

10 best ways to use LinkedIn for your Business



26 June 2018 11:30am – 1:30pm
Now and Then Café, 204 High Street, Kew, Melbourne,
Victoria, Australia, 3101

Sue Ellson BBus MIML MAHRI CDAA (Assoc) ASA MPC

<https://www.linkedin.com/in/sueellson>

<https://sueellson.com>

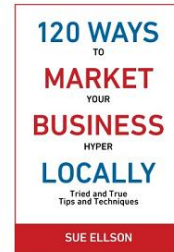
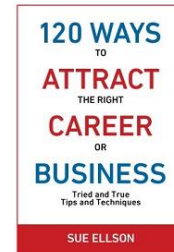
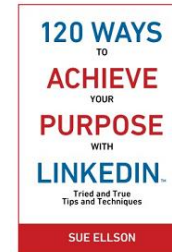
<https://120ways.com>

sueellson @ sueellson.com

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
- 2001 First website online NewcomersNetwork.com
- 2001 Member of the Australian Institute of Management
- 2003 Joined LinkedIn now 13,900+ Connections, 1,100+ profile views last 90 days, 220+ search appearances 7 days
- 2005 Member of the Australian Human Resources Institute
- 2008 Independent LinkedIn Consultant
- 2012 Started Camberwell Network
- 2014 Teaching at the Centre for Adult Education
- 2015 Associate Member of CDAA and Member of ASA
- 2016 Teaching at General Assembly and RMIT Short Courses
- 2016 wrote and self 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 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 & Camberwell Networks



Today

You may think that LinkedIn is a network for professionals in career roles – but did you also know that it can be used as a tool to build your digital asset, your brand and your business?

Join us at this interactive workshop where you will learn the 10 best ways to use LinkedIn for your business in Boroondara and beyond by adopting tried and true tips and techniques.

Come ready to take action and see real results and new referrals within weeks.

LinkedIn Stats

- started out in the living room of co-founder Reid Hoffman in 2002
- launched 5 May 2003
- world's largest professional network 500+ million members in 200+ countries, over 9 million in Australia
- mission to connect the world's professionals to make them more productive and successful
- LinkedIn is publicly held, diversified business model with revenues from member subscriptions, advertising sales and talent solutions
- acquired Pulse, SlideShare, Lynda, Connectifier now acquired by Microsoft
- started as a network, then publishing, next B2B platform
- <https://news.linkedin.com/news>

Why?

- Around 4 million Australians are active monthly users (Facebook 15M, Instagram 9M, Twitter 3M, Pinterest 290K, Snapchat 4M Google+ 55K?)
- 14 times more likely to be viewed if you have a photo
- 7 times more likely to be viewed if your profile has been completed
- three most important sections – Photo, Headline, Summary (Top 2 lines)
- your network is your net worth – pull strategy rather than push strategy
- remember to include contact information in ‘Summary’ section (make it easy for people to reach you)

<https://www.socialmedianews.com.au/social-media-statistics-australia-may-2018>

And also because...

- word of mouth referral verification tool (first page of search results)
- not what you know or who you know but **who refers you**
- value of your network (not security of one major client)
- rate of change of technology (keep up to date or be left behind)
- importance of keywords (in house and online)
- Digital Footprint (what is in Google), Literacy, Asset, Competency
- brand YOU (manage your own profile and business profile)
- 95% of decision makers (and people at parties) will Google you

<https://www.linkedin.com/pulse/business-case-linkedin-sue-ellson>

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

<http://www.linkedin.com/pulse/what-linkedin-why-should-you-create-good-profile-sue-ellson>

LinkedIn Hangups

- **No privacy** – past history, need to have a digital footprint
- **Don't know who to connect to** – depends on purpose
- **Too much time** – do a cost benefit analysis
- **Too costly** – I use the free account
- **Can't write** – dot point keywords
- **Scared of computers** – need to show digital competency
- **Business rules** – read or have your own social media guidelines
- **Need help** – ask a friend or expert

LinkedIn Resources

More past Publications, Presentations, Podcasts and more at
<https://sueellson.com>

Goodie Bag offer – enter the draw!

Before you update your Profile

- use Google Chrome as your browser, change downloads setting
- be clear about your purpose
- prepare a list of primary and secondary keywords for your target audience
<http://www.linkedin.com/pulse/linkedin-keywords-what-primary-secondary-should-you-sue-ellson>
- record your statistics
- do your backups
- change your settings

Let's follow the checklist – need to move promptly...

1. Complete Your Personal Profile

- Update your LinkedIn URL to your name
<https://www.linkedin.com/public-profile/settings>
- Good photo aligned with your purpose and background image
- Excellent Headline (under your name – keyword rich) – select Location
- Excellent Summary section (first two lines most important)
- Current Job / Experience (linked to your Company Profile)
- Include your Website/s in the Websites Section (Edit your Contact Info)
<https://www.linkedin.com/in/edit/contact-info/>

2. Complete your Company Profile

- If you haven't already, create it here
<https://www.linkedin.com/company/setup/new>
- Include your keywords – use maximum amount of characters
- Maximise the Company Profile – good logos, consistent description with other Social Media Profiles, Specialties, Started, Cover Image etc
<https://www.linkedin.com/pulse/how-maximise-your-company-profile-linked-in-sue-ellson>
- How to encourage your employees to assist
<https://www.linkedin.com/pulse/20-ways-your-employees-can-support-business-linked-in-why-sue-ellson>

3. Follow Local Pages

- City of Boroondara
<https://www.linkedin.com/company/974868>
- Camberwell Network
<https://www.linkedin.com/company/2821171>
- Local Camberwell Companies (can be added)
<https://camberwellnetwork.com/directory/linkedin-companies/>
- Any other recommendations?

4. Join Local Groups

- Camberwell Network
<https://www.linkedin.com/groups/4732893>

Any other recommendations? (Currently not my favourite option)

5. Follow Professional Associations

- If you are a personal or organisational member of a Professional Association, make sure it is listed as a Certification on your Personal Profile and Follow the Association, Join the Group etc
<https://www.linkedin.com/pulse/20141016095333-77832-how-to-showcase-your-professional-membership-on-linkedin>

6. Develop Social Media Policy

- Suggested Personal Profile Updates
- Suggested Website Links and Company and Group Follows
- Suggestions for Regular Updates on Company Pages
- Encourage Likes, Comments, Shares
- Policy on Connections – addition to your Enterprise Database
- Policy on Exit from your Enterprise (advised at start of relationship)

7. Research Opportunities

- Past Alumni – Universities and Employers to Connect and Share
- Local and International Connections, Collaborators, Suppliers
- Search Posts for Publishing Ideas
- <https://www.linkedin.com/search/results/content>
- Look at what non competing enterprises offer

8. Search Engine Optimise Everything

(Include 1x Heading 1, 1+ Heading 2, primary and secondary keywords, labelled image, 300+ words, call to action, video?)

- Personal Profiles
- Company Profiles
- Articles
- Updates
- Share on your own website and other social media (in particular Google+)

<https://www.linkedin.com/pulse/how-write-search-engine-optimised-article-linkedin-sue-ellson>

9. Collect Statistics

- Employees – Number of Connections and Views per 90 Days
- Company – Number of Followers
- Company Updates – Number of Likes, Comments, Shares
- Referrals – Check Google Analytics for your Enterprise Website
- Recommendations and Endorsements (particularly for keywords)
- Articles – Views, Likes, Comments, Shares, appearance in Google

10. Review and Improve

- What works best for your enterprise?
- What generates the most engagement?
- What goes most viral?
- Incorporate bling – Video (and .srt file for subtitles), Images, PDF's etc
- Consider whether you will engage (Like, Comment, Share), curate (select and share quality content) or create content (your own)
- Keep your engagement ratio high (1 post, 12 interactions)

Personal Profile Statistics to Reach

- 60+ connections
- 100+ views per 90 days
- 50+ appearances in search results per 7 days
- 6+ recommendations given and received (two way street)
- 20+ endorsements for top 10 skills
- 80% of sections completed (skip patents, date of birth)
- login once a week
- 3+ posts per year
- check for new features every six months
- back up and keep stats every three or six months

Company Profile Statistics to Reach

- all employees Following
- 100+ overall Followers
- one or more Updates per month
- aim for more than five Likes, Comments or Shares per Update
- keep all information, logos etc up to date
- follow up all Comments and Shares within 24 hours
- check for new features every six months
- back up and keep stats every three to six months
- keep a list of the links to all of your Posts (risk management and also re-use) in an Excel Spreadsheet

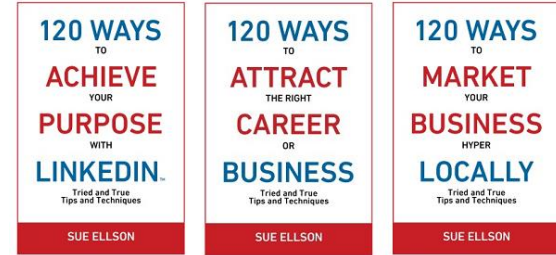
Commit to your purpose

- do some edits today
- look at other profiles for ideas
- do more edits with a friend
- set a deadline for updating your profile
- find an accountability partner to keep you accountable
- find a mentor to review your profile
- get **MAXIMUM VALUE** from attending this session – take action immediately
- be courageous – describe in dot points the truth and massage the message where necessary but never lie – pull marketing strategy

Goodie Bag

Enter the draw or email [sueellson @ sueellson.com](mailto:sueellson@sueellson.com) and you will receive

1. Free electronic copy of these slides and link to audio recording
2. Top 20 Tips from all three books
3. Invitation to connect on LinkedIn <https://www.linkedin.com/in/sueellson>



REMEMBER – BE ACCOUNTABLE – DO SOME EDITS AS SOON AS POSSIBLE!

Say thank you - reviews most welcome at <https://sueellson.com/reviews>

