



## SBMS Conference

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Radisson on Flagstaff - 380 William Street Melbourne

## Guru or Dinosaur – LinkedIn Tips for Mentors and Mentees

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### 1. Guru or Dinosaur

Extended from <https://www.personalgrowth.com/over-50-looking-for-work/>

Guru	Y/ N	Dinosaur	Y/ N
1. Experience described with a list of skills, industries, achievements		Experience described in terms of the number of years	
2. Education completed regularly including professional development, courses, formal qualifications		No professional development, course attendance or formal qualifications for more than one year	
3. Digital Competency		Digital Literacy	
4. Relevant online brand		Memory only offline brand	
5. Recent energetic photo		Old traditional photo	
6. New language and current terminology		Old language and old terminology	
7. Complex multi-dimensional thinking		Linear chronological thinking	
8. Non attachment to the past (future possibilities)		Attachment to the past (good old days)	
10. Regular exercise		Little or no exercise	
11. Showcase achievements (don't tell, can't sell)		Hide achievements	
12. Up to date with current trends		Stopped sourcing trend information	
13. Flexible		Rigid	
14. Values based		Profit based	
15. Significance		Success	
16. Constantly evolving		Constantly decaying	
17. Sustainable		Non-sustainable and requires your input	
18. Combines traditional and modern		Relies on traditional	
19. Discerning		Reactionary	
20. Proactive and takes action		Task driven	

#### Task 1:

With another mentor, describe one of your Guru items and how this helps you in your role as a mentor

#### Task 2:

With the same mentor, describe one your Dinosaur items and what actions you will complete in the next month

## 2. Technology Essentials

databases – not written, not findable

algorithms – goal posts that change frequently

signals – your behaviour will affect your experience online

consistency – more important than perfection

persistence – regularly add content

responsiveness - respond quickly to all comments and shares (not likes)

## 3. Game Changers

reviews – Google, Facebook, Yelp, True Local

shiny objects – don't be fooled by the latest craze – confirm reliability before investing time or money

regulation – some options simply will not be approved by schools or parents

online versus offline – you cannot rely exclusively on online – 85% is by referral so you need to manage

reputation and results – but remember, online is part of due diligence

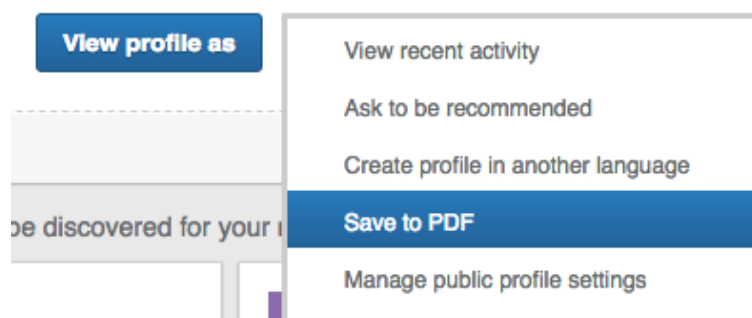
employee marketing – owners and staff can support business objectives

## 4. LinkedIn Essentials

8+ million Australians, 450+ million worldwide, established 5 May 2003

1. From your home page, click and review number of page views per 90 days or go to <https://www.linkedin.com/wvmx/profile> (remember to record the number of views per 90 days and aim for 100+ per 90 days and 'reverse stalk' to see the people who have looked at your profile)

2. From your profile page, save your LinkedIn Profile to PDF 20160928-Sue-Ellson-LinkedIn.pdf



3. From your 'My Network' page, click on the cog on the top right hand side of your screen, choose Export LinkedIn Connections and save the file to your computer.

4. Go to the top right hand side picture of you (or silhouette) and click on Privacy and Settings and click Privacy in the middle of the screen.

a. decide if the people who can see your connections is 'Your Connections' or 'Only You'

b. turn off visitors to this profile also viewed

c. see how you can make yourself anonymous or turn yourself to visible

## 5. LinkedIn Benefits

a. personal cloud based database

b. build your network and find people

c. found online by your name, business name or keywords

d. find others to help you or your mentees

e. information gathering tool – collaborators, competitors, strategic alliance partners

f. tool to tell people not to contact you (unless family history) if you are officially retired

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## 6. Strategic Tips

- a. number of connections (and shared connections improves search results)
- b. keywords in headline, current job title, past job titles, education, summary, experience
- c. 6+ recommendations
- d. regular activity on LinkedIn – like, comment but more importantly share (if verified first)
- e. endorsing others (but only if you know they can do something)
- f. contributions – writing articles (posts), participating in Groups, adding content to your profile or a company profile

## 7. Essential Edits

- a. photo that matches your purpose
- b. headline (under your name), 120 characters of keywords – what you want to be found for
- c. summary that describes present and future
- d. LinkedIn URL that is modified to your name
- e. Add SBMS Membership as a Certification
- f. Follow SBMS Company <https://www.linkedin.com/company/485711>
- g. List your SBMS role in both the Experience and Volunteering sections
- h. include your contact information in the 'Advice for Contacting you' and/or Summary as well as Contact Info.
- i. complete your profile consistently and add in some bling – videos, pictures etc
- j. set an example to your mentees

## 8. Special Offer

For a digital copy of these notes, the audio recording, the top 20 tips from Sue's three books:

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

and an invitation to connect on LinkedIn, please contact Sue Ellson with the code SBMS via email to [sueellson@sueellson.com](mailto:sueellson@sueellson.com) or message +61 402 243 271 with your email address.

Don't forget – take action if you want results!