

FINANCE AND TREASURY ASSOCIATION
ANNUAL CONFERENCE

30 Years & Beyond

Managing Risk in the New World

FTA

Sheraton Grand Mirage - Gold Coast

15 - 17 November 2017

Topic:
Treasures

Risks and Rewards of LinkedIn – Uncovering Financial

Date:

Friday 17 November 2017

Time:

11:20am – 12:30pm

Venue:

Lagoon Room
Sheraton Grand Mirage

71 Sea World Drive, Main Beach, Gold Coast,

Queensland, Australia 4217

Presenter:

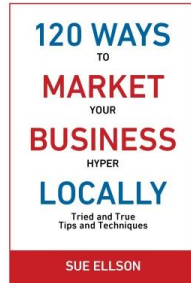
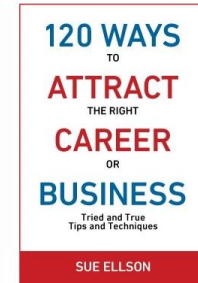
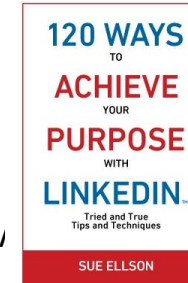
Sue Ellson BBus MIML MAHRI CDAA (Assoc) ASA MPC
Independent LinkedIn Specialist



Sue Ellson BBus MIML 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 12,000+ Connections, 900+ views/90, 500+ search results,
- 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





Risks and Rewards of LinkedIn – Uncovering Financial Treasures

With over 500 million members worldwide, 49% of those being key decision makers, LinkedIn has a huge range of risks and rewards for finance and treasury professionals.

As individuals, a purpose-driven online presence is essential. Job security may be fickle, but a good personal network provides peer support, professional development and access to new opportunities both within and outside of your profession.

As an enterprise, maintaining your reputation and status requires informed implementation of simple steps so that you can uncover financial treasures.

Bring your tablet, learn effective techniques for your purpose and your professional brand.

PROFILE: Cale Bennett CFTP, Group General Manager Finance, Tatts Group Limited

FACILITATOR: Sue Ellson, Independent LinkedIn Specialist

CHAIR: Alistair Mclean FFTP, Group Treasurer, Metcash Limited



Understand as General Principles

- understand – database, algorithms, signals, behaviours
- all content is simply a version number
- strategic and follow up
- recommendations and reviews more important
- unique and authentic content on reputable sites helpful
- keep learning and taking action
- read additional publications and presentations at <https://sueellson.com> and <https://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
- Please sign in to LinkedIn in your Google Chrome Browser





Risks

- talent poaching
- time wasting
- negative interactions
- brand inconsistency
- spammers
- not signing out

Rewards

- attract career and/or business
- appear in LinkedIn and Google search results
- build and maintain your brand
- build and maintain your network
- create lifetime and dynamic content
- professional and personal development



How to Start – Example Cale Bennett

- **Collect statistics** – connections (60+), views last 90 days (100+)
- Get ready to use the Conference App and write down your answers



Conference App - 1. How many LinkedIn Connections do you have?

<https://www.linkedin.com/mynetwork>

- 0 – 100
- 100 – 500
- 500 – 2,000
- 2,000 – 5,000
- 5,000 or more

Please write down - good to have your own record
(only Followers available in LinkedIn App)



Conference App - 2. How many Views has your LinkedIn Profile had in the last 90 days?

<https://www.linkedin.com/me/profile-views>

0 – 30

30 – 100

100 – 300

300 – 1000

1000 or more

Please write down answer



Conference App - 3. How much time (on average) do you spend scrolling through your LinkedIn newsfeed during the week?

No time

0 – 15 minutes

15 minutes to one hour

1 – 3 hours

More than 3 hours

Please write down answer



How to Start – Example Cale Bennett

- **Collect statistics** – connections (60+), views last 90 days (100+), Recommendations (6+ given/received), Endorsements (20+ per skill), Search Results 7 days (50+)
- **Save your profile to PDF** - view profile, three dots, date back to front in file name ie 20171117-Sue-Ellson-LinkedIn.pdf
- **Download your Data** – Privacy and Settings, Request Archive of your data – save immediately when receive email
<https://www.linkedin.com/psettings/member-data>
- **Do this every 120 days**
- **Turn Off Share Your Profile Edits** – whilst making changes
- **Connect with People** – most likely predictor for appearing in search results plus keywords in Headline and Current Job



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>



Update your Public Profile URL

<https://www.linkedin.com/public-profile/settings>

Make sure all sections are Public as well (can also hide your profile here)



FTA Options

- Follow Finance and Treasury Association Company
<https://www.linkedin.com/company/7951468/>
- Provide Link in Website Links Section
<https://www.linkedin.com/in/YOURURL/edit/contact-info>
<https://financetreasury.com.au>
- Add in FTA in Organisations Section
<https://www.linkedin.com/in/YOURURL/edit/organization/new>
- Add in FTA in Certifications Section
<https://www.linkedin.com/in/YOURURL/edit/certification/new>



Next Level Options

- Start Liking, Commenting and Sharing Posts in my Newsfeed <https://www.linkedin.com/feed> (Share for most brownie points)
- Start Curating good content and sharing it in my Newsfeed <https://www.linkedin.com/feed> (also copy links to Post in an Excel spreadsheet and recycle for more virality)
- Start Creating good content as Articles on LinkedIn <https://www.linkedin.com/post/new> - create new <https://www.linkedin.com/today/author/YOURURL> - see all your Articles
- Discuss and Share with each other – who to Follow!



Conference App - 4. What will you do with LinkedIn after attending the FTA Conference? (tick all that apply)

1. Update my personal LinkedIn Profile URL
2. Update my personal LinkedIn Profile – Experience Section (career history)
3. Update my personal LinkedIn Profile – Add in other sections not already there
4. Increase my Connections to 60 or more
5. Give and Receive 6 Recommendations
6. Follow Finance and Treasury Association <https://www.linkedin.com/company/7951468>
7. Update my Certifications Section with FTA Membership Details
8. Start Liking, Commenting and Sharing Posts in my Newsfeed
9. Start Curating good content and sharing it in my Newsfeed
10. Start Creating good content as Articles on LinkedIn
11. Other
12. Nothing

Please write down answer



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' or '120 Ways To Attract The Right Career or Business' or '120 Ways To Market Your Business Hyper Locally' (value \$39.99) – FREE DIGITAL 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 <https://sueellson.com>