



KNOX GRAMMAR SCHOOL

With sueellson@sueellson.com 19 June 2018

This sheet helps you work through and record details of where you are now and the action steps you can do now or very soon. Remember that LinkedIn is constantly changing so these choices may be at different links or other choices will be available in the future.

LinkedIn Item	Current Details at _/_/_	Future Goal or Completed Y/N
What is your reason for using LinkedIn? Brand, Networking, Research, Thought Leadership etc		
Profile Views per 90 days https://www.linkedin.com/me/profile-views		100+ per 90 days
Number of Connections (max 30,000) https://www.linkedin.com/mynetwork		60+ min 500+ in time
Number of Followers (max unlimited) https://www.linkedin.com/feed/followers		10% more Connections
Number of Featured Skills and Endorsements (max 50) https://www.linkedin.com/in/yoururl		Top 3 20+ votes
Number of Recommendations (Given & Received) https://www.linkedin.com/in/yoururl	Given Received	6+ Given 6+ Received
Search Results for 7 days https://www.linkedin.com/me/search-appearances		50+ per 7 days
Save to PDF YYYYMMDD-Your-Name-LinkedIn-Profile.pdf https://www.linkedin.com/in/yoururl		Also save other details
Download your Data (the works) https://www.linkedin.com/psettings/member-data		6 monthly minimum
Email Addresses (add, don't remove, change primary) https://www.linkedin.com/psettings/email		Personal and Work
Phone Numbers (do NOT allow LinkedIn to sync) https://www.linkedin.com/psettings/phone		International Format
Autoplay Videos (turn off for large mobile use) https://www.linkedin.com/psettings/videos		Recommend Turn Off
Who can see your Email Address and Connections https://www.linkedin.com/psettings/privacy/email https://www.linkedin.com/psettings/connections-visibility		You Choose
Viewers of this Profile also viewed https://www.linkedin.com/psettings/browse-map		Choose No
Profile Viewing Options (anonymous on demand) https://www.linkedin.com/psettings/profile-visibility		Default On
Sharing Profile edits (suggest No) https://www.linkedin.com/psettings/activity-broadcast		Yes or No You Choose
Edit Public Profile and URL (SEO and online visibility) https://www.linkedin.com/public-profile/settings		Lowercase all in one or -
Edit Contact Information (add three 'other' websites) https://www.linkedin.com/in/yoururl/edit/contact-info Can include – 1) Your Website and Link		Also add IM but not DOB

2) Professional Membership Link 3) School http://www.knox.nsw.edu.au		
Quality Profile Photo (aligned with purpose) https://www.linkedin.com/in/yoururl/edit/topcard		Professional Purposeful
Headline (first keywords important 200+ chars on mobile) https://www.linkedin.com/in/yoururl/edit/topcard		Think search queries
Summary (must be aligned with purpose, dot points, story) https://www.linkedin.com/in/yoururl/edit/topcard		Complete and aligned
Experience (must be aligned with purpose and consistent) https://www.linkedin.com/in/yoururl/edit/position/new Describe the (including start date), tasks, achievements and sign off with a call to action and your contact details		Complete and aligned
Education (must be accurate and detailed – include subject transcript (and topics if relevant)) https://www.linkedin.com/in/yoururl/edit/education/new		Complete and aligned
Volunteer Experience (be strategic, emulate Experience) https://www.linkedin.com/in/yoururl/edit/volunteer-experience/new		Complete informative
Endorsements (top three the most important) https://www.linkedin.com/in/yoururl/detail/skills		Selected and sorted
Recommendations (given and received) https://www.linkedin.com/in/yoururl/detail/recommendation/ask		6+ given and received
Additional Sections (to be completed) <i>Organizations include Professional Membership, Certifications include Professional Membership, Publications (includes Print, Audio, Video), Honors & Awards, Projects, Courses, Test Scores, Patents, Languages, Follow selected Companies</i>		Complete and informative
Start thinking about some of the other ways you can use LinkedIn - thought leadership – finding and sharing - liking, commenting, sharing from the newsfeed (signals, behaviour, curating) - posting and/or writing search engine optimised articles - researching for content, mentoring, advice etc - networking and relationship building - business and personal brand building - jobs by location https://www.linkedin.com/jobs/career-interests		Discuss

Authentic Networking on LinkedIn

<https://www.linkedin.com/pulse/20140407042716-77832--authentic-networking-on-linkedin>

Professional Social Media Photo

<https://www.linkedin.com/pulse/top-tips-professional-linkedin-social-media-profile-sue-ellson>

Benefits of LinkedIn

<https://sueellson.quora.com/The-Benefits-of-LinkedIn>

↑
values
and
ethics

nice but no action	long term success
slap	bad reputation

depth of relationship and time →

Be yourself and show interest / effective, empathy
Not ask too much / not feel comfortable
Listening and allow them to talk / seek help
Offer ideas and information first / builds credibility
Other people involved / feedback
Prompt follow up / builds trust

Let the robots do the networking, content do the sorting and opportunity come knocking