



AMES Working the Australian Way **LinkedIn and Networking**

Date: Tuesday 17 May 2017

Time: 12:00pm – 12:45pm

Venue: Telstra
Customer Insight Centre
242 Exhibition Street
Melbourne Victoria Australia

Presenter: Sue Ellson BBus AIMM MAHRI CDAA (Assoc) ASA MPC
Independent LinkedIn Specialist



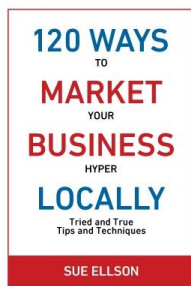
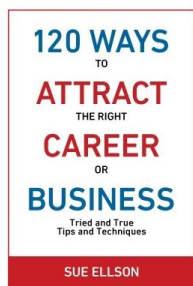
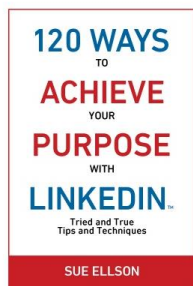
Objectives

- Seven Best Settlement Strategies
- LinkedIn Hacks
- LinkedIn Questions
- Networking in person
- Networking on LinkedIn
- Goodie Bag and Prize Draw



Sue Ellson BBus AIMM MAHRI CDAA (Assoc) ASA MPC

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 10,453+ Connections, 1,524 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 Career Development Association of Australia
2015 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 Work

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



sueellson @ sueellson.com



Seven Best Settlement Strategies

1. Find a friend
2. Collect local information
3. Start new activities
4. Expect it to be challenging
5. Develop new routines and rituals
6. Be curious - ask questions
7. Do it in a way that suits you



Understand as General Principles

- understand – database, algorithms, signals, behaviours
- all content is simply a version number
- strategic and follow up
- recommendations and reviews
- keep learning and taking action
- read additional publications and presentations at <http://sueellson.com> and <http://newcomersnetwork.com>



LinkedIn History

- Started 5 May 2003 – Sue Ellson joined 21 December 2003
- 8+ million members in Australia
- 500+* million members worldwide
- Google your name – usually first link in search results
- 70% of hiring managers will Google your name
- Up to 90% of jobs are NOT advertised
- Up to 85% of business is done by referral



Hangups with LinkedIn

- **No privacy** – past history
- **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** – digital world
- **Worried about English** – get it proof read



How to Start

- **Collect statistics** – views last 90 days (100+), connections (60+), Recommendations (6+), Endorsements (20+ per skill)
- **Save your profile to PDF** - view profile, three dots, date back to front in file name ie 170518-Sue-Ellson-LinkedIn.pdf
- **Export Connections** – Privacy and Settings, Request Archive of your data – save immediately
- **Do this every 90 days**
- **Turn Off Share Your Profile Edits** – whilst making changes
- **Connect with People** – most likely predictor for appearing in search results



Privacy Settings

<https://www.linkedin.com/psettings/privacy>

Who can see your connections

<https://www.linkedin.com/psettings/connections-visibility>

(Only You or Your Connections)

- Viewers of this profile also viewed (turn off)

<https://www.linkedin.com/psettings/browse-map>

- Profile viewing options (turn Anonymous as required)

<https://www.linkedin.com/psettings/profile-visibility>

- Notifying Connections when you are in the news (turn on)

<https://www.linkedin.com/psettings/news-mention-broadcast>



Keywords Exercise

- Write six to eight words on your brochure that you think recruiters or decision makers will search for to find you on LinkedIn
- Now go to another person in the room, smile at them and then let them tell you what they think you do (remember, they are not intentionally upsetting you)
- Now offer to do the same for the other person



Hacks

- **Start with Your Purpose** – use keywords these people will be using to find you (usability, user design, user experience, UX, customer experience, CX)
- **Computer Experience** – keywords, frequency of key words and activity (BE ACTIVE if you want to come up in search results)
- **User Experience** – photo, headline, summary (main message), current job role in detail, easy to read, consistent, call to action, contact details, bling, not try too hard
- **Pay for Premium** – AFTER you have done the above



Hacks for Search Engine Optimisation

Put your keywords in

- **Headline** – 120 characters underneath name ***Most Important – not Seeking Opportunities***
- **Current Job Title** - UX Manager – Usability, User Design, User Experience, UX, Customer Experience, CX
- **Past Job Title** - UX Coordinator – Usability, User Design, User Experience, UX, Customer Experience, CX
- **Summary** - Professional Skills (dot points) Usability, User Design, User Experience, UX, Customer Experience, CX)
- **Education** - List all subjects in your qualification
- **Experience** – List in each job details area (Description of Company, Tasks, Achievements, Website Address)



Hacks for Activity Rewards

- **You Connect to People** – You come up in more search results
- **You Publish an Article** – LinkedIn notifies some of your connections
- **You Recommend** – You are on the other person's profile
- **You View Others** - 30% of them view you
- **You Follow a Company** – LinkedIn Recruiter can target you



Hacks for Premium Members

- **Inmails** – contact people directly
- **Search Results** – appear higher
- **Research** – search beyond level 1 and 2 connections
- **Analytics** – more comprehensive – how you were found
- **Preferred Candidate** – when applying for jobs
- **Prestige** – can afford premium
- **Remember** – Purpose, Computer & User Experience and Activity must be done FIRST BEFORE PAYING FOR PREMIUM

LinkedIn Premium Account





Hacks for Standing Out

- Complete the full LinkedIn profile (most sections)
- Explain transferable skills (Grip Test Engineer)
- Stay on purpose (can change later)
- Tell whole story (two dimensional – don't tell, can't sell)
- Ask for information or referrals (not just a job)
- Seek a mentor or accountability partner to stay focused



Face to Face Networking

- How did you find out about this event?
- What keeps you busy during the day?
- Safe topics – the weather and football
- Safe distance – may be further away
- Eye contact – very important
- Firm handshake – very important
- Universal language – a smile



Any Questions?

Share First Name and Email Address and receive

**Special
Free
Offer**

1. Free copy of these slides and link to audio recording
2. Free copy of the Top 20 Tips from the book '120 Ways To Achieve Your Purpose With LinkedIn'
3. Chance to win the book '120 Ways To Achieve Your Purpose With LinkedIn' (value \$39.99) – FREE BOOK if you write a review
4. Invitation to connect to Sue Ellson on LinkedIn
5. Encourage you to view additional publications and presentations and online courses at <http://sueellson.com>