

Rotary Club of Richmond

20 June 2016

20 Ways To Achieve Your Purpose With LinkedIn

Sue Ellson - Author of

'120 Ways To Achieve Your Purpose With LinkedIn' and

'120 Ways To Attract The Right Career Or Business'



433+ million members

7+ million members Australia

Network → Publisher → B2B



In Australia 2016

**LinkedIn 7M, Facebook 15M, Instagram 7M,
Twitter 5M, Pinterest 4M, Snapchat 3M**

Source: <http://www.businessinsider.com.au/this-is-how-many-people-use-snapchat-linkedin-twitter-and-facebook-in-australia-2016-3>



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 Richmond Company Profile

<http://www.linkedin.com/company/10676221>

(Group at <http://www.linkedin.com/groups/4549584>)

List in Experience

List in Organisations you support

List in Voluntary Experience

Share Updates in your Newsfeed (5)



Rotary Use

Share Rotary Club of Richmond 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

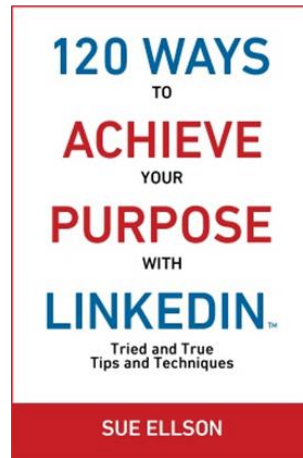
Rotary Club of Richmond Website and Email Signature (5)



Sue Ellson - Author

120 Ways To Achieve Your Purpose With LinkedIn
120 Ways To Attract The Right Career Or Business

More information

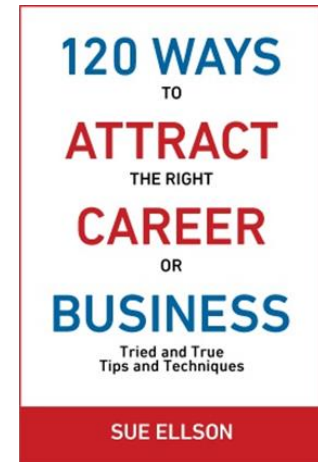


sueellson @ sueellson.com

sueellson.com

120ways.com

+61 402 243 271



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