

LinkedIn For Young Professionals

Sue Ellson, BBus AIMM MAHRI CDAA (Assoc) ASA MPC

Independent LinkedIn Specialist, Trainer, Consultant, Author, Founder and Director



<http://sueellson.com>

<https://www.linkedin.com/in/sueellson/>

Australian HR Institute



The Australian Human Resources Institute (AHRI) is the **national association representing human resource and people management professionals.**

AHRI sets the professional standard for HR in Australia through HR certification, formal education, people management and business skills.

AHRI sets standards through **accreditation of HR qualifications** at universities across Australia.

AHRI is owned by its members.

AHRI belongs to a **global network** of HR associations that enables the open sharing of research and issues affecting the business of human resources worldwide.

<https://www.ahri.com.au> <https://www.ahri.com.au/become-a-member/student-membership>

AHRI Certification



BE THE ONE
GET HR CERTIFIED TO GET AHEAD

Get ahead in your career with HR certification,
the industry standard for HR professionals.

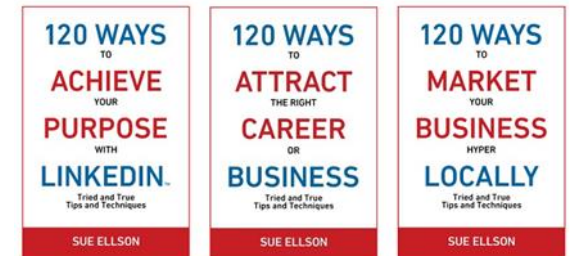
FIND OUT MORE

<https://www.ahri.com.au/hr-certification>

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
- 2010 Started GlobalMobilityNetwork.com
- 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

TODAY – I am here for you

More articles at

<http://sueellson.com/publications>

More slides, videos and audio recordings at

<http://sueellson.com/presentations>

Goodie Bag offer

Complete name and email address for door prize

Email sueellson [at] sueellson.com Subject 'AHRI Swinburne'



LinkedIn



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



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
- **Only for job seekers** – network equals your net worth
- **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



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
- [How to Choose your Next Job or Career](#)
- [AHRI 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](#)
- [AHRI Group](#)
- [AHRI Sub Groups](#)
- [AHRI University](#)

- [Social Networks](#)
- [Twitter](#)
- [Instagram](#)
- [Facebook](#)
- [Blog](#)



Australian HR Institute (AHRI)

Human Resources • 11-50 employees • Melbourne, VIC



+44

47 connections work here. [See all 309 employees](#) →

[See jobs](#)

[Following](#)

17,758 followers

About us

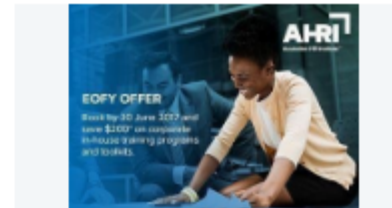
The Australian HR Institute (AHRI) is the national association representing human resource and people management professionals. We have around 20,000 members from Australia and across the globe.

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 networking opportunities all over Australia – including our biggest annual event – the AHRI National Convention.

[Show details](#) ▾

Recent update



AHRI's #EOFY training offer includes new courses like [See all updates](#)

Follow

[AHRI Company Page](https://www.linkedin.com/company-beta/110484/)
<https://www.linkedin.com/company-beta/110484/>

2014 - 5,825 followers

2015 - 10,348 followers

2017 – 17,758 followers





My Groups

Discover



Search



Australian HR Institute

62,486 members

✓ Member



Start a conversation with your group

Enter a conversation title...

Conversations Jobs

FEATURED

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.

Sh... **Show more**

[Group rules](#)

Join AHRI Group
<https://www.linkedin.com/groups/79353>
2014 42,177 members
2015 52,766 members
2017 62,486 members



AHRI Sub Groups on LinkedIn

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 • 837+ alumni



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

[See alumni](#)

[Following](#)

2,566 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 or event/conference/forum you attend

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

2015 0 Alumni
2017 837 Alumni



Before you Start on LinkedIn

- 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, Followers, Recommendations, Endorsements
- save a PDF of your profile
- export all your connections (get an archive of your data)
- turn off activity broadcasts

Before you Start on LinkedIn

- Go to <https://www.linkedin.com/psettings/>
- Add all email addresses
- Go to [Privacy Settings](#)
- 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

Start with Your 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
 - Network
 - 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

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

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 or Student Ambassador or Mentee
- organizations – List Australian Human Resources Institute
- publications – If you contribute to [HR Monthly](#)
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

Statistics to aim for

- Personalised URL matches your name
- Suitable photograph and background
- 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 event – 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-2017/170418-australian-human-resources-institute-linkedin-for-ahri-members-webinar>
<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 and Questions

Email [sueellson \[at\] sueellson.com](mailto:sueellson@ sueellson.com) with AHRI Swinburne in the subject line, include your first name and any feedback or questions from this workshop 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 the book '120 Ways To Achieve Your Purpose With LinkedIn'
4. Invitation to connect to [Sue Ellson on LinkedIn](#)
5. Notification when online courses become available

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

THANK YOU



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