



MONASH University

Engineering Alumni



LINKEDIN WORKSHOP

6 June 2019 6:00pm – 8:00pm
Monash Law Chambers
555 Lonsdale Street, Melbourne, Victoria, Australia 3000

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

-
- How to update your LinkedIn Profile for your personal and professional purpose
 - How to utilise various features of LinkedIn
 - How to benefit from joining groups and following companies
 - Content and Search Engine Optimisation Strategies
 - BONUS – some other social media quick tips

Contents

1. BE FOUND ONLINE	3
2. YOUR OWN ONLINE CONTENT ON GOOGLE OR YOUR OWN WEBSITE	3
3. CONTENT GENERATION - HOW TO ENGAGE, CURATE, CREATE, REVIEW, SELL	3
4. INTRODUCTION TO LINKEDIN	4
4.1 History	4
4.2 Hangups	4
5. LEVERAGING LINKEDIN	5
6. PERSONAL LINKEDIN STATISTICS	5
7. BACKUP YOUR PROFILE AND YOUR DATA	6
8. ADJUST MOST IMPORTANT SETTINGS	6
9. PROFILE SETTINGS – ACCOUNT SETTINGS	7
10. PROFILE SETTINGS – PRIVACY SETTINGS	7
11. PROFILE SETTINGS – CONTACT INFO	8
12. COMPLETING YOUR LINKEDIN PROFILE	8
13. JOB OR WORK SEARCH STRATEGIES	9
14. COMPANY PAGE SETTINGS AND FOLLOW OPTIONS	10
15. GROUP CHOICES	10
16. BEST PRACTICE WITH SOCIAL MEDIA	11
17. GENERAL TIPS	11

1. Be found online

- Your Name – “Sue Ellson”
- Your Keywords – “LinkedIn Specialist” or “LinkedIn Specialist Australia”
- Your Business / Enterprise– “XYZ Company”
- Your Significant Publications – Orcid, ResearchGate, Google Scholar + Niche
- Your Reviews – “Sue Ellson Reviews” in Google and others – respond when you can reply
- Your Reputation – Risk mitigation strategy – be responsive and on multiple websites
- Your Authenticity – Consistent frequency and quality – keep your content up to date and showcase your digital competency by using new platform features (> digital literacy)
- Your Digital Archive – is there a one-stop-shop to connect with most of your information?

2. Your Own Online Content on Google or Your Own Website

Whether you just want to start with a free Google website or develop your own, make sure you understand these principles first.

- **What you can put on Google for free** – includes completing an advanced Google search and collecting all of your existing content in a spreadsheet so that you can ‘tell’ Google where you are <https://www.linkedin.com/pulse/google-my-business-free-website-seo-strategies-sue-ellson>
- **What to do before you speak to a website designer** – so that you understand the principles of producing content online and you maintain ownership of your own website <https://www.linkedin.com/pulse/what-do-before-you-speak-website-designer-sue-ellson>
- **How much you should 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>

3. Content Generation - How to engage, curate, create, review, sell

- <https://www.linkedin.com/pulse/content-engagement-curation-creation-strategies-busy-people-ellson>
- <https://www.linkedin.com/pulse/20-ways-encourage-linkedin-post-go-viral-sue-ellson>
- <https://www.linkedin.com/pulse/how-write-search-engine-optimised-article-linkedin-sue-ellson>
- <https://www.linkedin.com/pulse/20-ways-your-employees-can-support-business-linkedin-why-sue-ellson>
- <https://sueellson.com/blog/social-media-bad-reviews-and-complaints-blessing-or-curse>
- <https://www.linkedin.com/pulse/how-generate-leads-sales-results-linkedin-sue-ellson> (complete your LinkedIn profile first)
- <https://www.linkedin.com/feed/update/urn:li:activity:6490720517056753664> b&w – colour photos, 32,000 views, 180 likes, 66 comments in two weeks 15/01/19

Engagement Ratio – 12 Likes, Comments or Shares to 1 Post or Article
Mix of both lifetime (permanent) and dynamic (newsfeed) content

4. Introduction to LinkedIn

4.1 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>
- 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 and up to 85% of 'business' is done by referral

4.2 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

5. Leveraging LinkedIn

One of the most effective tools for creating an online presence 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>
- **How has LinkedIn benefited you before today? Download LinkedIn App** on your phone so we can use it later...and turn on Bluetooth

6. Personal LinkedIn Statistics

LinkedIn Profile Updating Cheat Sheet – to give you items to complete <https://www.linkedin.com/pulse/linkedin-profile-updates-cheat-sheet-sue-ellson>

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)
Your own profile page i.e. <https://www.linkedin.com/in/sueellson>
Yes

Number of Featured Skills and Endorsements (max 50)
<https://www.linkedin.com/in/YOURURL>
Top 3 20+ votes

Skill 1 _____ Votes ____

Skill 2 _____ Votes ____

Skill 3 _____ Votes ____

Number of Recommendations (Given & Received)

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

6+ Given 6+ Received

Given ____ Received ____

7. Backup your Profile and your Data

Backup your profile by Saving to PDF

Visit your Profile and click on the 'More' Button and choose 'Save to PDF' (from More Options below headline – turn on ask where to save downloads in your internet browser first)

Save file with the format

YYYYMMDD-Your-Name-LinkedIn-Profile.pdf

Also save any 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

8. Adjust most important settings

Personal settings – must do's in Top Card

Edit Public Profile URL (Search Engine Optimisation, 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 210 characters on an iPhone) <https://www.linkedin.com/in/YOURURL/edit/topcard> Can also include an emoji and/or a personal interest to make yourself more memorable

Relevant Background Picture

Make sure it looks okay with your profile photo on the left of the screen (laptop/desktop) and with your photo in 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>

9. 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>

10. 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>

11. 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) Monash University or Employer Link <https://www.monash.edu>

3) Your Professional Association Membership Website (like Engineers Australia <https://www.engineersaustralia.org.au> (see <https://myfuture.edu.au> for other details)

Alternatively, a link to your profile/s on Orcid, ResearchGate, Academia, Google Scholar or your favourite online or social media profile

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)

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 - three in reasonable details

Courses for shorter education courses

Test Scores if applicable

Patents if you have any

Languages include English and any others (even basic knowledge)

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

13. Job or Work Search Strategies

Search Jobs and Save Alerts (so that you automatically receive notifications)

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

Fill in your Career Interests if you are looking for work or want to appear in search results in multiple locations across the world (will remain available for three months, then need to update) <https://www.linkedin.com/jobs/career-interests>

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

<https://www.linkedin.com/search/results/companies>

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

Research Tool - 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.

Make sure you have a 'current employer' in your Experience Section and avoid mentioning 'seeking opportunities' in your headline or 'years of experience' in your About Summary.

Tough love for the unemployed under 30 years of age – affirming life and job search skills for people under 30 <https://www.linkedin.com/pulse/tough-love-unemployed-job-seekers-under-30-years-age-sue-ellson>

Multiple job search strategies that will work – so you can use multiple concurrent strategies <https://www.linkedin.com/pulse/multiple-job-search-strategies-work-sue-ellson>

14. 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 or grant recipient, consider following these suggestions to help your employer or donor!

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/company/monash-talent>

<https://www.linkedin.com/company/monash-engineering-students-society-mess>

<https://www.linkedin.com/company/golden-key-international-honour-society-monash-university-chapter>

Also Connect with this Monash 'Person' on LinkedIn

<https://www.linkedin.com/in/engineering-alumni-monash-university-64ab2814b>

** 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...

<https://www.esafety.gov.au/about-the-office/resource-centre/esafety-checklist-for-schools-and-parent-communication-strategy> (useful guidelines)

15. 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>

Monash Engineering Alumni <https://www.linkedin.com/groups/4094431>

MechAero: <https://www.linkedin.com/groups/6970017>

ECSE: <https://www.linkedin.com/groups/6984315>

Civil: <https://www.linkedin.com/groups/6951803>

Materials: <https://www.linkedin.com/groups/6935844>

Chemical: <https://www.linkedin.com/groups/4849052>

16. Best Practice with Social Media

Do not use copyright images. Some free images can be sourced at <https://www.pexels.com>.

Video can be helpful – keep it short, upload to YouTube and after a few minutes, download the .srt file (captions and timings) so that you can natively upload the video to social media.

Native video often autoplays on both mobile and desktop, and is 5x more likely than other types of content to start a conversation among members

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>

Be ETHICAL AT ALL TIMES and abide by the LinkedIn User Agreement

<https://www.linkedin.com/legal/user-agreement> (no bots, scrapers, auto programs)

17. General Tips

Keep a copy of the date of your Posts or Articles, URLs and the Article Content as there is no guarantee that it will always be online (perhaps in an Excel Spreadsheet).

You may like to post your content links at <https://archive.org/web> for a permanent record and add this link to your Excel Spreadsheet.

You may then like to add additional columns to confirm when you have posted on other publication listings ie. LinkedIn Publications, Google Scholar, Orcid, ResearchGate, Academia etc

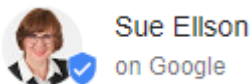
Keep your Education section up to date (including subjects completed, topics included if on your primary keywords list) <https://www.linkedin.com/in/YOURURL/edit/education/new>

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

Follow this article to really understand how to attract future work or business opportunities, conference speaking, research opportunities and expert commentary – authenticity, consistency, due diligence – be found or be confirmed

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

Demonstration on Mobile Devices - Find Nearby and Scan Code



<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/MonashEngineering>

<https://twitter.com/MonashUni>

<https://twitter.com/MonashAlumni>

<https://twitter.com/monashengineers>

<https://www.youtube.com/user/monashunivideo>

<https://www.youtube.com/user/MonashAlumni>

<https://www.youtube.com/user/monashengineering>

https://www.instagram.com/monash_uni

<https://www.instagram.com/monashalumni>

<https://www.instagram.com/monashengineering>

Other Presentations of Interest <https://sueellson.com/presentations>

What has been most helpful to you today?

Quick questions via email most welcome sueellson@sueellson.com

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