



for AHRI Members

18 April 2017

Webinar for

AHRI Cairns Students and Young Professionals Network

With Sue Ellson

Independent LinkedIn Specialist



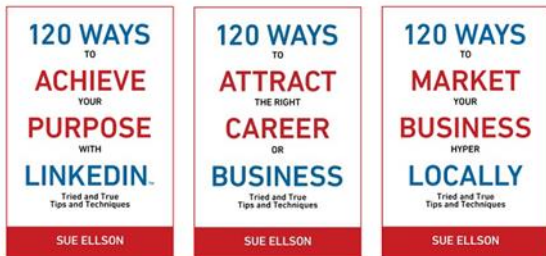
Today

- background on LinkedIn and AHRI on LinkedIn
- showcase your AHRI membership
- complete your profile as a referral and pull strategy
- best tips specifically for students
- how to commit to your purpose

Sue Ellson- Professional



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 10,200+ Connections, 1,816 profile views last 90 days
2005 Member of the Australian Human Resources Institute
2008 **Independent LinkedIn Consultant** and Member of Melbourne Press Club
2012 Started CamberwellNetwork.com
2014 Teaching at the Centre for Adult Education
2015 Associate Member of CDAA and Member of Australian Society of Authors
2016 Teaching at General Assembly and RMIT Short Courses
2016 Wrote and 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

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 Morphettville Park Football Club

1992 – 1993 Inaugural Secretary/Treasurer & Westpac Representative Australian Institute of Bankers South Australian Young Banker's Committee

1998 – 1998 Fundraising Committee Member, Templestowe Heights Pre School

1999 – 1999 Committee Member University of South Australia, Administrative Management Student and Staff Course

2001 – 2002 Committee Member, Cultural Tourism Industry Group

2001 – 2002 Promotions Executive and Deputy Chair, International Business Group Australian Institute of Management

2001 – 2002 Promotions Officer and President Templestowe Valley Pre School

2003 – 2007 Committee Member Victorian Community Committee for Harmony

2003 – 2009 Media, Communications and Committee Member Victorian Immigrant and Refugee Women's Coalition (VIRWC)

2004 – 2011 Parent Helper Scouts Australia (including two Jamborees and one Cuboree)

2007 – 2015 Convenor, International Human Resources Network Victoria Australian Human Resources Institute (AHRI)

2009 – 2012 Committee Member, Friends of Music Parent Helper Camberwell High School

2011 – 2012 Committee Member, Friends of Music Parent Helper Blackburn High School

2011 – 2014 Adviser and Facilitator, Camberwell Traders Association

2013 – 2014 Consultant to the Media Team St Paul's Anglican Church Canterbury

2013 – 2016 Volunteer Foster Carer RSPCA Victoria

2014 – 2015 Councillor Victorian State Council Australian Human Resources Institute (AHRI)

2001 – now Free Presentations, Training, Events for various organisations and Social Enterprises Newcomers Network & Camberwell Network



LinkedIn Stats

- started out in the living room of co-founder Reid Hoffman in 2002
- launched 5 May 2003
- world's largest professional network 480+ million members in 200+ countries (over 8 million in Australia – 16 million on Facebook)
- mission to connect the world's professionals to make them more productive and successful
- LinkedIn is publicly held, diversified business model with revenues from member subscriptions, advertising sales and talent solutions
- acquired Pulse, SlideShare and Lynda, acquired by Microsoft 2016
- started as a network, then publishing, next B2B platform

Why?

- Over 8 million Australians have a LinkedIn profile
- Your Profile is likely to come up in Google Search for your name
- 14 times more likely to be viewed if you have a photo
- 7 times more likely to be viewed if your profile has been completed
- three most important sections - Photo, Headline, Summary
- your network is your net worth – pull strategy rather than push strategy
- remember to include contact information in ‘Summary’ section (but leave a space in your email address sueellson @ sueellson.com to prevent spam robots)

Career

- Previously 70% jobs not advertised, now estimate closer to 90%, referrals are number 1 for results in Australia and New Zealand (this requires RESEARCH!)
- 95% of decision makers 'Google' you before offering you a job (and 75% do before the interview)
- Large organisations are using LinkedIn (Follow your target Companies)
- Not just finding your next job but also building your profile in the company, build and maintain your network and keep yourself open for roles aligned with YOUR goals
- <http://www.linkedin.com/pulse/how-choose-your-next-job-career-sue-ellson> if you can't decide and/or complete the Training Needs Analysis Tool
<https://www.ahri.com.au/education-and-training/training-needs-analysis-tool>

Human Resources

- more HR is observed, more influence
- promote your AHRI Connection – discuss HR topics online
- connect internationally – global and multicultural workforce
- showcase HR Projects and Publications on your profile
- don't leave it for the IT savvy crowd – keep up to date with HR

AHRI on LinkedIn

- AHRI Company Page <https://www.linkedin.com/company-beta/110484/>
- AHRI Group <https://www.linkedin.com/groups/79353>
- AHRI Sub Groups
- AHRI University

Social Networks <https://www.ahri.com.au/resources/ahris-social-networks>

Twitter <https://twitter.com/AHRItweets>

Instagram <https://instagram.com/ahriphotos/>

Facebook <https://www.facebook.com/AHRIAustralia>

Blog <http://www.hrmonline.com.au/ahri-blog/>



Australian HR Institute (AHRI)

Human Resources • 11-50 employees • Melbourne, VIC



+44

47 connections work here. [See all 306 employees](#) →

[See jobs](#)

Following

16,824 followers

About us

The Australian HR Institute (AHRI) is the national association representing human resource and people management professionals. We have around 20,000 members from Australia and across the globe.

Whether you want to develop your career, get HR support, stay in touch with the latest industry developments, or help to grow the HR and management skills of your team, AHRI membership is for you.

AHRI provides education and training services in HR, people management and business skills; produces world-class conferences; and holds seminars and

[Show details](#) ▼

Recent update



Are you time poor and stressed? Here's how to reclaim
[See all updates](#)

Follow

AHRI Company Page

<https://www.linkedin.com/company-beta/110484/>

2014 - 5,825 followers


2015 - 10,348 followers


2017 - 16,824 followers



in

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 Australian HR Institute
62,375 members ✓ Member

 Start a conversation with your group

Enter a conversation title...

Conversations Jobs

ABOUT THIS GROUP

We are about meaningful discussions on all things HR, with two main rules:

1. The only posts allowed are discussions that can be commented on without needing to follow a link.
2. If your post sparks questions or contrary opinions you should respond..... **Show more**

[Group rules](#)

Join AHRI Group
<https://www.linkedin.com/groups/79353>
2014 42,177 members
2015 52,766 members
2017 62,375 members



AHRI Sub Groups

AHRI Attraction, Recruitment and Retention Network <https://www.linkedin.com/groups/4261980>

AHRI Inclusion and Diversity Network <https://www.linkedin.com/groups/4297147>

AHRI Employee Relations/Industrial Relations Network <https://www.linkedin.com/groups/4261974>

AHRI HR Management Systems Network <https://www.linkedin.com/groups/3959736>

AHRI International Human Resources Management Network <https://www.linkedin.com/groups/4261977>

AHRI Learning and Development Network <https://www.linkedin.com/groups/4261972>

AHRI Occupational Health and Safety/Risk Management Network <https://www.linkedin.com/groups/4261973>

AHRI Organisational Design and Development Network <https://www.linkedin.com/groups/4261976>

AHRI Performance and Reward Network <https://www.linkedin.com/groups/4261978>

AHRI Public Sector Network <https://www.linkedin.com/groups/4291012>

AHRI Regional HR Professionals Network <https://www.linkedin.com/groups/4261984>

AHRI Young Professionals Network <https://www.linkedin.com/groups/4261979>

- join a group related to your specialty of HR



Australian Human Resources Institute

Melbourne, VIC

Higher Education • 814+ alumni



+1

4 connections work here. [See the employee](#) →

[See alumni](#)

Following

2,501 followers

About us

The Australian Human Resources Institute Ltd (AHRI) is the chosen career partner for HR professionals and people managers. The range and depth of training courses offered ensure HR professionals and people managers achieve their training goals.

As the only professional association for the HR industry in Australia, AHRI understands the business challenges that staff and organisations face, and the expanding responsibilities and contribution to the business that the HR professional now makes.

In **Education**, please choose AHRI as the education provider for any course you do

<https://www.linkedin.com/school/15100919>



Places to put your AHRI Details on your LinkedIn Profile

- summary – Post Nominals Sue Ellson MAHRI
- website – Other - AHRI Member 143184 <http://www.ahri.com.au>
- experience – Voluntary Committee or Network Member
- organizations – List Australian Human Resources Institute
- publications – If you contribute to HR Monthly <http://www.hrmonline.com.au>
https://www.ahri.com.au/_data/assets/pdf_file/0003/43095/AHRI-HRM-contributor-guidelines-January-2016.pdf
- certifications – List your Membership number as your License number
- education – list the professional development or AHRI courses you have completed as AHRI is now a University – make sure you choose AHRI from the drop down list!

Ways to showcase your professional memberships

<http://www.linkedin.com/pulse/20141016095333-77832-how-to-showcase-your-professional-membership-on-linkedin>



Before you complete your profile

- use Google Chrome as your browser, change downloads setting to ask where to save files
- be clear about your purpose
- prepare a list of primary and secondary keywords for your target audience
- record your statistics in a spreadsheet – views per 90 days, connections, recommendations, endorsements
- save a PDF of your profile
- export all your connections (get an archive of your data)
- turn off activity broadcasts

Primary Keywords

Essential Keywords you must use to describe your value (ie HR, AHRI, Human Resources, Internship)

Secondary Keywords

Descriptive Keywords that match the Primary Keywords

(Student, Graduate, University, Internship,)

Related Keywords that are associated with Primary Keywords

(Employee Relations, Industrial Relations, Awards, ER, IR)

New Keywords that replace the old keywords

(People and Culture, Analytics, Data Science)

Old Keywords that may still be in use

(Personnel, Staff, Workforce)

Positioning Keywords that help the reader say 'hell yes' or 'hell no'

(Practical, Business Savvy, Enterprising, Proactive, Contributor)

Culturally Appropriate Keywords that may be needed in a particular location

(Willingness to travel, Ways to Contact, Hours of Work, Study end date)

Always consider the target audience and what they will search for to find you

LinkedIn Keywords

LinkedIn Purpose

Computer Experience

- Keywords
- Related, Relevant, Recent Keywords
- Frequency of Keywords
- Activity
 - Like, Comment, Share
 - Add or Invite Connections
 - Participate in Groups
 - Follow Companies
 - Publish Posts
 - Endorse and Recommend
 - Tag and Manage Connections
 - Network and Follow Up

User Experience

- Photo
- Headline
- Summary
- Consistent and easy to read
- Include bling but don't be a try hard
- Include contact details and calls to action
- Hell yes or hell no
- Past behaviour predicts future behaviour

 **Strategy and Tactics**

Statistics to aim for

- 60+ connections
- 100+ views per 90 days
- 6+ recommendations
- 20+ endorsements for top 10 skills
- 80% of sections completed (skip patents, personal details)
- login once a week – one Like, Comment or Share from newsfeed
- 3+ articles per year
- check for new features every six months
- back up and keep statistics every three months

Student specific tips

- describe your university and the subjects completed for each qualification
- list your extra curricular activities (sports, interest groups)
- describe your academic awards and achievements
- list any voluntary work you have done (even weekend projects)
- provide details of student exchange or travel programs
- fill in gaps of experience by describing your travel or gap years and what you learnt
- complete the projects section with at least three university projects you completed and the results
- photo – not your graduation shot – aligned with your purpose
- mention student as a keyword if you are looking for ‘student’ positions
- discuss part time work and all of the transferable skills – customer service, supervising, rostering, cash handling, trusted with keys and security codes, abiding by OH&S policies, assisted with inductions

Committing to your purpose

- look at other profiles for ideas
- do more edits with a friend
- set a deadline for updating your profile
- find an accountability partner to keep you accountable
- find a mentor to review your profile
- get MAXIMUM VALUE from attending this webinar – take action immediately
- be courageous – describe in dot points the truth and massage the message where necessary but never lie – ideal personal branding platform

Further Resources

1. LinkedIn Talent Trends in Australia and New Zealand <https://business.linkedin.com/talent-solutions/job-trends/2016-talent-trends-home/2016-australia-talent-trends>
2. Previous AHRI Events
<http://sueellson.com/presentations/presentations-2015/150916-australian-human-resources-institute-ahri-linkedin-deconstructed-for-student-members-webinar/>
<http://www.sueellson.com/presentations/presentations-2015/150603-australian-human-resources-institute-ahri-linkedin-for-student-members-webinar/>
<http://sueellson.com/presentations/presentations-2015/150512-australian-human-resources-institute-linkedin-for-ahri-leaders/>
<http://www.sueellson.com/presentations/presentations-2014/141023-australian-human-resources-institute-linkedin-for-young-hr-professionals-webinar/>
3. Sue Ellson YouTube videos on LinkedIn <https://www.youtube.com/channel/UCOhckRXATKRvbqU6GNbys8A>
4. Sue Ellson Publications <http://sueellson.com/publications>
5. Sue Ellson Presentations <http://sueellson.com/presentations>
6. Check out your photo brand <http://photofeeler.com>
7. Find keywords and resources <http://myfuture.edu.au> and <https://adwords.google.com.au/keywordplanner>

Goodie Bag

Email sueellson [at] sueellson.com with AHRI Webinar in the subject line, include your first name and any feedback or questions from this webinar in the email and you will receive

1. Free copy of these slides and link to recording
2. Goodie Bag from previous AHRI Events
3. Top 20 Tips from '120 Ways To Achieve Your Purpose With LinkedIn'
4. Invitation to connect on LinkedIn <http://au.linkedin.com/in/sueellson>

Google Reviews welcome – just Google 'Sue Ellson' and click 'Write a Review'