

Rotary Club of Glen Eira

21 June 2016

LinkedIn for your Work, Career and Business

Sue Ellson - Author of

'120 Ways To Achieve Your Purpose With LinkedIn' and

'120 Ways To Attract The Right Career Or Business'

<http://rotarygleneira.org.au/event/16797/linkedin-for-your-work-career-and-business-sue-ellson>



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



Work / 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



Career

Source Mentors – Target Field

Research Leaders – Connect

Profession – Join Groups

Knowledge Share – Profile Your Experience

Brand and Reputation – Point of Difference



Business

Website Links

Company Profile + Regular Updates

Connect Employees + Follow

Social Media Policy

Strategic Distribution



Rotary Use

Create a Rotary Club of Glen Eira Company Profile
(Group at <http://www.linkedin.com/groups/4883130>)

List in Experience

List in Organisations you support

List in Voluntary Experience

Share Updates in your Newsfeed



Rotary Use

Share Rotary Club of Glen Eira Updates

Write Posts about your Rotary Projects on Your Profile

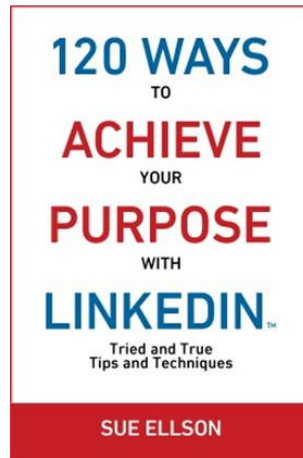
List your Rotary Projects as Projects on Your Profile

Follow Rotary International

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

Add your LinkedIn Profile URL to

Rotary Club of Glen Eira Website and Email Signature



Sue Ellson - Author

More information

sueellson @ sueellson.com

sueellson.com 120ways.com

+61 402 243 271

SMS or email me with

**'Rotary Club of Glen Eira', first name and email address
for a copy of the top 20 Tips and Techniques from both books
and to connect on LinkedIn**

