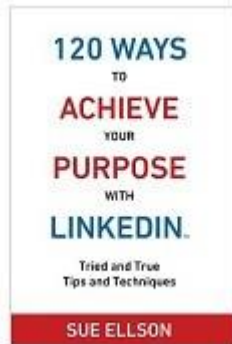
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SMS or email me for a copy of the top 20 Tips and Techniques