MONASH BUSINESS SCHOOL
ECR CONFERENCE
CRAFTING YOUR ONLINE BRAND
WITH LINKEDIN

22 November 2018
11:30am – 12:30pm
The Mansion Hotel and Spa, Gate 2, K Road, Werribee,
Melbourne, Victoria, Australia 3030

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ECRs are given a hands-on opportunity to start crafting their social media profile with the assistance of a LinkedIn expert. Guidance will be given on how to set up a strong LinkedIn page and use it as a central platform to maximize the impact of your research profile in other social media outlets. Sue will also provide you with hands-on tips to optimise your LinkedIn profile. You will be amazed at how LinkedIn can create funding, consultancy and research opportunities from your profile.

Contents

Leveraging LinkedIn

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

- **How to choose your next job or career** – to help you select your top choices for the future 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

- **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

- **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

1. Google your 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, build and maintain your personal network

4. You can build your network internationally (great for funding, consulting, research etc)

5. You can optimise your desired search keywords by optimising your LinkedIn Profile (for example, if you Google 'LinkedIn Specialist,' Sue Ellson's LinkedIn Profile is on the first page of Google Search Results.

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-october-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

- Up to 75% of hiring managers will Google your name before an interview

- Up to 95% of hiring managers will Google your name before hiring you

- Up to 85% of jobs are NOT advertised

- Up to 85% of 'business' is done by referral

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 – if significantly more, shows thought leadership

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, 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 iPhone) 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 on 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 University's Website and Link (or school) https://www.monash.edu
https://www.monash.edu/business
3) Your Professional Association Membership Website (like Engineers Australia
https://www.engineersaustralia.org.au) or Research Publications List (ie ResearchGate)

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

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 **(Keep a list of all of your online content in an Excel Spreadsheet – Date, Title, Description, Link, Archive Link)**
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)
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

Set hashtags for topics https://www.linkedin.com/feed/follow

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

5. Company Page settings and follow options

If you have your own enterprise or the enterprise you work for does not have a Company Profile, it can be created 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…

Highly recommend that you FOLLOW these company profiles so that you can appear in more search results and be added to relevant alumni databases:
https://www.linkedin.com/school/monash-university
https://www.linkedin.com/school/monash-business-school

Also consider any target companies and individuals to follow for your purpose.

6. Group choices

Groups can be a great way to be kept up to date with trends and information and keep you posted on events and activities associated with your Monash University life.

Choose groups that have a reasonable number of members and are well moderated. Also make sure that you do not spam or sell in these groups. You can adjust your notification settings at
https://www.linkedin.com/notifications/settings/group/urn:li:fs_notification_setting_group:GROUP_UPDATES/

Encourage you to consider joining the following groups:

Monash University https://www.linkedin.com/groups/131454
Monash Alumni https://www.linkedin.com/groups/74440

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 if you have one – 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

As mentioned earlier, you could be classified as an 'expert' or 'thought leader' if your number of Followers is significantly more than your number of Connections.

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 the date of your Article, URLs and the Article Content as there is no guarantee that it will always be online (perhaps in an Excel Spreadsheet). Do not use copyright images. Free images can be sourced at https://www.pexels.com. 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

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 31/07/18 (still circulating) 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 (Electronic Direct Message - 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 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 conference speaking, research opportunities and expert commentary – 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. 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 an opportunity 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 this research, 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 or opportunity 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. Use words like extensive, specialist, niche etc

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.

11. Reminders

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)

Keep a list of all of your online content in an Excel Spreadsheet – Date, Title, Description, Link, Archive Link (https://archive.org/web)

Demonstration on Mobile Devices - Find Nearby and Scan Code

Funding – due diligence, recommendations, past publications and projects

Consultancy – search appearances, connections, sharing of relevant news, interaction

Research – job alerts, international searches, group participation, company follows, researching academics at other universities worldwide (see alumni list for that 'school' and see where those people are now)

Remember to update your other online platforms including Academia.edu and ResearchGate.net as well as Publications on LinkedIn https://www.linkedin.com/in/YOURURL/edit/publication/new/

Keep your Education section up to date (including subjects completed and topics included if relevant for your primary keywords list) https://www.linkedin.com/in/YOURURL/edit/education/new/

Other information https://university.linkedin.com/linkedin-for-students

12. Bonus Tips

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)

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)

Join the conversation online
https://www.facebook.com/Monash.University
https://www.facebook.com/monashalumni
https://www.facebook.com/MonashBusinessSchool
https://twitter.com/MonashUni
https://twitter.com/MonashAlumni
https://www.youtube.com/user/monashunivideo
https://www.youtube.com/user/MonashAlumni
https://www.youtube.com/user/MonashUniBusEco
https://www.instagram.com/monash_uni
https://www.instagram.com/monashalumni
https://www.instagram.com/monashbusiness

Other Presentations of Interest
https://sueellson.com/presentations/presentations-2018/monash-business-school-alumni-linkedin-workshop
https://sueellson.com/presentations/presentations-2018/monash-university-engineering-alumni-linkedin-workshop

What has been most helpful to you today?

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Quick questions via email most welcome sueellson@sueellson.com

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