



Educate Plus NSW/ACT Chapter Conference 2017

*Through
the
Looking Glass:*

A Wonderland of Learning



4 - 5 September 2017

UNSW CBD Campus
1 O'Connell St. Sydney

Maximising the Power of LinkedIn for You and Your Institution

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Independent LinkedIn Specialist
5 September 2017 – 10:45am – 11:35am

UNSW CBD Campus
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Sue Ellson

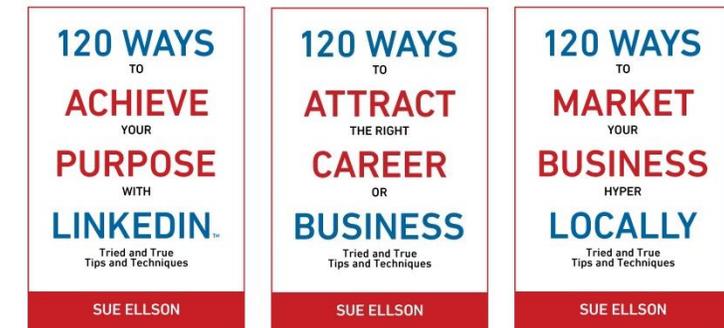
Sue Ellson BBus MIML MAHRI CDAA (Assoc) ASA MPC is an Independent LinkedIn Specialist providing consulting and training on the topics of LinkedIn (since 2008), careers, social media, marketing and business to individual clients and organisations worldwide.

She currently teaches at four educational facilities in Melbourne, runs five websites, has spoken at various conferences across Australia and is the author of 120 Ways To Achieve Your Purpose With LinkedIn, 120 Ways To Attract The Right Career Or Business and 120 Ways To Market Your Business Hyper Locally published in 2016.

More information at sueellson.com and linkedin.com/in/sueellson



Goodie Bag with these slides and digital book at end



Today

LinkedIn has over 500 million members worldwide and it is undoubtedly the best platform for students, alumni, staff, stakeholders and institutions to create a lasting online profile and build an extensive international network.

Join this session to understand how it works and how it can be maximized for educational institutions across the areas of Admissions, Alumni and Community Relations, Fundraising, Marketing and Communication (plus goals and more resources).

Sue Ellson spoke at the 2014 EducatePlus International Conference in Melbourne and is back to share the latest choices for your institutions in 2017.



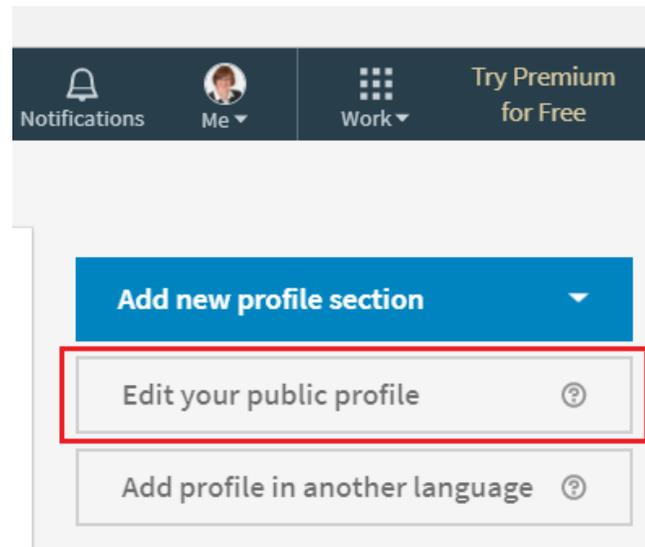
Background on LinkedIn

- over 500 million members worldwide, 8+ million in Australia
- on LinkedIn, likely to appear on first page of Google search results
- huge database driven by keywords (don't tell, can't sell) and algorithms
- no job security, network is net worth (you and your students)
- maintain relationships by having a semi-active presence
- attract opportunities with the right content and activity (you and your institution)
- publishing powerhouse (Posts can go viral, Articles can appear in Google search results)
- due diligence verification tool (archive of relevant content)
- alumni management and research tool
- careers tool (students and institution)



LinkedIn for You

- privacy – don't include your mobile phone number anywhere (can make visible to no-one without deleting your LinkedIn Profile)
- who to connect to – check social media policy and your purpose
- how much detail – again, depends on purpose
- essential – update your Public Profile URL



Edit public profile URL

Enhance your personal brand by creating a custom URL for your LinkedIn public profile.

A screenshot of the 'Edit public profile URL' dialog box. It shows a text input field containing the URL 'www.linkedin.com/in/sueellson'. The entire dialog box is highlighted with a red border. Two buttons are shown: a blue 'Save' button and a grey 'Cancel' button. Both buttons are highlighted with a red border.

Note: Your custom URL must contain 5-30 letters or numbers. Please do not use spaces, symbols, or special characters.

LinkedIn for You

- include a photograph and background image
<https://www.linkedin.com/in/yourpublicurl/edit/topcard>
- include a headline (under your name) with your purpose keywords
- in Experience, include your current role and select your Institution from the Drop Down Box
- in Settings and Privacy, add your institution email address <https://www.linkedin.com/psettings/>
- in Contact and Personal Info, add your institution website address
<https://www.linkedin.com/in/yourpublicurl/edit/contact-info/>
- visit your institution School and/or Company Page and Follow it
- if you are an alumni and there is a Group, join the Group
- if you are a subject matter expert, consider writing search engine optimised Articles
- set a good example – you can't expect students to do it if you don't!!



LinkedIn for Students

- 16 years of age or older
- as per LinkedIn for You and encourage Connections between students
- also include Education details (and subjects), choosing your institution from the Drop Down Box to ensure they are listed as Alumni
- invite to join Alumni Group if you have one before they leave
- include descriptions for Honors and Awards
- remember that 95% of decision makers will Google job applicants before offering a job
- up to 85% of business is done by referral, up to 90% of jobs are not advertised
- great tool to find mentors and international experts
- update career interests <https://www.linkedin.com/jobs/career-interests/>



LinkedIn for Institutions - Housekeeping

- accurately completed profile for School (University) with at least three administrators
- quality LinkedIn profiles for Principal, Senior Staff (minimum) but preferably all staff
- social media policy for students and staff (with detail on suggested links and content)
<https://blog.hootsuite.com/social-media-policy-for-employees/>
- all students to have a LinkedIn Profile before leaving institution (add link to CRM database)
- clear understanding of how to use LinkedIn for Admissions, Alumni and Community Relations, Fundraising, Marketing and Communication functions
- reporting, measurement, analysis and review (avoid time wasting)

LinkedIn for Admissions

- selection and comparison tool – so make sure School Profile answers the questions of prospective students and family members (for your demographic)
- ensure that there is a regular flow of relevant information (at least monthly) so there is always a quality archive available at all times (even if the Posts do not go viral)
- make it easy to contact the Admissions Office (include generic email address contact)
- provide guidance to the Admissions Office Staff on who to accept Connection Requests from (ideally would have a ‘made up’ name so that the record remains with the institution but this is against the LinkedIn User Agreement – could accept to secure contact details and then remove)
- if Connection Requests are accepted by Admissions staff from prospective families, ensure that the family member’s contact details are added to the institution’s CRM
- respond to all Comments and enquiries as soon as possible
- provide feedback to the other advancement professionals on possible improvements



LinkedIn for Alumni and Community Relations

- relationship and referral tool, especially helpful for choosing speakers, mentors etc
- ensure that there is a regular flow of relevant information (at least monthly) so there is always a quality archive available at all times (even if the Posts do not go viral)
- consider creating a LinkedIn Group and inviting students to join before they leave the institution (be aware that they may turn off notifications so it is still important to contact them directly for special occasions)
- showcase Alumni and Community events and successes, ping individuals and ask to Like, Comment or Share when posting the Update
- collect the LinkedIn Post URL and add it to a spreadsheet – email people and invite them to Like, Comment or Share the Post after posting and a month later
- consider providing LinkedIn training to family members (and invite to Follow the School)

LinkedIn for Alumni and Community Relations

- consider asking the Principal or selected staff to share a Post through their network (can go more viral than from the School Profile)
- educate students whilst still at the institution to publish relevant search engine optimised Articles and have a policy on how they should acknowledge the institution in their Article
- make it easy to contact the Alumni and Community Relations Office (include generic email address contact)
- provide guidance to the Alumni and Community Relations Staff on who to accept Connection Requests from (ideally would have a 'made up' name so that the record remains with the institution but this is against the LinkedIn User Agreement <https://www.linkedin.com/in/university-of-south-australia-07aab163> and risks being deleted)
- if Connection Requests are accepted by Alumni and Community Relations staff from Alumni and Community Members, ensure that the contact details are added to the institution's CRM
- respond to all Comments and enquiries as soon as possible
- provide feedback to the other advancement professionals on possible improvements



LinkedIn for Fundraising

- do not spam or send bulk requests – not welcome on social media – personalise messages to each individual (which will require a person to be connected to them or to set up sponsored messages or advertising)
- be aware that most people do not spend a lot of time looking at their LinkedIn newsfeed (at this time) so a large spend in this area may be wasted right now. Quality information is better than a sales message
- If you can align a campaign with a particular group (ie sports facilities with previous sports captains or professional athletes), LinkedIn can be a research tool to find those individuals. Make sure they receive a benefit in return (naming rights, special event presentation, media coverage etc)
- consider the ‘pulling power’ of selected alumni - their presence may be used to attract a paying crowd at your institution
- provide guidance to the Fundraising Staff on who to accept Connection Requests from
- if Connection Requests are accepted by the Fundraising staff from potential donors, ensure that the contact details are added to the institution’s CRM
- respond to all Comments and enquiries as soon as possible
- provide feedback to the other advancement professionals on possible improvements



LinkedIn for Marketing and Communication

- quality information is key – consider video in Posts and on all staff and student LinkedIn Profiles (Cisco predicts that by 2018, 80% of content will be video) – LinkedIn accepts native video (like Facebook) and YouTube video (second biggest search engine owned by Google)
- monitor posts and their reach – follow up on the Post Links Spreadsheet and recycle evergreen content to help it go more viral
- be ready to send EDM (bulk email messages) to selected people to encourage them to Like, Comment or Share (most brownie points) Posts from the School Profile or from the Principal / CEO etc (Employee Marketing or Employee Advocacy <https://business.linkedin.com/elevate>)
- provide a style guide for Posts and Articles to ensure consistency – how you will use hashtags, ping notifications, calls to action and what will come from the Principal versus what comes from the School
- acknowledge people who Comment or Share as soon as you receive a Notification (algorithms are monitoring)
- if Connection Requests are accepted by the Marketing and Communication staff from media, influencers etc, ensure that the contact details are added to the institution's CRM
- respond to all Comments and media enquiries as soon as possible
- provide feedback to the other advancement professionals on possible improvements

Goals

- Develop a LinkedIn Social Media Policy for Staff, Students and Families
- Encourage 80% of staff to have completed LinkedIn Profiles connected to your School
- Encourage 80% of students to have completed LinkedIn Profiles before leaving your School
- Encourage new and existing families to Follow the LinkedIn School Profile
- Encourage School Profile to share at least one informative post per month
- Encourage Principal or CEO to share at least one informative post per month
- Monitor statistics on Admission Enquiries, Alumni Numbers, Fundraising Efforts, Posts Likes, Comments and Shares, number of School Followers and report to Board
- Monitor traffic from LinkedIn to School Website via Google Analytics
- Discuss and Review LinkedIn Strategy every six months (incorporating new features like video)



More Resources

- LinkedIn for Higher Education Professionals
<https://university.linkedin.com/higher-ed-professionals>
- Alumni and Advancement Professionals LinkedIn Group
<https://www.linkedin.com/groups/4173344>
- LinkedIn for Students
<https://university.linkedin.com/linkedin-for-students>
- LinkedIn Alumni Tool Video
<https://www.youtube.com/watch?v=jtbyqlvS8Wk>
- LinkedIn Marketing
<https://business.linkedin.com/marketing-solutions/marketing-strategy>
- LinkedIn Blog (to keep up to date)
<https://blog.linkedin.com>



Questions and Answers – Goodie Bag

Share your details to win a paperback copy of all three books. Receive these slides, audio and video recording, digital copy of '120 Ways To Achieve Your Purpose With LinkedIn' and invitation to connect on LinkedIn.

sueellson @ sueellson.com

Thank you for joining us! 😊

