



Breaking the Code:

from published to best-selling author

6 & 7 OCTOBER 2018,
MELBOURNE, AUSTRALIA



How social media works for writers

Sue Ellson BBus MIML MAHRI CDAA ASA MPC WV

9:15am – 9:45am

Belgian Beer Cafe Melbourne, 5 Riverside Quay, Southbank,
Melbourne, Victoria, Australia 3006

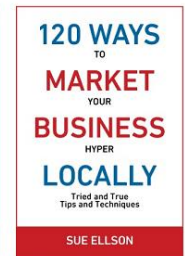
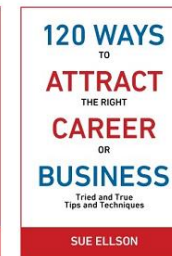
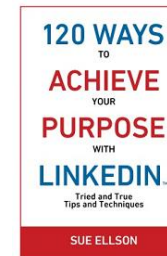
7 October 2018

<https://www.breakingthecode.works>

Sue Ellson BBus MIML MAHRI CDAA ASA MPC WV- 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 15,000 Connections, 1,300 profile views last 90 days, 1,000 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 Australian Society of Authors
- 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
- 2018 Member of Career Development Association of Australia and Writers Victoria



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 – 2018 Volunteer Foster Carer RSPCA Victoria and Forever Friends
- 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



#1

Understand your highest values and purpose

- create a framework for decision making
- make sure it is realistic and in alignment
 - make sure you can be consistent

<https://www.linkedin.com/pulse/how-choose-your-next-job-career-sue-ellson>

<https://www.cae.edu.au/news/five-ways-you-can-use-social-media-to-improve-your-career>

<http://www.linkedin.com/pulse/linkedin-keywords-what-primary-secondary-should-you-sue-ellson>

#2

Select the right online presence combination

- a website that works
 - <https://www.linkedin.com/pulse/what-do-before-you-speak-website-designer-sue-ellson>
 - <https://bernadetteschwerdt.com.au> (complex)
 - <https://www.chasing.digital> (simple)
- social media that you enjoy and engages with your target audience
 - <https://www.linkedin.com/pulse/linkedin-authors-writers-playwrights-script-ghost-literary-sue-ellson>
- online profiles that expand your digital footprint
 - <https://sueellson.com/books>
- Google expects more than a website, it wants social engagement as well
 - <https://www.socialmedianews.com.au/social-media-statistics>
 - <https://www.sensis.com.au/about/our-reports/sensis-social-media-report>

#3

Social Media Stages

- **Quality real estate – consistent logos, images, videos, text (short and long versions), keywords, messages for your readers in their language for their needs (PROFILE)**
- **Quality connections – not just your readers but also your supporters, colleagues, publishing contacts (CONNECTION)**
- **Quality content – that you then broadcast appropriately to the right audiences or to the people who find you online (social proof) (IDENTITY)**
- **Quality responses – timely, appropriate, informative, consistent, authentic, aligned (TRUST)**
- **Quality transactions – ask for the sale (but not on first date), easy sales process, prompt delivery and excellent service (SALES / CONVERSIONS)**
- **Careful analysis and review – value, results, adjustments and improvements (RETURN ON INVESTMENT)**

#4

Do your housekeeping

- do you have all of your details and passwords together?
- is ALL of your information correct and consistent?
- do you update all of your profiles every six-12 months?

<https://australianselfpublisher.com/articles/2018/09/26/1610/5-ways-to-optimise-linkedin-for-self-published-and-indie-authors>

#5

Select and complete your engagement, curation and creation strategies

- how will you engage with online content?
- how will you curate and share other people's content?
 - how will you create and distribute content?

<https://www.linkedin.com/pulse/content-engagement-curation-creation-strategies-busy-people-ellson>

#6

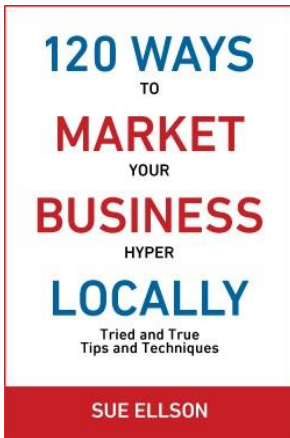
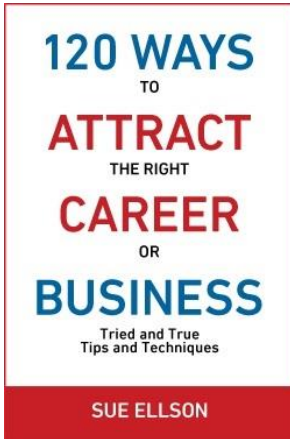
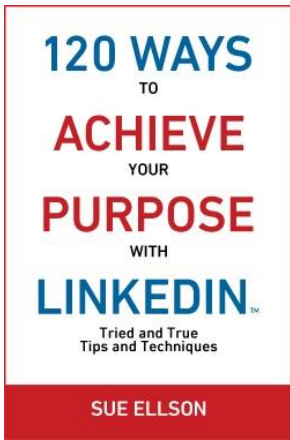
Social Media Options

- LinkedIn – find by name (change URL at <https://www.linkedin.com/public-profile/settings> and add all Publications), native video & captions, pictures, hashtags
- Facebook – keep in touch with new content regularly, consider a Facebook Group if you have loyal readers, live video and native video
- Twitter – connect internationally, source writer's festivals, find journalists, hashtags
- Instagram – consistent hashtags, share to Facebook afterwards, video, let image tell story and include text on image and explain what to do
- Google Plus – add all of your digital presence (from an Excel spreadsheet you keep up to date) in the Sites section to let Google know where you are online
- Google Extras – <https://google.com/alerts> to notify you when mentioned, <https://play.google.com/books/publish> to help with Google Search results 20% visible <https://posts.withgoogle.com> get your author status verified (signed in to five social media profiles)

#7

Action Plan

1. Create a Usernames and Passwords List (password protected Excel spreadsheet)
2. Create a clear description of your purpose
3. Create a clear description of your target audience
4. Review the various options you have available
5. Start by creating good quality and consistent social media profiles, keep a list
6. Select and implement your content engagement, curation, creation strategies
7. Manage access to your social media profiles carefully
8. Record and analyse the results
9. Discuss changes or improvements, adjust strategy
10. Implement revisions



Questions and Examples

Email [sueellson @ sueellson.com](mailto:sueellson@sueellson.com) or
SMS +61 402 243 271 and include your

first name and email address and receive

1. These slides and recording
2. An invitation to connect to Sue Ellson on LinkedIn
3. Top 20 Tips from all three books

120 Ways To Achieve Your Purpose With LinkedIn

120 Ways To Attract The Right Career Or Business

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