



An Educate Plus Sponsor Webinar



How to find school, college and university students, staff and alumni on LinkedIn and Online

Presented by Sue Ellson
Monday 20 April 2020 via Zoom

Does your school have a Company Profile or a School Profile on LinkedIn? Once you have a school profile, your students and ex-students can all include your school in their Education section on their LinkedIn Profile and be promoting your school online 24/7 across the world.

Are 80% of your students listed as alumni on your School Profile on LinkedIn? If not, how can you track them down via LinkedIn but also via other online channels? This session will show you 10 different ways to track down your ex-students/alumni/alumnae/old girls/old boys/old scholars using a variety of techniques.

You will be shown how to do this live and online in the session and written instructions will also be provided so you can carry on directly after the session.

This is a perfect activity to complete on an ad hoc basis during any spare time your staff currently have.

It will also show your school connections that you care about them and their relationship to your school and give them the opportunity to build their online international network.

Sue Ellson – Biography



Sue Ellson BBus MIML MAHRI MPC CDAA ASA WV FIGT is an Independent LinkedIn Specialist, Career Development Practitioner, Trainer, Consultant, Author and Poet.

She has provided presentations on the topic of LinkedIn and social media at various Educate Plus Conferences and PD Sessions in Melbourne in 2014 (international), Sydney in 2017 and 2018, Geelong, Melbourne and Brisbane in 2019 as well as multiple presentations and consultations at schools, universities and various enterprises across Australia and for individual clients internationally.

She is the author of four books on LinkedIn, Careers and Business, Hyper Local Marketing and Gigsters (a finalist in The Australian Career Book Award 2019) and they are available at https://www.researchgate.net/profile/Sue_Ellson

Sue has been recognised by the Social Media Marketing Institute as one of the Top 10 LinkedIn Experts in the Asia Pacific Region in both 2018 and 2019.

You can learn more about Sue at <https://sueellson.com> (including past school clients) and connect online at <https://www.linkedin.com/in/sueellson>.

Sue's previous Educate Plus presentations and books are also available through the Educate Plus Resource Centre.

Sue Ellson – Education Clients

Templestowe Valley Pre School* – Lower Templestowe, Melbourne
 St Kevin’s Catholic Primary School* – Lower Templestowe, Melbourne
 Canterbury Primary School* – Canterbury, Melbourne
 Camberwell High School* – Camberwell, Melbourne
 Blackburn High School* – Blackburn, Melbourne
 Caulfield Grammar School – Caulfield, Melbourne
 St Bernard’s College – Essendon, Melbourne
 Carey Baptist Grammar School – Kew, Melbourne
 Camberwell Grammar School – Canterbury, Melbourne
 Monte Sant Angelo Mercy College – North Sydney
 Loreto Normanhurst – Normanhurst, Sydney
 Ravenswood School for Girls – Gordon, Sydney
 Siena College – Camberwell Melbourne
 Kilbreda College – Mentone, Melbourne
 Whitefriars College – Donvale, Melbourne
 Mount Carmel College – Hobart, Tasmania
 Knox Grammar School – Wahroonga, Sydney
 The Illawarra Grammar School – Wollongong, New South Wales
 Korowa Anglican Girls’ School – Glen Iris, Melbourne
 Toorak College – Mornington, Victoria
 Camberwell Girls Grammar School – Canterbury, Melbourne
 Baimbridge College – Hamilton, Victoria
 Kardinia International College – Geelong, Victoria
 Mount Lilydale Mercy College – Lilydale, Victoria

Educate Plus** – Melbourne, Sydney, Brisbane, Regional Victoria
 Catholic Development Network – Melbourne
 Box Hill TAFE** – Box Hill, Melbourne
 Centre for Adult Education – Melbourne City and Lilydale
 Education Centre of Australia – Melbourne
 General Assembly – Melbourne
 Hales Institute* – Melbourne
 Institute for Communication, Management and Leadership (ICML) – Melbourne
 Melbourne Polytechnic (formerly NMIT TAFE)** – Melbourne
 Social Media Marketing Institute (SMMI)*
 Deakin University – Burwood, Melbourne
 Macquarie University – North Ryde, Sydney
 Macquarie Applied Finance Centre, Macquarie Business School – Melbourne
 Monash Business School Alumni – Caulfield, Melbourne
 Monash Business School Early Career Researchers Network – Melbourne
 Monash University – Clayton, Caulfield, Melbourne
 Monash University Engineering Alumni – Clayton Melbourne
 RMIT University** – Melbourne
 RMIT University Research and Innovation – Melbourne
 Swinburne University** – Hawthorn, Melbourne
 University of Adelaide – Adelaide
 University of Melbourne, Melbourne Business School – Melbourne
 University of Melbourne Department of Management and Marketing, Faculty of Business and Economics* – Melbourne
 University of South Australia** – Adelaide
 Victoria University* – Footscray and Melbourne

<https://sueellson.com/clients> *voluntary **voluntary+paid

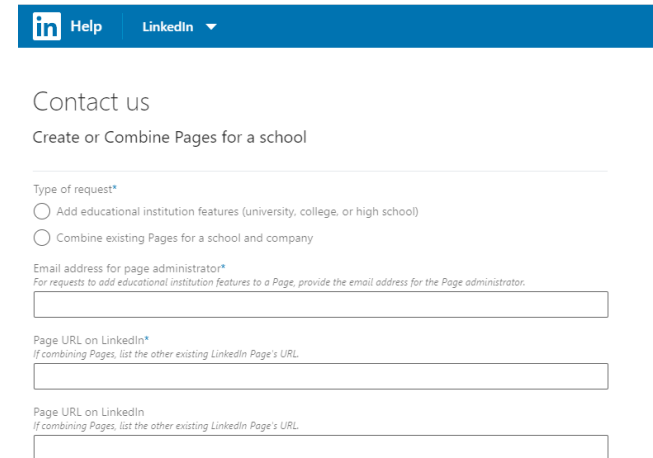
Today

- Securing your school's LinkedIn University Profile (if you haven't already)
- Establishing some goals
- 10 +more ways to track down students, staff and alumni (with demonstration)
- Questions and answers – please put in chat as we go through, will answer as many as I can at the end or you can contact me directly sueellson@sueellson.com



Securing your school's LinkedIn University Profile

- You may have a Company Profile now
- Needs to be converted to (or claimed) as a University Profile which can be done at <https://www.linkedin.com/help/linkedin/ask/up-anup>
- This allows it to be used in the Education (students) and Experience (staff) Sections on LinkedIn and 24/7 free connection and promotion on each person's LinkedIn Profile



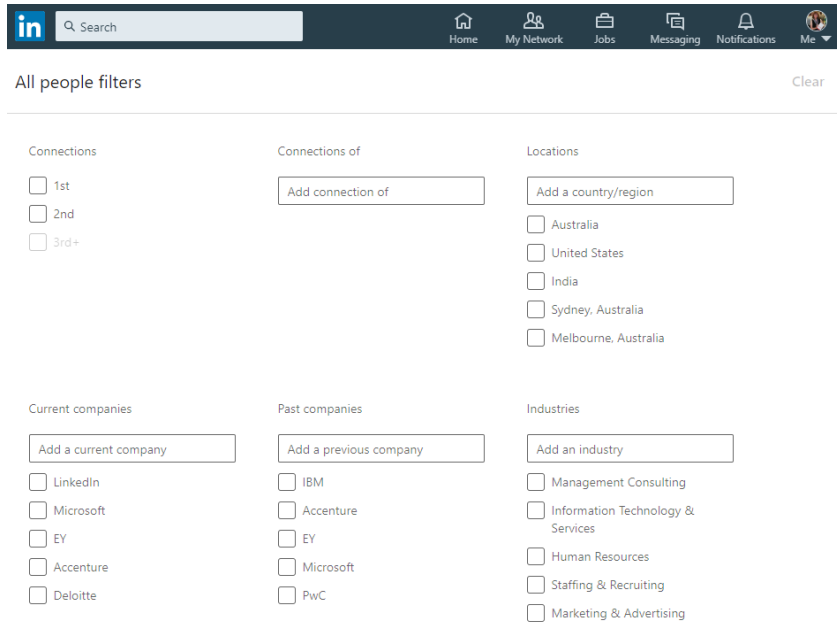
The screenshot shows the LinkedIn Help interface. At the top, there is a blue navigation bar with the LinkedIn logo, the word "Help", and a "LinkedIn" dropdown menu. Below this, the heading "Contact us" is followed by the sub-heading "Create or Combine Pages for a school". The form contains three sections: 1. "Type of request*" with two radio button options: "Add educational institution features (university, college, or high school)" and "Combine existing Pages for a school and company". 2. "Email address for page administrator*" with a sub-note "For requests to add educational institution features to a Page, provide the email address for the Page administrator." and an empty text input field. 3. "Page URL on LinkedIn*" with a sub-note "If combining Pages, list the other existing LinkedIn Page's URL" and an empty text input field. A second, identical section for "Page URL on LinkedIn" with the same sub-note and empty input field is located below the first one.

Establishing some goals



- Encourage 80% of students to update their LinkedIn Profile before completing their studies (recommend Year 11 for Secondary School)
- Aim to have 80% of alumni from the last 10 years selecting your school or university in the Education section of their LinkedIn Profile
- Aim to increase your number of Alumni on LinkedIn by 10% per year
- If you have your own online alumni offering, remember that many people will not want to have multiple online profiles or they may forget to update them. Remember that the international and local business and career market uses LinkedIn frequently
- Consider having a school / university video that people can also add to their LinkedIn Profile in the media section

1. Complete an Advanced Search on LinkedIn



The screenshot shows the LinkedIn search filter interface. At the top, there is a search bar with the LinkedIn logo and a search icon. Below the search bar is a navigation bar with icons for Home, My Network, Jobs, Messaging, Notifications, and Me. The main content area is titled "All people filters" and includes a "Clear" button. The filters are organized into three columns:

- Connections:** Includes radio buttons for "1st", "2nd", and "3rd+".
- Connections of:** A text input field labeled "Add connection of".
- Locations:** Includes a text input field labeled "Add a country/region" and a list of checkboxes for "Australia", "United States", "India", "Sydney, Australia", and "Melbourne, Australia".
- Current companies:** Includes a text input field labeled "Add a current company" and a list of checkboxes for "LinkedIn", "Microsoft", "EY", "Accenture", and "Deloitte".
- Past companies:** Includes a text input field labeled "Add a previous company" and a list of checkboxes for "IBM", "Accenture", "EY", "Microsoft", and "PwC".
- Industries:** Includes a text input field labeled "Add an industry" and a list of checkboxes for "Management Consulting", "Information Technology & Services", "Human Resources", "Staffing & Recruiting", and "Marketing & Advertising".

This is best completed by an existing and well connected member of the school community (student or staff).

However, you will be restricted in the number of searches you are allowed to complete, so this will need to be a staggered process.

Visit https://www.linkedin.com/search/results/people/?origin=SWITCH_SEARCH_VERTICAL and choose 'All Filters.'

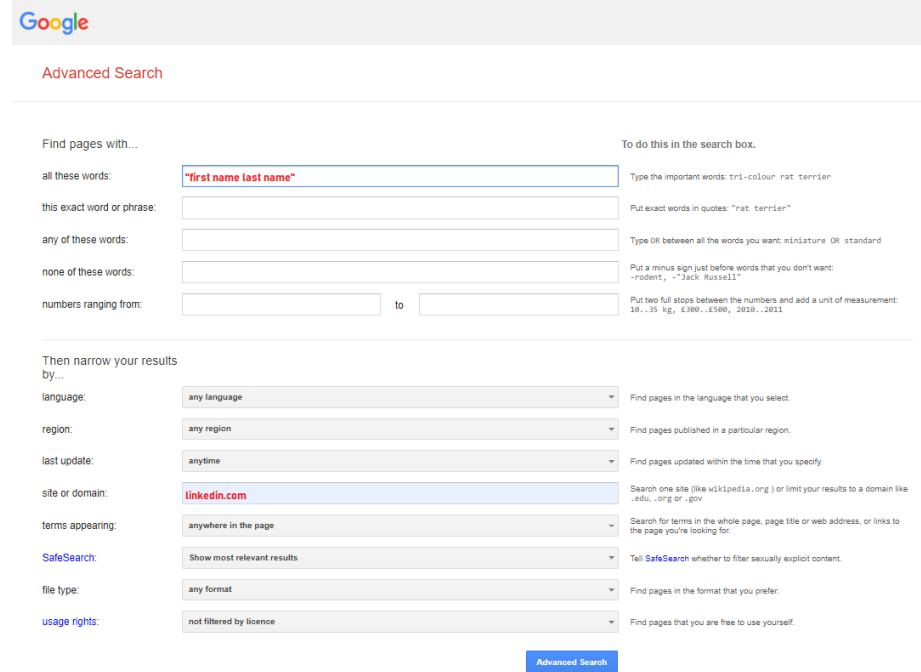
Search for both the school name and the individual student name.

2. Complete an Advanced Search on Google

When you go through this search, you can put the person's name or the name of the school in quotation marks and then in the Site or Domain box you can use 'linkedin.com.'

This is an unlimited search that will enable you to carry on with multiple different search queries using Boolean Search Operators.

Visit https://www.google.com.au/advanced_search and put your search terms in the top box.



The screenshot shows the Google Advanced Search page. At the top, the Google logo is on the left and the text "Advanced Search" is in the center. Below this, there are two columns of options. The left column is titled "Find pages with..." and includes: "all these words:" with a text box containing "first name last name"; "this exact word or phrase:" with an empty text box; "any of these words:" with an empty text box; "none of these words:" with an empty text box; and "numbers ranging from:" with two empty text boxes and a "to" separator. The right column is titled "To do this in the search box." and includes: "Type the important words: tri-colour rat terrier"; "Put exact words in quotes: 'rat terrier'"; "Type OR between all the words you want: miniature OR standard"; "Put a minus sign just before words that you don't want: -rodent, -'Jack Russell'"; and "Put two full stops between the numbers and add a unit of measurement: 10..35 kg, £300..£500, 2010..2011". Below these options is a section titled "Then narrow your results by..." with several dropdown menus: "language:" (any language), "region:" (any region), "last update:" (anytime), "site or domain:" (linkedin.com), "terms appearing:" (anywhere in the page), "SafeSearch:" (Show most relevant results), "file type:" (any format), and "usage rights:" (not filtered by licence). At the bottom right, there is a blue button labeled "Advanced Search".

3. Reach out to existing & previous Staff, Students & Alumni



Some people are just natural connectors. As you go through your records, if you know people who are well connected, simply reach out to them and say 'here is a list of x people we have not been able to track down from your class or year level or time of employment - is there any chance you know where these people are now or if they are known by a different name and are you connected to them on LinkedIn?'

Believe it or not, [Peter Buckingham](#) was able to track down every student from his graduating class from more than 30 years ago by using these top three strategies!

4. Use other social media channels

Whilst the popularity of various social media changes over time, platforms that have large numbers of members can be a great way to find people and in particular, Facebook provides you with the opportunity to share a request with many people (just think about how quickly the local lost dog can be found via posts on Facebook).

From time to time on your school, college or university profile, you can mention that you are trying to track down students, staff and alumni and invite them to update the Education section of their LinkedIn Profile (or their Experience Section if they were a staff member).

In this process, you may also **find all sorts of social media Groups and Pages** set up by well meaning students, parents and staff that could potentially be closed and amalgamated.



5. Utilise your other alumni services



Universities in particular have been known to have their own alumni platforms where previous students can create their own profile (either personally built or as part of a SaaS platform like Graduway, Potentiality or virtually any other Customer Relationship Management System that allows individuals to create their own profile).

Encouraging past pupils, students and staff to complete 'another' online profile can be tricky, but if you can create engagement, this can be a way to develop ongoing involvement with your school, college or university.

Regardless of whether or not you use these systems, I **STILL** encourage you to ensure that these people also have a LinkedIn Profile and connect directly so that you can all benefit from being in one another's public network.

6. Look for any online groups

In the past, Yahoo Groups was a great way to maintain communication with like-minded individuals.

Whilst the functionality of these changed in 2019, they can still be used to track down people 'pre-LinkedIn.'

You may be able to find other social media groups including LinkedIn Groups and Facebook Groups where people joined the Group but did not actually add the school or university to their LinkedIn Profile because they did not select it from the drop down box on their LinkedIn Profile or they left it out altogether.



7. Consider doing a Google Image Search

You may have a person's class photo and you can do a reverse image search on Google and it may lead you directly to the person's online persona (or someone who knows them).

Upload the image via the 'camera' button at <https://www.google.com/imghp>

(I would add this is probably the least effective way to find people but it certainly satisfies a lot of curiosity!).



8. Hire a private investigator or a group of students to track people down



Yes, you can be quite sure that private investigators, detectives and curious students love a challenge and would enjoy finding new ways of reaching people so that they can get a 100% success rate at locating everyone on a list.

Sadly, some past students and alumni will have died, so scanning death notices may also be necessary to finalise the search process and trace each person on the list.

9. Make some phone calls

Believe it or not, a lot of information is not online!!

I know this is hard to believe as we are much more likely to ask Google or our electronic online voice device (virtual assistant) for information nowadays, but there is a lot of information that is only available by asking another person - there is no online record!

Some people have personally chosen to go 'off-grid' and that is their choice, but if that curiosity bug is still biting...make some phone calls or do some follow up emails.



10. Make it part of your mission and vision to keep in touch



Without a commitment to keeping in contact, regardless of the strategies I recommend here, if you are not committed to it, it simply will not happen.

Before you start this process, collect your statistics and see where you are right now. **Aim to increase your number of Alumni on LinkedIn by 10% per year.**

It has many benefits - it is likely to improve enrolments, community engagement and philanthropic donations. It creates a sense of pride and gratitude.

Engaging with people who are 'network hubs' will ensure that your school, college or university will remain in the hearts and minds of students, staff and community members well after their direct engagement and involvement.

Bonus Suggestions

Consider mapping your alumni by suburb and run alumni events in specific locations. It may attract other alumni who have lost contact, especially if you ask recipients to pass on the invitation to any other alumni they know.

Consider publishing school events publicly on Eventbrite (appears on Google Search results) and also invite people who register for the events to follow the University Profile on LinkedIn.

Provide written instructions on how to update a LinkedIn Profile to all guests attending Alumni Events and all people you find in this process and follow up if they do not update their profile.

Add a person's LinkedIn URL to the school's database!



Additional Articles

[How to find school, college and university students, staff and alumni on LinkedIn and Online](#)

[LinkedIn for Academics, Professors, Adjuncts, Lecturers, Instructors, School Teachers, Educators, Tutors, Researchers, Deans and Vice Chancellors](#)

[LinkedIn for Students and Graduates](#)

[Working the network: LinkedIn for schools](#) (copy available)

[Working the network: LinkedIn for universities](#) (copy available)

Loads more at <https://sueellson.com/publications>





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Questions and Answers

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