



## LEVERAGING LINKEDIN FOR ALUMNI AND LOCAL BUSINESS

14 September 2018 5:30pm – 7:00pm

TIGS Goodhew Research Centre (School Library)  
10 - 12 Western Avenue, Mangerton  
Access via Powell Street  
Wollongong New South Wales Australia 2500

Sue Ellson BBus MIML MAHRI CDAA ASA MPC WV  
Independent LinkedIn Specialist  
<https://www.linkedin.com/in/sueellson>  
<https://sueellson.com>  
+61 402 243 271  
[sueellson@sueellson.com](mailto:sueellson@sueellson.com)

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Enhance your professional profile and grow your business at this special networking event with LinkedIn specialist and author Sue Ellson. The presentation is aimed at professionals, business owners, university students and anyone looking to build their network or advance their career.

An opportunity will be provided to pre-register for the 2019 Community Business Register. Please note terms and conditions apply and this opportunity will be limited to those with a direct connection to TIGS.

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## Leveraging LinkedIn

There are many ways to create a digital presence and one of the most effective tools is LinkedIn.

### Other Reading

- **How to choose your next job or career** (decision making framework for clarifying your purpose) <https://www.linkedin.com/pulse/how-choose-your-next-job-career-sue-ellson>
- **Primary and secondary keywords** (to help you prepare some text to include in your LinkedIn Profile) <https://www.linkedin.com/pulse/linkedin-keywords-what-primary-secondary-should-you-sue-ellson>
- **How To Write A Search Engine Optimised Article On LinkedIn** (if you are planning to publish Articles on LinkedIn) <https://www.linkedin.com/pulse/how-write-search-engine-optimised-article-linkedin-sue-ellson>
- **20 ways to encourage a LinkedIn Post to go viral** (if you want to post Updates on a regular basis) <https://www.linkedin.com/pulse/20-ways-encourage-linkedin-post-go-viral-sue-ellson>
- **What to do before you speak to a website designer** (so that you understand the principles of producing content online) <https://www.linkedin.com/pulse/what-do-before-you-speak-website-designer-sue-ellson>
- **How Much Should I Pay For A Website And What Should Be Included In The Website Design Proposal?** (if you are ready to start creating your own archive of published content) <https://www.linkedin.com/pulse/how-much-should-i-pay-website-what-included-design-proposal-ellson>

### Benefits of LinkedIn

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

1. Google your name or business name and it can come up in Google Search Results
2. It is free – and if your target audience is on LinkedIn, you can keep in contact
3. You can use it as your personal database
4. You can build your network internationally (great for research)

### How has LinkedIn benefited you before today?

## Do you know your PURPOSE for LinkedIn?

Download LinkedIn App on your phone so we can use it later...

### 1. Introduction to LinkedIn

#### 1.1 History

- started out in the living room of co-founder Reid Hoffman in 2002
- launched 5 May 2003
- world's largest professional network nearly 600 million members in 200+ countries, over 9 million in Australia
- 4.5+ million active monthly users in Australia  
<https://www.socialmedianews.com.au/social-media-statistics-australia-august-2018>
- 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, acquired by Microsoft in 2016
- started as a network, then publishing, next B2B platform
- <https://news.linkedin.com/news> <https://about.linkedin.com> <https://blog.linkedin.com>

#### 1.2 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 (not just literacy)
- **Business rules** – read or have your own social media guidelines
- **Need help** – ask a friend or expert

## 2. Statistics and Backup

### 2.1 Personal statistics

For now and goals for the future to attract your target audience

**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>

More than Connections

**Profile Views per 90 days** \_\_\_\_\_ (Reverse stalk)

<https://www.linkedin.com/me/profile-views>

100+ per 90 days

**Search Results for 7 days** \_\_\_\_\_

<https://www.linkedin.com/me/search-appearances>

50+ per 7 days

**All Star Profile** (Yes or No) \_\_\_\_\_

Yes

**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>

6+ Given 6+ Received

### 2.2 Backup your profile and your data

**Save to PDF** (from More Options below headline)

YYYYMMDD-Your-Name-LinkedIn-Profile.pdf

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

Also save other details that do not appear in the PDF document

**Download your Data** (the works)

<https://www.linkedin.com/psettings/member-data>

6 monthly minimum – when receive email from LinkedIn, click and save immediately, can open CSV file in LinkedIn with all of your Connections – First Name, Last Name, Email Address, Current Job Title, Current Company, Date Connected

### 3. Adjust most important settings

#### 3.1 Personal settings – must do's in Top Card

**Edit Public Profile URL** (SEO, online visibility, email signature, business cards etc)

<https://www.linkedin.com/public-profile/settings>

Lowercase all in one word or – between first and last name

or number or pre and/or post nominals (also see other Public/Private information choices)

**Quality Profile Photo** (aligned with purpose) and background image 1584x396 pixels

<https://www.linkedin.com/in/yoururl/edit/topcard>

Professional Purposeful – tips at <https://www.linkedin.com/pulse/top-tips-professional-linkedin-social-media-profile-sue-ellson> Assess your photo for competency, influence and likeability at

<https://www.photofeeler.com>

**Update Headline**

(first keywords for searches important 120 characters on desktop/laptop more characters on mobile device) <https://www.linkedin.com/in/yoururl/edit/topcard>

**Update Summary**

(must be aligned with purpose, dot points, story first two lines are visible – add contact details!) <https://www.linkedin.com/in/yoururl/edit/topcard>

<https://www.linkedin.com/pulse/how-write-linkedin-profile-summary-your-purpose-sue-ellson>

#### 3.2 Profile settings – account settings

<https://www.linkedin.com/psettings>

**Email Addresses** (add all of your email addresses – don't remove any old ones)

<https://www.linkedin.com/psettings/email>

**Phone Numbers** (do NOT allow LinkedIn to sync +61 402 243 271)

<https://www.linkedin.com/psettings/phone>

Unsync at <https://www.linkedin.com/mynetwork/settings/manage-syncing>

**Autoplay Videos** (turn off for large mobile use)

<https://www.linkedin.com/psettings/videos>

#### 3.3 Profile settings – privacy settings

<https://www.linkedin.com/psettings/privacy>

**Who can see your Email Address** (your choice – eliminate tyre kickers with good copy)

<https://www.linkedin.com/psettings/privacy/email>

**Who can see your Connections** (only you = only shared connections visible)

<https://www.linkedin.com/psettings/connections-visibility>

**Viewers of this Profile also viewed** (choose NO unless espionage)

<https://www.linkedin.com/psettings/browse-map>

**Profile Viewing Options** (anonymous on demand – stalking for legitimate reasons only)

<https://www.linkedin.com/psettings/profile-visibility>

**Sharing Profile edits** (suggest No)

<https://www.linkedin.com/psettings/activity-broadcast>

### 3.4 Profile settings – contact info

<https://www.linkedin.com/in/yoururl/detail/contact-info>

**Websites** (add 3 URLs and choose Other for 30 character description – always copy/paste URLs)

Can include – 1) Your Personal Website and Link

2) Your Business Website and Link

3) Your Professional Association Membership and Link

May like to add The Illawarra Grammar School <https://www.tigs.nsw.edu.au> or

<https://www.tigs.nsw.edu.au/alumni-and-community>

#### Other Details

Also add phone, address, Twitter, Instant Messaging but not Date of Birth

### 3.5 Company Page settings

If you have set up your own enterprise, Create a Company Page at

<https://www.linkedin.com/company/setup/new>

How to maximise your Company Profile on LinkedIn

<https://www.linkedin.com/pulse/how-maximise-your-company-profile-linkedin-sue-ellson>

20 Ways Your Employees Can Support Your Business On LinkedIn And Why They Should

<https://www.linkedin.com/pulse/20-ways-your-employees-can-support-business-linkedin-why-sue-ellson> If you are an employee, consider following these suggestions to help your employer!

\*\* Please make sure you abide by your enterprise Social Media Policy and consider any recommendations they may have for your LinkedIn Profile or your participation on LinkedIn...

## 4. Completing your LinkedIn Profile

**Experience** (must be aligned with purpose and consistent)

<https://www.linkedin.com/in/yoururl/edit/position/new>

Describe your achievements (keyword rich), your tasks, the enterprise (including established date, website link, work email address and phone number) and sign off with a call to action – also include videos, PDF's, images media to look digitally competent

**Education** (must be accurate and detailed – include subject transcript (and topics if relevant) <https://www.linkedin.com/in/yoururl/edit/education/new>

**Volunteer Experience** (be strategic, emulate Experience layout)

<https://www.linkedin.com/in/yoururl/edit/volunteer-experience/new>

**Endorsements** (top three pinned to top are the most important, especially if voted by other experts) <https://www.linkedin.com/in/yoururl/detail/skills>

**Recommendations** (given and received)

<https://www.linkedin.com/in/yoururl/detail/recommendation/ask>

6+ given and received – be strategic, include keywords for you and for your recommendees

**Additional Sections** (to be completed)

Organizations include all Professional Memberships

Certifications include all Professional Memberships and Certifications, Accreditations

Publications include Print, Audio, Video or most relevant for your purpose

Honors & Awards provide descriptions to explain why the XYZ Award is relevant

Projects past behaviour predictor of future performance

Courses

Test Scores

Patents

Languages include English and any others

Follow selected Companies (like past employers, universities, strategic partners etc)

Remember that MOST people do not complete these sections. You will have an advantage if you do!

Visit Sue Ellson's Profile for ideas and examples <https://www.linkedin.com/in/sueellson>

**How to showcase your Professional Membership on LinkedIn**

<https://www.linkedin.com/pulse/20141016095333-77832-how-to-showcase-your-professional-membership-on-linkedin>

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

## **5. Content Strategies**

### **5.1 Content stages**

First and foremost, you need to complete your own LinkedIn Profile to the best of your ability.

Depending on how comfortable you are with creating and publishing your own content via LinkedIn, you are likely to be in one of three content stages:

- content involvement – Liking, Commenting and Sharing other people's content including the content shared on your own Company Page – think of a Like as 1 Brownie Point, a Comment as 5 Brownie Points and a Share as 10 Brownie Points indicating both the value of the content and your interest in that topic for future newsfeed items – definitely consider supporting the content published by your employer/enterprise)
- curation – sourcing other people's good content and sharing it
- creating – both Posts (newsfeed) and Articles (like your own blog) with unique content



Remember to keep your Engagement Ratio at a good level – ideally one share of your content and 12 engagements (Like, Comments or Shares of other people's content – again, be strategic).

## 5.2 Evergreen Content

Articles can be Search Engine Optimised to appear in Google Search Results long after the original publication date and are best suited to 'evergreen' content – but don't forget to incorporate a call to action at the end.

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

- Google search 'tough love unemployed' for an example

<https://www.linkedin.com/pulse/tough-love-unemployed-job-seekers-over-50-years-age-sue-ellson>

**Note to self:** Always keep a copy of your Article URLs and the Article Content as there is no guarantee that it will always be online. Do not use copyright images.

## 5.3 Dynamic Content

Posts that you write and that appear in the Newsfeed have the potential to go 'viral.' At present, this seems to happen if:

- The post receives early engagement (Likes, Comments, Shares)
- If you add an image before you add text and a link
- If you upload a video and .srt file (transcript) directly into LinkedIn
- If you have written it in an engaging way – e.g. start with 'Today'
- If you have 'pinged' other people in the Post – type @ and their name to notify them
- If you have included hashtags # (subjects)
- If you encourage people to engage appropriately
- If you personally respond to all Comments
- If you recycle the Post a week later (which is why you need to keep a copy of each Post's URL but also if you need to find and delete a profile that was sensitive)

Visit <https://www.linkedin.com/feed/update/urn:li:activity:6413272325709488128> to see 10500+ views in two weeks

Visit this first post – over 6,000 views, 110 likes and 33 comments in 6 days  
<https://www.linkedin.com/feed/update/urn:li:activity:6429994093790793729>

## 20 Ways to encourage a LinkedIn Post to go viral

<https://www.linkedin.com/pulse/20-ways-encourage-linkedin-post-go-viral-sue-ellson>

**Note to self:** Always keep a copy of your Post URLs in case you want to recycle or retrace what you have done in the past in your own Excel Spreadsheet. Always be nice in your Posts and encourage positive discourse. Consider sharing some of your Post URLs to others to encourage them to interact with your Post.

## 6. Research, Referrals and Sales

LinkedIn is an excellent research tool that helps you find people beyond your first and second level Connections.

You can search at <https://www.linkedin.com/search/results/index/> and if you go beyond the Commercial Use limit, you can use an Advanced Google Search [https://www.google.com.au/advanced\\_search](https://www.google.com.au/advanced_search) and include LinkedIn.com in the site or domain field.

\*\*\*<https://www.linkedin.com/pulse/how-generate-leads-sales-results-linkedin-sue-ellson>\*\*\*

## 7. Job Search Strategies

**Turn on your Career Interests** – via the Jobs tab on the top of your screen – include a message to recruiters about the type of work you are looking for and add in as much information about the job titles, employment type (contract, temporary, remote etc), locations, industries etc at <https://www.linkedin.com/jobs/career-interests>

**Turn on Job Alerts** – LinkedIn has recently expanded this feature and there are a lot more choices you can make, even targeting specific companies. Remember that applying quickly helps, but personalising your application is just as important. If you are re-directed to the company website, make sure your resume is Applicant Tracking System ready and if applying through LinkedIn, attach an 'application' document that has a tailored cover letter and resume / CV in one document – your application needs to match the job description to secure an interview <https://www.linkedin.com/jobs/search>

**Follow your target companies** – particularly if they are large companies that may have a LinkedIn Recruiter subscription. If you are already following them, you are more likely to appear in LinkedIn Recruiter searches. Whilst you are at it, see if the company has a 'Careers' page on LinkedIn and check that out too. You may also like to have a look at the Company's website and see if they have a Career's section and register directly (as some employers only use direct applicants)

**Reach out directly to people** – decision makers in enterprises are unlikely to have time for generic career enquiries and rote emails or Inmails from people sending a blanket message to multiple companies. One of the most successful ways to secure employment is by referral. So you need to find people who may be willing to refer you to someone within the enterprise. This means that you need to do a lot of research first. You need to find out how the company operates and be fully aware of their presence in the marketplace, what they do and how they work. You need to find out who works there and if you have any LinkedIn connections in common. If you do, you may like to reach out to some of these people with a personal message and ask for information about the recruitment process (not a job just yet). Once you have this information, you will hopefully be able to keep finding out more information and start networking until you receive a referral. Organising a quick five minute telephone discussion is much more efficient than a personal meeting. If the first person says no, try again. Make sure you are 'application ready' and have a resume / CV partly prepared.

**If you are currently unemployed or studying full time** – make sure you create a current position. Fill it in with information about the type of work you are seeking in the title and in the employer section, mention 'Various' for now. You can discuss how you are currently doing research, networking, studying, applying for jobs in which areas etc. Please do not use the

words 'seeking opportunities' or any variation of it! This makes you look desperate. You are more likely to appear in search results if you are currently 'working.'

**Avoid mentioning years of experience** – By completing the dates of your employment, your years of experience are automatically created. You want to avoid any language that people could use to say 'no' to you. For example, you could say you have 'three years of experience' but the person reviewing LinkedIn profiles may want five years of experience. Your goal is to encourage the viewer of your profile to keep reading until the very end with as much useful information as possible that relates to the type of work you are seeking.

**Talk about your achievements in a language that is appropriate for the location of the job** – the way you describe achievements in the USA is very different to Australia. However, it is essential to include them as most recruiters and decision makers are taught that 'past behaviour is a predictor of future performance.' If you have achieved X at Y company, then in theory, you would also be able to achieve X at Z company. Again, include your keywords for your job and industry so that you are more likely to appear in search results.

Remember that if you optimize your LinkedIn Profile, it can often appear number one, page one of Google search results for your name, your keywords and for your Article titles – so it is worth getting it RIGHT for your purpose.

## 8. In closing

Please be ETHICAL AT ALL TIMES and abide by the LinkedIn User Agreement <https://www.linkedin.com/legal/user-agreement> (no bots, scrapers, auto programs)

Quick questions via email most welcome [sueellson@sueellson.com](mailto:sueellson@sueellson.com)

HEAPS MORE at <https://sueellson.com> and books at <https://120ways.com>

## Demonstration on Mobile Devices

### Find Nearby

### Scan Code

## Other points you would like to keep for the future

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## What has been most helpful to you today?

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