

LINKEDIN FOR ACCOUNTING TECHNICIANS AND BOOKKEEPERS

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https://us02web.zoom.us/w/83076891731

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 Morphettville 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

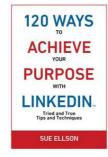
2013 - 2014 Consultant to the Media Team St Paul's Anglican Church Canterbury

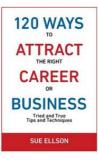
2013 – 2018 Volunteer Foster Carer RSPCA Victoria and Forever Friends

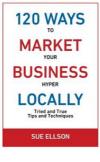
2014 – 2015 Councillor Victorian State Council Australian Human Resources Institute (AHRI)

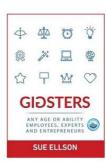
2001 – now Free Presentations, Training, Events for various organisations and Social Enterprises Newcomers Network & Camberwell Network and answers to questions on Quora.com

Four Books available FREE at https://www.researchgate.net/profile/Sue Ellson









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	anals	for the	future	to	attract	vour t	araet	audience
	ana	goals		101016	10	aniaci	youi i	arger	addience

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

Number of Featured Skills and Endorsements (max 50)

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

Top 3 20+ votes

Yes

Skill 1	Votes
Skill 2	Votes
Skill 3	
Number of Recommendati	ons (Given & Received)
https://www.linkedin.com/	•
6+ Received 6+ Given	
Received Given	

Number of Posts

CL:III 1

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-linkedinsocial-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

LinkedIn Company Pages Best Practice https://business.linkedin.com/marketing-solutions/linkedin-pages/best-practices

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:GR OUP 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

international connections)

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

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05/07/19 even though sent at 10:20pm on Friday night (got early engagement through

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 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?					
What else do you need to follow up on?					

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=ChlJUTQrtsdC1moRg8dM9GFQEqE

Quick questions via email most welcome sueellson@sueellson.com

HEAPS MORE at https://sueellson.com and books at https://sueellson.com and first four books 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