



NSW-ACT

# LinkedIn Community Engagement PD

*Generating engagement with your Community using LinkedIn*

Tuesday 19 June 2018

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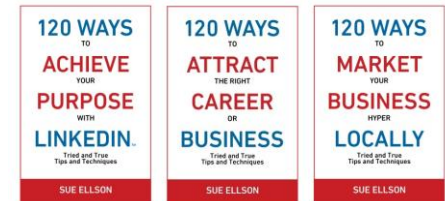
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Knox Grammar School, Wahroonga, Sydney, NSW

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



# 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

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- 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

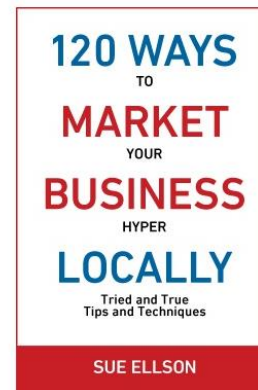
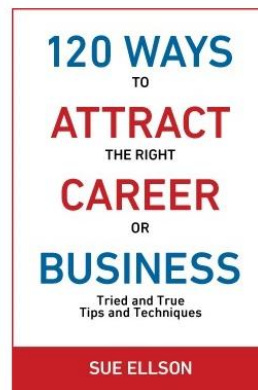
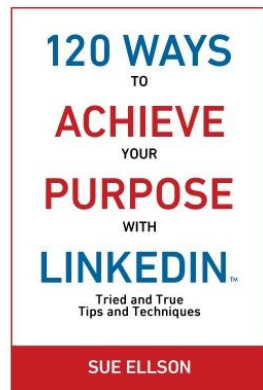
# Publishing Principles

- 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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