



LINKEDIN AND NETWORKING FOR YOUR CAREER OR ENTERPRISE

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Deakin University
Burwood Campus
The Burwood Corporate Centre – Level 2 Building BC
221 Burwood Highway, Burwood
Victoria Melbourne Australia 3125

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

LinkedIn and Networking for your Career or Enterprise

1. NETWORKING EXERCISE	5
2. FACE TO FACE NETWORKING	5
3. WHERE TO FIND NETWORKING EVENTS TO ATTEND.....	6
4. BEST WAYS TO FIND WORK	6
5. SOCIAL MEDIA TIDY UP	7
6. EMPLOYABILITY	7
7. HISTORY OF LINKEDIN	7
8. GENERAL PRINCIPLES OF LINKEDIN.....	8
9. HANGUPS ABOUT LINKEDIN.....	9
10. STATISTICS AND BACKUP	9
10.1 Personal statistics.....	9
10.2 Backup your profile and your data.....	10
11. ADJUST MOST IMPORTANT SETTINGS.....	10
11.1 Personal settings – must do's in Top Card	10
11.2 Profile settings – account settings.....	11
11.3 Profile settings – privacy settings.....	11
11.4 Profile settings – contact info	11
12. COMPLETING YOUR LINKEDIN PROFILE	11
13. COMPANY PAGE SETTINGS AND FOLLOW OPTIONS	12
14. GROUP CHOICES.....	13
15. JOB SEARCH STRATEGIES HTTPS://STUDENTS.LINKEDIN.COM.....	13
16. CONTENT STRATEGIES.....	14
17. RESEARCH, REFERRALS AND SALES	15
18. VIDEO.....	15
19. SAY THANK YOU.....	15
20. REMINDERS AND WHAT TO DO NEXT	15

LinkedIn and Networking for your Career or Enterprise

You may have created a LinkedIn Profile, but do you know how to attract career or enterprise opportunities? Do you know how to use it for your purpose?

Do you know how to network, both online and offline? Do you know how to use LinkedIn to find opportunities, even before you graduate?

Join this informative session to learn:

- What to include on your LinkedIn Profile and how to measure your success
- How to network both online and offline
- How to source and attract work experience, career and enterprise opportunities before and after graduation
- How to use the mobile version of LinkedIn
- General tips on improving your employability

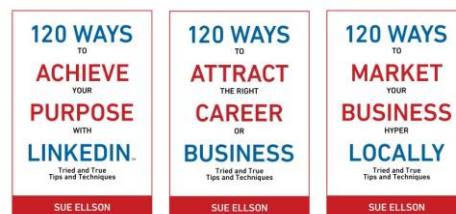
Prerequisites:

- Your own LinkedIn Profile (all you need is an email address and password to get started – sign up at www.linkedin.com – it's free!)
- The LinkedIn App on your mobile phone (and be signed in)
- Your laptop (not tablet) so you can make updates in the session

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

Professional Experience

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 15,800+ Connections, 900+ views/90 days, 1,100+ searches/7 days
2005 Member of the Australian Human Resources Institute
2008 Independent LinkedIn Specialist, Member of Melbourne Press Club
2010 Started GlobalMobilityNetwork.com
2012 Started CamberwellNetwork.com
2014 Teaching at the Centre for Adult Education
2015 Associate Member of Career Development Association of Australia
2015 Member of Australian Society of Authors
2016 Teaching at General Assembly and RMIT Short Courses
2016 Wrote and 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 (CDAA) and Writers Victoria
2018 Top 10 LinkedIn Expert in the Asia Pacific Region
2019 Teaching, Consulting, Writing and Independent Publishing
Gigsters – Any Age or Ability Employees, Experts and Entrepreneurs
Poems for lovers to read to each other
International research project follow up to 2004 Newcomers Network Research Project



Voluntary Experience

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 Morphetville Park Football Club
1992 – 1993 Inaugural Secretary/Treasurer & Westpac Rep 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 Network & Camberwell Network

1. Networking Exercise

- Write six to eight words that you think recruiters or decision makers will search for to find you on LinkedIn

_____	_____
_____	_____
_____	_____
_____	_____

- Now go to another person in the room, smile at them and then let them tell you what they think you do (remember, they are not intentionally upsetting you)
- Now offer to do the same for the other person

2. Face to Face Networking

- Arrive early, leave last
- How did you find out about this event?
- What keeps you busy during the day?
- Safe topics – the weather and football
- Safe distance – may be further away
- Eye contact – very important
- Firm handshake – very important
- Universal language – a smile
- _____
- _____
- _____

3. Where to find networking events to attend

- <https://www.deakin.edu.au/alumni>
- <https://www.deakin.edu.au/students/help/a-to-z-index/topics?topicName=Careers%20and%20employment>
- Your professional association (join as a student member before finishing university) – you can find the associations for your profession at <https://myfuture.edu.au>
- <https://www.eventbrite.com.au>
- <https://www.meetup.com> (professional or hobby/interest based)
- <https://www.facebook.com> (especially if you follow particular companies or associations)
- Your local council or local library or via <https://www.business.vic.gov.au/events>
- Small Business Mentoring Service (find a mentor matching your interests) <http://www.sbms.org.au>
- Subscribed email newsletter lists related to your interests

Remember that if you don't feel comfortable networking in person, take a friend and mix it up with online events and webinars, particularly ones based in Australia, so that you can feel more comfortable when attending live events.

Avoid spending too much time looking at your phone whilst at events – talking to people can be very informative and then you can get referrals!

4. Best ways to find work

- remember that up to 90% of jobs are never advertised
- networking (both in real life and online – researching and seeking information)
- referrals
- voluntary work
- direct approach
- temporary to permanent (consider maternity leave positions, contracts etc)
- being creative – leads via <https://www.airtasker.com> <https://www.weployapp.com> <https://sidekicker.com> <https://found.careers> <https://hireup.com.au> (disability focus)
- build your online presence – yourname.com website, answering questions on <https://www.quora.com>, writing Articles on LinkedIn <https://www.linkedin.com/post/new> or <https://theconversation.com/au> or <https://medium.com> or <http://www.openforum.com.au/contact-us> on top of having a LinkedIn Profile

5. Social Media Tidy Up

Be aware that most decision makers will Google you and check any of your social media profiles before you have an interview.

If you want to be viewed as a top candidate, a top employee and ultimately, a top professional, you need to move beyond digital literacy and on to **digital competency**.

You may be a party animal on weekends and a dutiful citizen on weekdays. Unfortunately, if the hiring decision maker sees your 'party animal' personality, they may not be interested in hiring you.

It could be a good time to go back over your social media profiles and save the images you would like to keep to your computer or cloud account and remove them from social media.

You may also need to 'untag' yourself from other photos and posts.

Surprisingly, many 'digital natives' do not know how to effectively use the online world for attracting career or enterprise opportunities. If you 'don't tell' you 'can't sell.'

6. Employability

- most employers want experience and an adaptable attitude
- experience is highly valued (sometimes more than qualifications)
- being willing to learn both on the job and on an ongoing basis is highly valued
- you need to be able to work with many different personalities (and you may need to learn additional personal skills like assertiveness, pronunciation, etiquette etc)
- remember that you may be competing with other good quality candidates so understanding that the skills to get a job are different to the skills to do a job is important – learning these skills is a lifetime asset

<https://www.dailymail.co.uk/femail/article-6801985/Careers-expert-reveals-tips-writing-perfect-resume.html>

7. History of LinkedIn

- 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 10 million in Australia
- 4.5+ million active monthly users in Australia

<https://www.socialmedianews.com.au/social-media-statistics-australia-february-2019>

- 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 and 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>

8. General Principles of LinkedIn

- **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>

1. Google your name and it can come up in Google Search Results
2. It is free – and can provide you with an informative newsfeed
3. You can use it as your personal database, build and maintain your personal network
4. You can use it as a research tool and build your network internationally
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

9. Hangups about LinkedIn

- **No privacy** – past history, need to have a digital footprint
<https://www.linkedin.com/public-profile/settings> (turn off at any time, no need to delete your LinkedIn account)
- **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

10. Statistics and Backup

10.1 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

Number of Posts

<https://www.linkedin.com/in/YOURURL/detail/recent-activity/shares>

Recommend one per week

Number of Articles

<https://www.linkedin.com/in/YOURURL/detail/recent-activity/posts>

Recommend three per year

10.2 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

11. Adjust most important settings

11.1 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>

Photographer – Chris Sprott, <https://profilebooth.com.au> (461 Bourke Street Melbourne)

Update Headline

(first keywords for searches important 120 characters on desktop/laptop around 200 characters on iPhone, can include emojis)

<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>

Video or two in Media – Deakin's MBA <https://www.youtube.com/watch?v=cCuGr5nnTPo>

11.2 Profile settings – account settings

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

Email Addresses (add all of your email addresses including Deakin email address)

<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>

11.3 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>

Share job changes, education changes, and work anniversaries from profile (suggest No)

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

11.4 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) Deakin University and Link <https://www.deakin.edu.au>

2) Your Professional Association Membership Website

3) Another website related to your expertise or interest (or perhaps school LinkedIn, Facebook, Instagram etc)

Other Details

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

12. 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 wherever possible – the more the better)

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!

13. Company Page settings and follow options

If you have your own enterprise, a Company Profile 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 and engage with content produced by the employer (or help supply it to the Comms Team)!

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

Highly recommend that you FOLLOW the company profiles of enterprises where you may like to work in the future

14. 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 interests.

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:GROUPO_UPDATES/ Quality and influence varies greatly – not always a great first choice...

15. Job Search Strategies <https://students.linkedin.com>

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 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 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.

16. Content Strategies

First and foremost, you need to complete your own LinkedIn Profile to the best of your ability. You can then start by engaging with content and moving to curation (selecting other people's content to share) and then creating content.

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

Posts that go in the newsfeed can be encouraged to go viral

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

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

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

Note to self: Always keep a copy the content of your Post or Article, the date and the URL as there is no guarantee that it will always be online (perhaps in an Excel Spreadsheet). Do

not use copyright images. All images must have written permission to be used. 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 to remain on the internet

17. 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.

18. Video

Personally believe all good video should be added (and optimised) on YouTube for permanent digital asset value). When you upload it to YouTube, you can request closed captions, update the text and then download an .srt file so that when you add the 'native' video to LinkedIn, captions can also appear (for the newsfeed only).

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 if you add captions or graphics, it can help the viewer follow along.

19. Say Thank You

Say Thank You to Deakin University with a Google Review
<https://search.google.com/local/writereview?placeid=ChIJ69wtLFIA1moREr1R8IK9BQg>

Say Thank You to Sue Ellson with a Google Review (and receive a digital book - books also available in Deakin Library)
<https://search.google.com/local/writereview?placeid=ChIJLTSb4wRB1moRgR2NH-CZzKQ>

20. Reminders and what to do next

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

Join the conversation online – consider following
<https://www.linkedin.com/school/deakin-university>

What has been most helpful to you today?

What will you do next?

Quick questions via email most welcome sueellson@sueellson.com

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

BONUS:

- **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>
- **What to do before you upgrade or redesign your website** (before you lose what you have gained) <https://www.linkedin.com/pulse/what-do-before-you-upgrade-redesign-your-website-sue-ellson>