

# LinkedIn Workshop

Sue Ellson BBus MIML MAHRI CDAA (Assoc) ASA MPC

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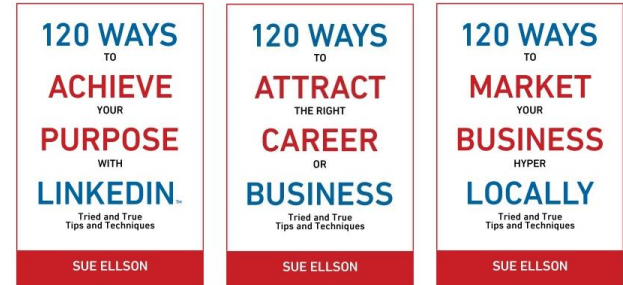
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RACV Club, 501 Bourke Street, Melbourne, Victoria, Australia 3000



# 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  
2000 Completed Bachelor of Business (Administrative Management)  
2001 First website online NewcomersNetwork.com  
2001 Member of the Australian Institute of Management  
2003 Joined LinkedIn 13,770+ Connections, 970+ views 90 days, 170+ search results 7 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  
2018 Answering questions on Quora.com – Top Writer 2018



# 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



# Maximise your LinkedIn impact and learn

- How to tailor LinkedIn for your purpose (beyond job search and networking)
- How to measure whether LinkedIn is working for you or not (ROI measurement)
- How to showcase your Monash University background (build your brand and keep learning)
- Individual questions (such as who should you connect to and should you pay for Premium plus special resources)
- **My goal – inspire you to do what it takes for **your success****  
– **beyond LinkedIn 101 – add LinkedIn App to your phone now!**

# History of LinkedIn

- Started 5 May 2003 – Sue Ellson joined 21 December 2003
- 9+ million members in Australia, 4+ million active monthly users
- 562+ million members worldwide
- Google your name – can be first link in search results
- Up to 75% of hiring managers will Google your name before an interview
- Up to 95% of hiring managers will Google your name before hiring you
- Up to 85% of jobs are NOT advertised
- Up to 85% of business is done by referral



## Show of hands please

- How many of you have been Googled by job interviewers, people at parties, future dates and friends and family?
- How many of you have been contacted via LinkedIn for opportunities in your area of expertise? (be proud, you have done something right – after tonight, more of you will be able to say this in the future)
- How many of you would like to change what you are doing now or move up the career ladder sooner?

# The Business Case for LinkedIn

- <https://www.linkedin.com/pulse/business-case-linkedin-sue-ellson>
- <https://www.linkedin.com/pulse/what-linkedin-why-should-you-create-good-profile-sue-ellson>
- <https://sueellson.quora.com/The-Benefits-of-LinkedIn>

## **Case studies:**

- 1) Offers from recruiters before leaving university
- 2) Irish skilled migrant crafted his own job (and turned down a recruiting job)
- 3) Updates to profile – significant increase in offers

# The Business Case for LinkedIn



**Greg Saxton**

Sr User Experience &  
Interaction Lead at IAG | VR |  
AR | ChatBots | Strategy | AI |  
Design | Start-up  
Entrepreneur | PM

August 3, 2016, Greg was a client  
of Sue's

I attended Sue's class on "linked in for startups" at General Assembly about 6 weeks ago. I immediately put her advice into action and within that time my network has grown by 670% and my profile views /90d have gone up by 1400%! I'm now being canvased for about 3-5 jobs per day, I have caught up with at least 20 new people I've met through LinkedIn, just for a coffee and to share ideas. I've also chatted to many like-minded individuals through LinkedIn both here and across the globe. It's incredible! I've become a networking machine and all thanks to Sue! I just wanted to pass that feedback on as Sue has had a profound impact on my career.

Greg

<https://www.linkedin.com/pulse/its-what-you-know-who-refers-sue-ellson>

Networking, Referrals, Voluntary Work – three best techniques for job search  
Word of Mouth and Verified Referrals – two best ways to secure more business



# How to tailor LinkedIn for your purpose

- Understand your Purpose <https://www.linkedin.com/pulse/how-choose-your-next-job-career-sue-ellson>
- Need some motivation? <https://www.linkedin.com/pulse/tough-love-unemployed-job-seekers-under-30-years-age-sue-ellson> (identity and strengths not smashed avocado)
- Collect your Primary and Secondary Keywords <https://www.linkedin.com/pulse/linkedin-keywords-what-primary-secondary-should-you-sue-ellson>
- Update your LinkedIn Profile and Settings <https://www.linkedin.com/pulse/linkedin-six-quick-wins-search-engine-optimise-seo-your-sue-ellson> including Career Interests  
(demonstration)

# ROI Measurement

- Views per 90 days – 100+
- Appearances in Search Results per 7 days – 50+
- Number of Connections – 60+
- Number of Followers – 10% more than Connections
- Recommendations – 6+ given and received
- Appear in Google Search Results for your name – Top 5 links
- Media and links – 4+
- Articles – 2+
- All-Star Profile – most sections completed – not date of birth
- Number of genuine leads, enquiries, successful interviews



# Thought Leadership

- Follow Relevant People and Companies
- Set hashtags for topics <https://www.linkedin.com/feed/follow>
- Like, Comment and Share checked and relevant items in newsfeed
- Curate other content and publish in your newsfeed
- Create content (either Articles or your own website) and share in your Newsfeed with one or more pictures, hashtags, link, copy the link to your post in your own spreadsheet, invite others to Like, Comment and Share soon after publication, respond to all Comments, native videos, load onto YouTube first to get .srt file and upload video with captions
- Give Recommendations, Endorsements, Kudos

# Must Do's

- Update your Photograph (thanks Chris Sprott) and background
- Change your Public Profile URL  
<https://www.linkedin.com/public-profile/settings>
- Update your Headline with your keywords
- Showcase your connection to Monash Business School – please turn on Bluetooth on your phone and open the LinkedIn App

# Showcase your Monash University background


- Post Nominals in Summary (ie Sue Ellson BBus)
- Education – Choose Monash Business School (or Monash University) and your academic transcript list of subjects (and relevant SEO topics) and put on top in your Top Card
- Groups – Join Monash Business School Alumni (Official) 437 Members <https://www.linkedin.com/groups/13535754>
- Connect with other Alumni now on your phone - My Network, Find Nearby

# Alumni LinkedIn Group

Stay connected, hear about events, news and opportunities.

JOIN A GLOBAL NETWORK OF MORE THAN 110,000  
MONASH BUSINESS SCHOOL ALUMNI

CONNECT WITH US

 Monash Business School Alumni (Official)

Monash Business School alumni Official



Thank you for your time – and say thanks to Monash Business School

Any questions?

Enter the draw to win '120 Ways To Achieve Your Purpose With LinkedIn' and receive slides, audio, video, top 20 tips from all 3 books and LinkedIn invite. Write a review <https://sueellson.com/reviews> and pick the digital book you want!

