



FREE employment workshop

Monday 1 May 1.30 – 3.00pm



Introduction to LinkedIn

Have you heard about LinkedIn and thought it was only for professionals?

Did you know that it is a very powerful tool for finding a job, moving up in your career or marketing your business?

Come along to this interactive workshop to learn:

- how to create a LinkedIn profile
- tips on maximising your profile for a job, career or business
- the most important adjustments to keep in mind
- the latest new features.

Presenter: Sue Ellson has been helping private clients of all ages with their career or business since 2008. She teaches at CAE, RMIT, Monash and General Assembly and is the Founder and Director of NewcomersNetwork.com. Sue is a regular feature writer for various publications and an independent LinkedIn specialist.

BOOKINGS ARE ESSENTIAL

Monday 1st May 1.30pm - 3.00pm

372 Spencer St, West Melbourne

Online: www.wire.org.au/employment-workshops/

Email: support@wire.org.au

Call: (03) 9348 9416 (Option 2)

This seminar is generously supported by Bank Australia



WIRE WOMEN'S INFORMATION & REFERRAL EXCHANGE

372 Spencer St, West Melbourne
(5 minutes' walk from Flagstaff Station)

PROVIDING INFORMATION AND SUPPORT TO ALL WOMEN ON ANY ISSUE

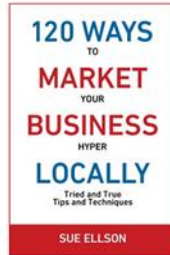
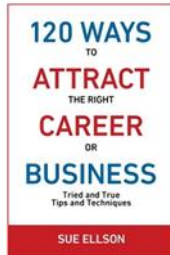
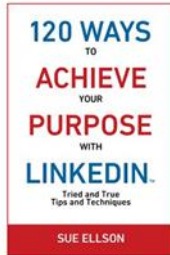
For information, referrals and support call Women's Support Line on 1300 134 130 or visit www.wire.org.au

Women's Information and Referral Exchange Inc. ABN 98 957 157 835 Reg. No. A122

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



RESOURCES

More articles at

sueellson.com/publications

More slides, videos and audio recordings at

sueellson.com/presentations

Goodie Bag offer

Email sueellson [at] sueellson.com Subject 'WIRE'



LINKEDIN

500+ Million Members Worldwide
8+ Million Members in Australia
Network > Publisher > B2B Platform



WHY LINKEDIN?

- large database to access and develop your network
- maintain your relationships
- Google search results (for your name)
- personal branding and publishing (if you choose)
- attraction tool for your career or business
- historical record
- research tool



[Business Case for LinkedIn](#)



CONCERNS

- **No privacy** – past history, need to have a digital footprint
- **Don't know who to connect to** – depends on purpose
- **Too much time** – do a cost benefit analysis
- **Too costly** – I use the free account
- **Can't write** – dot point keywords
- **Scared of computers** – need to show digital competency
- **Business rules** – read or have your own social media guidelines
- **Need help** – ask a friend or expert



STATISTICS

- **Profile photo** - 21x more profile views and 9x more connection requests
- **Current position** - 8x more profile views
- **Education** - 17x more messages from recruiters
- **Industry you work in** - 9x more profile views and relevant updates
- **Profile completed** - 7x more likely to be viewed



TODAY WILL BE

Detailed – encourage you to work with the slides

Interactive – you can ask questions

Accountable – encourage you to buddy up and meet again in one week

WE WILL FOCUS ON

Your Profile – updating it immediately

Job Search – specific techniques

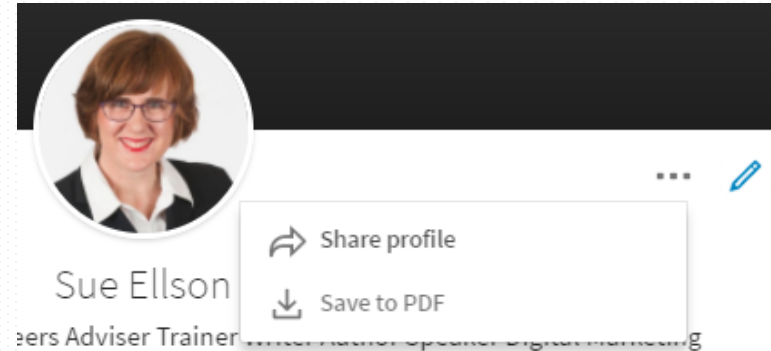
New Features – you can use



BEFORE WE START

ESSENTIAL STEPS

- Open Google Chrome – change Settings, Advanced, Ask where to save files before downloading
- Login to LinkedIn
- Look at views per 90 days on Home screen – Record the number
- Go to My Network, look at Number of Connections – Record the number
- Choose See All Connections, Manage Synced and Imported Contacts, Export Contacts (save as soon as email arrives)
- Visit your Profile and Save your Profile to PDF



BEFORE WE START

PRIVACY SETTINGS

- Go to <https://www.linkedin.com/psettings/>
- Add all email addresses
- Go to Privacy Settings <https://www.linkedin.com/psettings/privacy>
- Who can see your Connections (either Your Connections or Only You)
- Change Viewers of this Profile also viewed to No
- Change Sharing Profile Edits to No
- Profile Viewing Options leave Public as 30% may look at you after you look at them



ESSENTIAL EDITS



- Edit your Public Profile URL to <http://au.linkedin.com/in/sueellson> (you can also use dashes and numbers)
- Update Contact and Personal Information
- Use 'Other' for Adding up to three Websites
- Include Mobile Phone Number in International Format +61 402 222 333
- Include Twitter (if relevant to your Career or Business)
- Include Skype and other Instant Messaging Platforms
- Include Address if relevant but not Date of Birth

[Edit your Contact Information](#)

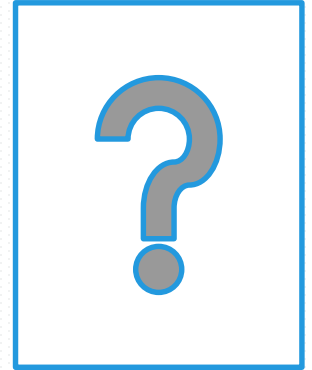


WHAT'S YOUR PURPOSE?

- You need to be clear and use the right words that decision makers will be using in their Search Queries
- You need to describe your entire value not just academic results
- You need to be contactable – at least via email if not mobile phone
- If you don't tell, you can't sell – focus on keyword rich achievements

[How to Choose Your Next Job or Career](#)

[Primary and Secondary Keywords](#)



ESSENTIAL INCLUSIONS



- Amazing Photograph and Background Image
- Good Summary
- All previous Work Experience
- All previous Voluntary Experience
- All Memberships
- All Certifications
- All Honors and Awards (describe each one)
- All Languages (English listed first)
- Three Projects

[Photo on LinkedIn](#)

[Edit your Profile](#)



SUMMARY FORMAT

- First two lines must be attention grabbing
- Interested in roles in...
- Use dot points (mobile friendly)
- Professional Skills - list
- Technical Skills - list
- Personal Skills - list
- Call to Action – contact you
- 2,000 Characters
- Add relevant media items – image, PDF, video etc



EXPERIENCE FORMAT



- Description of the Company you have worked for including year established
- Tasks completed
- Achievements in the role (anything over and above regular duties or notable results but nothing that is commercially sensitive)
- URL of the Company (clickable on a mobile device)
- Also make sure you choose the Company from the drop down list if they have a Company Profile on LinkedIn
- 2,000 Characters
- Add relevant media items – image, PDF, video etc
- Same format for Professional and Voluntary Experience (no need to mention part time)



JOB SEARCH ON LINKEDIN

- Update your Career Interests <https://www.linkedin.com/jobs/career-interests/> and turn this on for Recruiters etc
- Visit the Company Profiles of companies you would like to work for – Follow them and look at their Careers Page
- Look for other people who work for your targeted Companies and see if you know anyone through your network and consider asking them for information
- If you apply for a job on LinkedIn, include an 'Application' document which is a tailor made cover letter and resume in one document addressed to the relevant decision maker



Share your career interests
Get surfaced in recruiter searches that match your career interests



Stand out in recruiter searches
Recruiters will see your profile marked as 'Open to new opportunities'



Receive more opportunities
Double your chances of receiving relevant messages from recruiters



NETWORKING ON LINKEDIN

- Try Advanced Search
<https://www.linkedin.com/search/results/index/>
- Look at your Newsfeed
<https://www.linkedin.com/feed/>
- Look at your Company Newsfeed
<https://www.linkedin.com/company/home>
- Consider joining relevant Groups
<https://www.linkedin.com/groups/discover>
- Be selective about what you Like, Comment or Share
(Share = extra points)
- Consider direct messaging useful information to selected Connections

Filter People by

Connections ^

1st 2nd 3rd+

Keywords ∨

Locations ∨

Current companies ∨

Past companies ∨

Industries ∨

Profile language ∨

Nonprofit interests ∨

Schools ∨



NEW FEATURES ON LINKEDIN

- Newsfeed – sort by Recent or Top Posts
- Relationship Management – make sure you have your own CRM
- Adjust your Notification Settings –
<https://www.linkedin.com/notifications/settings/>
- More interactive Messaging System
- Experience Section can be sorted
- Read Receipts can be turned on –
<http://www.linkedin.com/psettings/seen-receipts>



GOODIE BAG



Provide first name and email address to sueellson [at] sueellson.com

1. Free electronic copy of these slides
2. Free copy of top 20 tips from '120 Ways To Achieve Your Purpose With LinkedIn'
3. Invitation to connect on LinkedIn <http://au.linkedin.com/in/sueellson>

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

