

Rotary Club of Werribee

Italian Sports Club, 601 Heaths Road
Werribee, Melbourne, Victoria, Australia 3030

21 February 2017

20 Ways To Achieve Our Purpose With LinkedIn

Sue Ellson



490+ million members

8+ 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 Werribee Company Profile
(<https://www.linkedin.com/company-beta/17945017/>)

List in Experience

List in Organisations you support

List in Voluntary Experience

Share Updates in your Newsfeed



Rotary Use

Share Rotary Club of Werribee Updates

Write Articles about your Rotary Projects on Your Profile

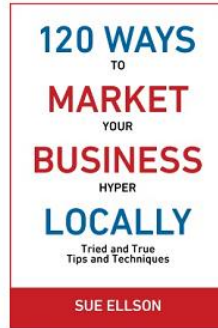
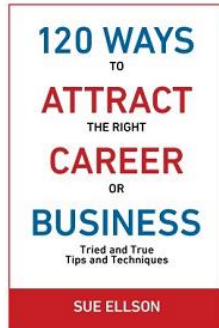
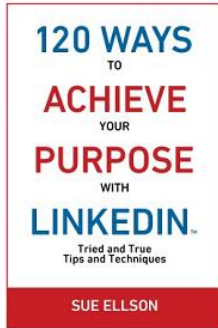
List your Rotary Projects as Projects on Your Profile

Follow Rotary International

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

Add your LinkedIn Profile URL to

Rotary Club of Werribee Website and Email Signature



Sue Ellson - Author

More information

sueellson @ sueellson.com

+61 402 243 271

Door Prize

First Name and Email Address (or business card)

To Win a Book!