



## LINKEDIN FOR YOU AND YOUR INSTITUTION

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Join us for this unmissable PD where you will explore:

- How to update your LinkedIn Profile for your personal and professional purpose
- How to utilise various features of LinkedIn for the benefit of your school or university as an advancement professional with details on targets to achieve for your Page, Groups and University (School) Profiles
- Specific examples of techniques that are very effective at reaching future families and alumni as well as fundraising and marketing opportunities that you can use in the future
- BONUS – some other social media quick tips

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## Leveraging LinkedIn

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

### Reading

- **Office of the e-Safety 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>
- **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>
- **Benefits of LinkedIn** – general information  
<https://sueellson.quora.com/The-Benefits-of-LinkedIn>
- **Business Case for LinkedIn** – to convince others  
<https://www.linkedin.com/pulse/business-case-linkedin-sue-ellson>
- **Why You Should Create a Good LinkedIn Profile** – to convince yourself!  
<https://www.linkedin.com/pulse/what-linkedin-why-should-you-create-good-profile-sue-ellson>
- **LinkedIn Changes for 2018** – to keep yourself up to date  
<https://www.linkedin.com/pulse/linkedin-changes-2018-layout-features-mobile-tablet-sue-ellson>

1. Google your name or school 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 and build alumni numbers
4. You can build your network internationally (great for research, sister schools etc)

**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...and turn on Bluetooth

## 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-september-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) \_\_\_\_\_ (complete as many profile sections as possible)

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>

**Relevant Background Picture** – make sure it looks okay with your profile photo on the left of the screen (laptop/desktop) and the middle of the screen (mobile/tablet) (logo top right)

#### **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 School Website and Link

3) Your Professional Association Membership Website (like Educate Plus and Link

<https://www.educateplus.edu.au>)

### Other Details

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

### 3.5 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 (even basic knowledge)

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!*

## **4. Company Page settings**

### **SOME SCHOOLS ONLY HAVE THIS AND NOT A SCHOOL PAGE**

If you don't have any presence for the school, create a Company Page at

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

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...

## **5. 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 (may require personalised instructions and multiple follow ups). Track and monitor your alumni numbers
- Encourage School Career Advisors and Principal to have excellent LinkedIn Profiles
- 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>
- <https://www.linkedin.com/in/sienadominican> - may be withdrawn (temporary fix)



- 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>

Example: <https://www.linkedin.com/in/kimbence>

## 6. Metrics

Company Followers – increase year on year YOY

School – Alumni (80% this year on), Followers (higher), Employees 80% on LinkedIn

Past Students listed as alumni – increase YOY

Company Updates – monthly 5+ likes

Update Links – keep all in spreadsheet (risk management) – Date, Description, Link

## 7. Content Strategies

### 7.1 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).

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

## 7.2 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. You may like to post your link at <https://archive.org/web> for a permanent record

## 7.3 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 via an EDM (direct email to selected people).

## 8. 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>\*\*\*

Follow this article to really understand how to attract future families, improve fundraising and marketing – authenticity, consistency, due diligence – be found or be confirmed

## 9. Video

Personally 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 add .srt file (extracted from YouTube captions) so that subtitles appear on video in LinkedIn

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 lengthy opening sequences. Many users will be watching with the sound off, so consider adding captions or graphics to help them follow along.

## 10. 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>
- 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:641400088112616960>
- 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>

## 11. 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 and Scan Code

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

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### Bonus Tips

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>



Sue Ellson  
on Google

<https://posts.withgoogle.com> (verify for individuals by signing in to five social media profiles)

### 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, stakeholders (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)

### Other Presentations

<https://sueellson.com/presentations/presentations-2018/the-illawarra-grammar-school-leveraging-linkedin-for-year-12-students>

<https://sueellson.com/presentations/presentations-2018/the-illawarra-grammar-school-tigs-leveraging-linkedin-for-alumni-and-local-business>

<https://sueellson.com/presentations/presentations-2018/catholic-development-network-linkedin-for-you-and-your-school>

### What has been most helpful to you today?