



# LINKEDIN FOR ACCOUNTING TECHNICIANS AND BOOKKEEPERS

[https://www.aat.org.au/iCore/Events/Event\\_Display.aspx?EventKey=TT2611&WebsiteKey=769361cb-e420-4531-bae7-4b6ac078b30d](https://www.aat.org.au/iCore/Events/Event_Display.aspx?EventKey=TT2611&WebsiteKey=769361cb-e420-4531-bae7-4b6ac078b30d)

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Melbourne, Victoria, Australia– Zoom Online

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Whilst many business owners are familiar with Facebook, Instagram and Twitter, many more do not realise the value of LinkedIn. This Tech Talk will focus on updating your LinkedIn Profile so that you can be found for your name, your keywords and your business name. It will also help you build your online network (even if you are the more introverted type) and showcase your AAT Membership. If this is the only social media you have for your business, it can also be your best.

Sue Ellson is an Independent LinkedIn Specialist, a former banker and a gigster (a person who uses technology to attract aligned gigs). She has been recognised by the Social Media Marketing Institute (SMMI) as one of the top 10 LinkedIn Experts in the Asia Pacific Region in 2018 and 2019 and she is the author of five books on LinkedIn, Careers and Business, Hyper Local Marketing and Gigsters. She teaches at the Centre for Adult Education (CAE) and provides training and consulting services to individuals, small, medium and large businesses, schools, universities, associations and government.

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## Sue Ellson BBus MIML MAHRI MPC CDAA ASA WV

### 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 19,000 Connections, 20,700 Followers, 1,100+ views/90 days, 690+ searches/7 days  
2005 Member of the Australian Human Resources Institute  
2008 Independent LinkedIn Specialist, Member of Melbourne Press Club  
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 & 2019 Top 10 LinkedIn Expert in the Asia Pacific Region  
2019 Member of Small Press Network, Finalist The Australian Career Book Award for  
*Gigsters – Any Age or Ability Employees, Experts and Entrepreneurs*  
2020 Member of ArtsHub, Publish three books – *LinkedIn for me and my career or business*  
2021 Books - *Poems for lovers to read to each other and Poems for me to truly be*

### 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 and answers to questions on Quora.com

Four Books available FREE at [https://www.researchgate.net/profile/Sue\\_Ellson](https://www.researchgate.net/profile/Sue_Ellson)



## Leveraging LinkedIn

There are many ways to create a digital presence and one of the most effective tools is 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>
- **How to generate leads, sales and results with LinkedIn** – great summary \*\*\*\* <https://www.linkedin.com/pulse/how-generate-leads-sales-results-linkedin-sue-ellson>
- **Google My Business** – you need a Business location on Google Maps <https://www.linkedin.com/pulse/google-my-business-free-website-seo-strategies-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.
6. 14 times more likely to be viewed if you have a photo, 7 times more likely to be viewed if your profile has been completed
7. Your network is your net worth – pull strategy rather than push strategy
8. Remember to include contact information in 'Summary' section (make it easy for people to reach you)

**How has LinkedIn benefited you before today?**

**Do you know your PURPOSE for LinkedIn?**

## 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 around 660 million members in 200+ countries, over 10 million in Australia
- 6.5+ 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>

### 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** – everything here is for a 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. Backup your Profile and your Data

Adjust your Internet Browser to 'Ask where to save downloads' first!

**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)

Save file with the format

YYYYMMDD-Your-Name-LinkedIn-Profile.pdf

Also save any other details that do not appear in the PDF document

**Getting a copy of 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

### 2.2 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

**Number you are Following** (max unlimited) \_\_\_\_\_

<https://www.linkedin.com/feed/followers>

More than Connections – if significantly more, shows you are interested in certain topics

**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+ Received 6+ Given

Received \_\_\_ Given \_\_\_

### **Number of Posts**

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

Recommend one per week or at least, one per month

### **Number of Articles**

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

Recommend one per month or at least, three per year

## **3. Adjust most important settings**

<https://www.linkedin.com/pulse/linkedin-profile-updates-cheat-sheet-sue-ellson/>

### **3.1 Personal settings – must do's in Top Card**

#### **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> Chris Sprott <https://www.profilebooth.com.au> (461 Bourke Street Melbourne) 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>

## 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>

Share job changes, education changes, and work anniversaries from profile (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 Business Website and Link

2) Your Professional Association Membership Website and Link <https://www.aat.org.au> (Use Find a Bookkeeper tool to find your link and add that here)

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

## 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 6+ 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, a Company Profile can be created at

<https://www.linkedin.com/company/setup/new> Aim for 100+ Followers and 5+ Likes per post (300+ and you can target)

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 enterprise (or help supply it to the Comms or Social Media Team)!

\*\* 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 company profiles related to your industry – helps tailor your newsfeed and attract quality content

## **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 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:GROUP\\_UPDATES/](https://www.linkedin.com/notifications/settings/group/urn:li:fs_notification_setting_group:GROUP_UPDATES/)

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

Camberwell Network <https://www.linkedin.com/groups/4732893>

## **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 enterprise or employer)
- 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-under-30-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. 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.

## 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) and emojis <https://getemoji.com>
- If you encourage people to engage appropriately
- If you personally respond to all Comments

<https://www.linkedin.com/feed/update/urn:li:activity:6660706371757051905> ironing board, 6,430 views, 159 likes, 47 comments in two weeks from 28/4/20

<https://www.linkedin.com/feed/update/urn:li:activity:6629541519726600192> humorous share 7,000+ views, 69 Likes, 30 comments in on week from 03/02/2020

<https://www.linkedin.com/feed/update/urn:li:activity:6413272325709488128> achievement, 10,500+ views, 114 likes, 76 comments in two weeks from 22/05/18

<https://www.linkedin.com/feed/update/urn:li:activity:6429994093790793729> first post, 6,000 views, 110 likes, 33 comments in 6 days from 31/07/18

<https://www.linkedin.com/feed/update/urn:li:activity:6490720517056753664> similar photos, 32,000 views, 180 likes, 66 comments in two weeks 15/01/19

<https://www.linkedin.com/feed/update/urn:li:ugcPost:6496610554310955008> native video, 1,877 views, 45 likes, 8 comments in five days 31/01/19

<https://www.linkedin.com/feed/update/urn:li:activity:6552882989875982336> award announcement with Canva image, 8,000+ views, 111 likes, 70 comments in five days 05/07/19 even though sent at 10:20pm on Friday night (got early engagement through international connections)

<https://www.linkedin.com/feed/update/urn:li:activity:6561426106099040256> PowerPoint saved as PDF and added as a document, 3,000+ views, 15 likes in three days 29/07/19

## 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](https://www.google.com.au/advanced_search) and include LinkedIn.com in the site or domain field.

\*\*\*\*\*How to generate Leads, Sales and Results with LinkedIn\*\*\*\*\*

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

## 9. Video

Pick one or more videos from your YouTube Channel and add it to your profile (as Media or in Featured Section). 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. 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>) - Do backups of your profile and data every six months and look for new features and use those too every six months**

**Demonstration on Mobile Devices - Audio Record Name and Scan Code**

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

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**What else do you need to follow up on?**

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**Finally – just do your edits!**

Pair up with someone from this training and meet up in two weeks time to discuss what you have updated on your LinkedIn Profile! **Do what is MOST important within 72 hours!!**

<https://www.linkedin.com/pulse/do-you-have-time-accountability-partner-sue-ellson>

**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>

**Thank you**

Thank you for attending – as Woody Allen suggests, 80% of success is turning up!  
Say Thank You to Sue Ellson <https://g.page/sue-ellson-author/review>

**Say Thank You to Association of Accounting Technicians**

<https://search.google.com/local/writereview?placeid=ChIJUTQrtsdC1moRg8dM9GFQEgE>

Quick questions via email most welcome [sueellson@sueellson.com](mailto:sueellson@sueellson.com)

HEAPS MORE at <https://sueellson.com> and books at <https://120ways.com> and first four books [https://www.researchgate.net/profile/Sue\\_Ellson](https://www.researchgate.net/profile/Sue_Ellson)

Connections welcome on LinkedIn <https://www.linkedin.com/in/sueellson>

Latest book 'LinkedIn for me and my career or business'

<https://120ways.com/product/linkedin-for-me-and-my-career-or-business>

Recording from book launch

<https://120ways.com/blog/book-launch-linkedin-for-me-and-my-career-or-business>