

Rotary Club of Prahran

College Lawn Hotel
Corner Greville Street & Perth Street
Prahran, Melbourne, Victoria, Australia 3181

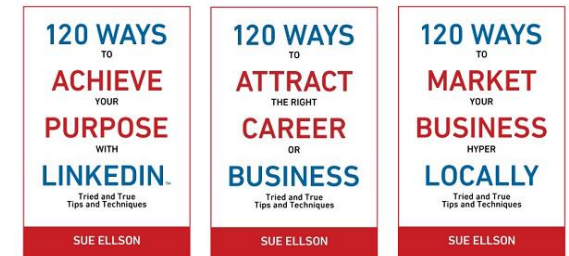
20 March 2017

Linkedin for 'not-for-profits' & individuals

Sue Ellson

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- 1982 Started work at Westpac in Adelaide
- 1987 Started digital literacy and training
- 1994 Moved to Melbourne from Adelaide
- 1994 Consulting – careers, business, marketing, training
- 2001 First website online NewcomersNetwork.com
- 2001 Member of the Australian Institute of Management
- 2003 Joined LinkedIn now 9,970+ Connections, 1,596 profile views last 90 days
- 2005 Member of the Australian Human Resources Institute
- 2008 Independent LinkedIn Consultant
- 2012 Started Camberwell Network
- 2014 Teaching at the Centre for Adult Education
- 2015 Associate Member of CDAA and Member of ASA
- 2016 Teaching at General Assembly and RMIT Short Courses
- 2016 wrote and self published 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
- 2017 Teaching at Monash Training and Professional Development



Sue Ellson – Voluntary Work

- 2001 – now Free Presentations, Training, Events and Social Enterprises Newcomers Network & Camberwell Network
- 2013 – 2016 Volunteer Foster Carer RSPCA Victoria
- 2013 – 2014 Consultant to the Media Team St Paul's Anglican Church Canterbury
- 2011 – 2014 Adviser and Facilitator, Camberwell Traders Association
- 2011 – 2012 Committee Member, Friends of Music Parent Helper Blackburn High School
- 2009 – 2012 Committee Member, Friends of Music Parent Helper Camberwell High School
- 2007 – 2015 Convenor, International Human Resources Network Victoria and Councillor Victorian State Council The Australian Human Resources Institute (AHRI)
- 2004 – 2011 Parent Helper Scouts Australia (including two Jamborees and one Cuboree)
- 2003 – 2007 Committee Member Victorian Community Committee for Harmony
- 2003 – 2009 Media, Communications and Committee Member Victorian Immigrant and Refugee Women's Coalition
- 2001 – 2002 Promotions Officer and President Templestowe Valley Pre School
- 2001 – 2002 Committee Member, Cultural Tourism Industry Group
- 2001 – 2002 Promotions Executive and Deputy Chair, International Business Group Australian Institute of Management
- 1999 – 1999 Committee Member University of South Australia, Administrative Management Student and Staff Course
- 1998 – 1998 Fundraising Committee Member, Templestowe Heights Pre School
- 1992 – 1993 Inaugural Secretary/Treasurer and Westpac Representative Australian Institute of Bankers South Australian Young Banker's Committee
- 1991 – 1992 Committee Member, Westbourne Park Netball Club
- 1991 – 1992 Fundraising Committee and Assistant Treasurer South Australian United Church Netball Association
- 1991 – 1993 Photographer Mitchell Park Football Club and Morphetville Park Football Club





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 Prahran Company Profile

List Rotary Details in Experience section

List in Organisations you support

List in Voluntary Experience

Share Updates in your Newsfeed



Rotary Use

Share Rotary Club of Prahran Updates

Write Articles about your Rotary Projects on Your Profile

List your Rotary Projects as Projects on Your Profile

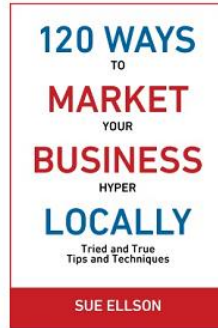
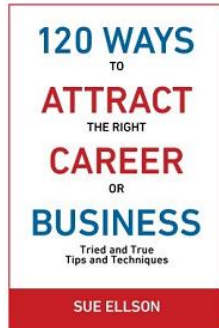
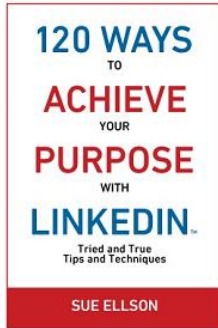
Follow Rotary International

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

(and ask others to Follow you)

Add your LinkedIn Profile URL to

Rotary Club of Prahran Website and Email Signature



Sue Ellson - Author

More information

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+61 402 243 271

Door Prize

First Name and Email Address (or business card)

To Win a Book!