



NSW-ACT

LinkedIn Community Engagement PD

Generating engagement with your Community using LinkedIn

Tuesday 19 June 2018

Sue Ellson BBus MIML MAHRI CDAA ASA MPC

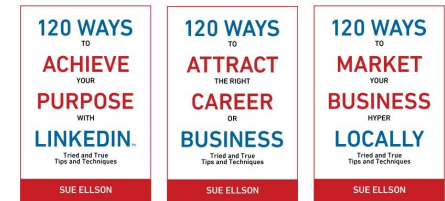
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Knox Grammar School, Wahroonga, Sydney, NSW

network of
advancement
professionals

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



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Sue Elson 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 SA 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



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Today

Establishing your School Profile on LinkedIn is the first step – then you need to engage with your community – students, parents, alumni, teachers, stakeholders and community members.

But it doesn't happen automatically, it requires a range of useful strategies that you can implement and maintain in alignment with your school's social media policy.

Join this session to find out what works in 2018 – for the School Profile and for the Senior Leaders' LinkedIn Profiles.

Our Goals Today

- Housekeeping and Metrics
- General Content Guidelines and Video
- Examples – mine and yours
- Other ways to use LinkedIn
- Content and Publishing Principles

Useful resources



Office of the
eSafety Commissioner

<https://www.esafety.gov.au>

<https://www.esafety.gov.au/education-resources>

<https://www.esafety.gov.au/esafety-information/helpful-websites>

E-Safety Checklist

<https://www.esafety.gov.au/-/media/cesc/documents/classroom-resources/esafety-checklist-for-schools-for-school-leadership-teams-pdf.pdf>

Importance of Google Reviews

<https://rocketdigital.ca/importance-google-reviews>

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Housekeeping

- Create a Company Page
<https://www.linkedin.com/company/setup/new>
- Optimise the Company Page
<https://www.linkedin.com/pulse/how-maximise-your-company-profile-linkedin-sue-ellson>
- Request a University (School) Page
<https://www.linkedin.com/help/linkedin/answer/40128/creating-a-linkedin-university-page>
- Ensure 80% of your students include your details in the Education section of their profile before leaving your school or university
- Invite your existing alumni to update their LinkedIn Profile to include your school or university in the Education Section
- Track and monitor your alumni numbers

Housekeeping

- Abide by the LinkedIn User Agreement
<https://www.linkedin.com/legal/user-agreement> 8.2. *Don'ts - You agree that you will not: Create a false identity on LinkedIn, misrepresent your identity, create a Member profile for anyone other than yourself (a real person), or use or attempt to use another's account*
<https://www.linkedin.com/pulse/one-thing-you-cannot-do-linkedin-its-against-user-agreement-ellson>
- Ensure that there are three administrators on all profiles (Company, School, Group/s) and that the school has full access
- Tidy up all profiles, especially senior leaders
 (consistent, complete, logos, descriptions, contact details)
<https://www.educationreview.com.au/2017/10/working-the-network>
<https://www.campusreview.com.au/2017/10/working-the-network>

Metrics

- Company Followers – increase year on year YOY
- School – Alumni (80% this year on), Followers (higher), Employees 80%
- Past Students listed as alumni – increase YOY
- Company Updates – monthly 5+ likes
- Update Links – keep all in spreadsheet (risk management)

Content Suggestions

- Stand alone 'quality' – good wording, keywords included, @ping people or companies (ie sponsors), story images that can tell a story without words (perhaps with faces, signs or branding), link added afterwards, hashtags, PROOF, share, copy link to post and put in spreadsheet
- Generate early engagement (Likes, Comments, Shares maybe EDM with link)

Video Tips

- Believe all good video should be added (and optimised) on YouTube for permanent digital asset value)
- Request closed captions, update text and download .srt file (add to description of video)
- Either link to YouTube video or upload native video and .srt file so that subtitles appear on video in LinkedIn

Video News from LinkedIn 13/6/18

- Native video autoplays on both mobile and desktop, and is 5x more likely than other types of content to start a conversation among members

Pro-tips:

- Keep it short: Aim for 1-2 minutes and be sure to capture attention with the first few seconds
- Avoid opening sequences
- Many users will be watching with the sound off, so consider adding captions or graphics to help them follow along

Examples

- Knox Grammar School – production video new headmaster, early engagement, lots of likes, comments and further pings to others in comments
<https://www.linkedin.com/feed/update/urn:li:activity:6396905598289526784>
- Ravenswood School for Girls – company post shared by a staff member and sponsors acknowledged – includes hash tags, link, pictures etc
<https://www.linkedin.com/feed/update/urn:li:activity:6409995368779644928>
- Deputy Principal activity – showcasing interest in positive education
<https://www.linkedin.com/feed/update/urn:li:activity:6405811524480438272>
- Siena College – recycling local media (great re-purposing authority content)
<https://www.linkedin.com/feed/update/urn:li:activity:6407737706151018496>

Examples

- St Michaels Grammar School – excellent in-school reporting with good photo and pings (explore teacher contributions)
<https://www.linkedin.com/feed/update/urn:li:activity:6410349345513836544>
- St Michaels Grammar School – acknowledging alumni publicly
<https://www.linkedin.com/feed/update/urn:li:activity:6414000881112616960>
- Harvard University – participation of local school at university (future enrolments)
<https://www.linkedin.com/feed/update/urn:li:activity:6412657642199662592>
- Macquarie University – relevance to current events (mental health)
<https://www.linkedin.com/feed/update/urn:li:activity:6413139398690512896>

Your Examples

Related to Admissions, Alumni and
Community Relations, Fundraising,
Marketing and Communication

Other ways to use LinkedIn

- Find students from class of XX for reunions
- Follow influencers and share their content
- Connect internationally and locally (ie feeder schools rather than advertising)
- Incorporate other SAAS tools (Eventbrite for ticket sales, use LinkedIn as an extra channel)
- Empower students and families – skills to do a job are different to skills to get a job

Content Production Principles

- Like, Comment and Share others' content
- Curate Content (reliably sourced or proofed)
- Create Content (within style guidelines)
- Consistent, Review and Improve

Sources

- Advancement team
- Staff and Students
- Alumni, Stakeholders, Locals

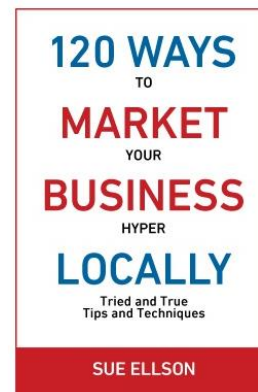
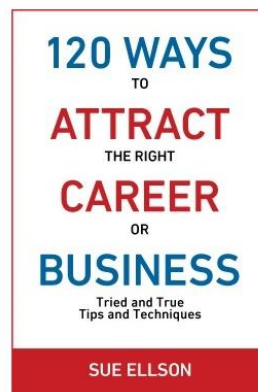
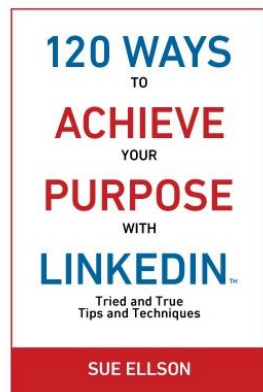
Publishing Principles

- Images or video that tell a story with compelling copy, pings and hashtags
- Interaction – EDMs, Likes, Comments, Shares
- Engagement Ratio – responses to Comments and acknowledgement of Shares - recommended ratio – publish once, engage 12 times
- Endorsement – specific support from senior leaders and willingness for them to share

Thank you

Please enter the draw to win a book and receive:

- Link to Slides, Audio and Video
- Campus Review and Education Review Articles for Schools and Universities
- Other Articles as per our discussion today
- Invitation to Connect on LinkedIn
- Links to add all three books to your school or university digital library



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