



for CEO's and Business Owners

Sue Ellson BBus MIML MAHRI MPC CDAA ASA WV SPN AH

Educator, Practitioner, Author

3 November 2021

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

Welcome

✓ LinkedIn Experiment

<https://www.youtube.com/watch?v=1jt0FWSff44>

✓ top 10 techniques for CEO's and Business Owners

✓ top 10 strategies for Company Pages

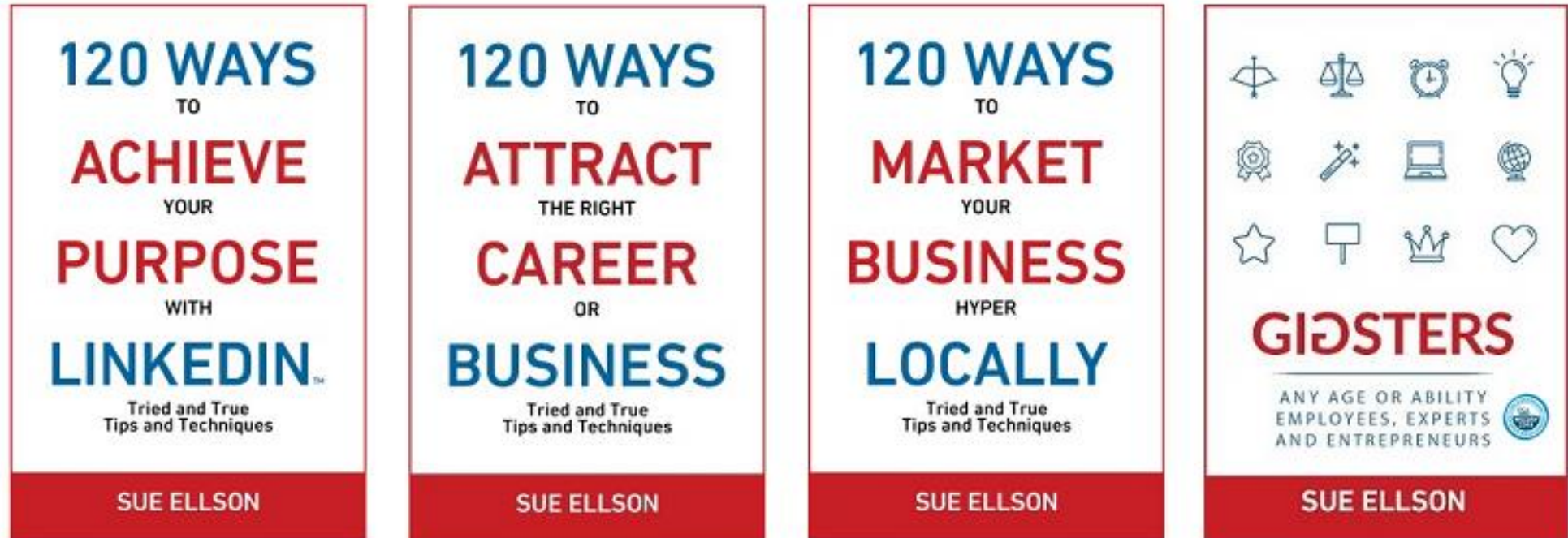
✓ top 10 ways to manage your LinkedIn activity in 20 minutes per week



Housekeeping

- ✓ slides, word document and video recording link will be emailed to all registered guests from Eventbrite and LinkedIn
- ✓ assume varied level of knowledge and experience and can read
- ✓ acknowledge traditional owners of land where we are based and this event welcomes people of all backgrounds
- ✓ learn more about me at <https://sueellson.com> – only 30 minutes so let's get cracking!

Special Gift – Free Downloads



✓ download Sue Ellson's first four books at <https://www.researchgate.net/profile/Sue-Ellson>

✓ paid books at <https://120ways.com>

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- ✓ LinkedIn Profile <https://www.linkedin.com/in/sueellson>
(20,915 Connections, 22,487 Followers)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson>
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(45 Subscribers)

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- ✓ Book a personal appointment with Sue Ellson
- ✓ 30 minutes \$99 = \$49
- ✓ 60 minutes \$200 = \$150
- ✓ 120 minutes \$400 = \$350

Up to three people – Code **Apple 2**

Receive \$50 saving

Service examples <https://sueellson.com/services>



Why even bother with LinkedIn?



Why bother with LinkedIn?

- ✓ You will be Googled – by staff, peers, media, stalkers, competitors, disgruntled shareholders, disgruntled staff, your neighbours, people at parties etc etc etc – LinkedIn is highly optimised for your name
- ✓ Do you have your own website? Yourname.com? Top Executives the world over do so you may like to think about this option – but in the meantime, go with LinkedIn
- ✓ Over 12 million people in Australia on LinkedIn – no Google presence is a liability – share your story your way before someone else does – a risk mitigation strategy
- ✓ No job or enterprise is forever, you NEED a network – Senior Executives can take a LOT longer to find work after a role ends – outplacement services usually run up to 12 months for senior roles – do you really want to wait that long?


Top 10 techniques for CEO's and Business Owners



Top 10 strategies for CEO's and Business Owners

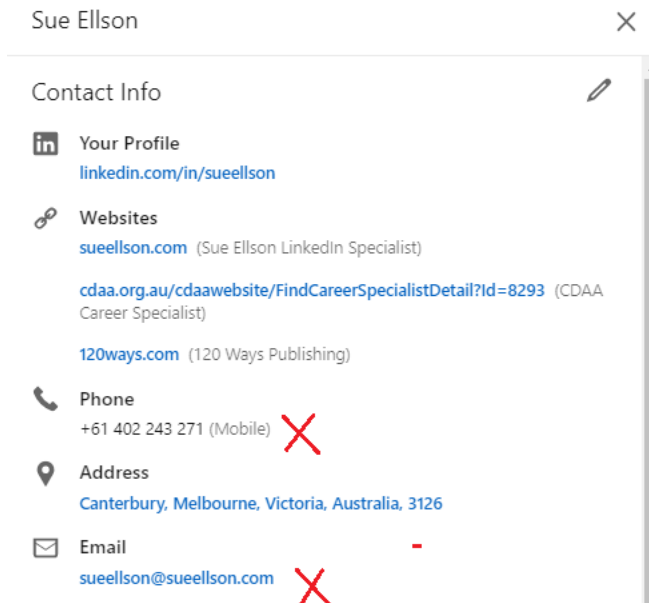
Edit your custom URL

Personalize the URL for your profile.


www.linkedin.com/in/sueellson 


1. Custom URL – optimises your name in Google Search Results and can be added to your email signature, website, business card etc
<https://www.linkedin.com/public-profile/settings>


2. Contact Info – don't include phone number or email address






Sue Ellson



Contact Info 

 Your Profile
[linkedin.com/in/sueellson](https://www.linkedin.com/in/sueellson)

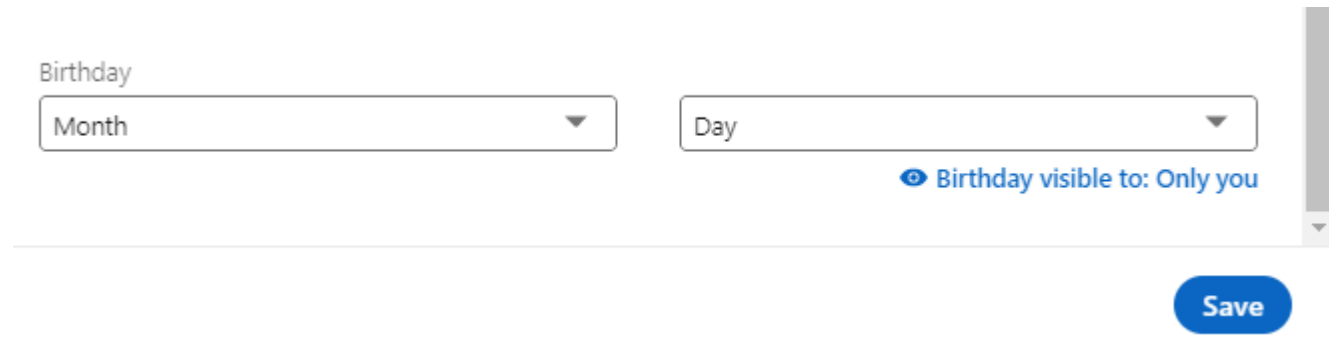
 Websites
sueellson.com (Sue Ellson LinkedIn Specialist)
cdaa.org.au/cdaawebsite/FindCareerSpecialistDetail?Id=8293 (CDA Career Specialist)
120ways.com (120 Ways Publishing)

 Phone
+61 402 243 271 (Mobile) 

 Address
Canterbury, Melbourne, Victoria, Australia, 3126


 Email
sueellson@sueellson.com 


3. Contact Info – don't include date of birth (identity risk)



Birthday

Month Day


 Birthday visible to: Only you





Top 10 strategies for CEO's and Business Owners

4. Add Company Links – in Contact info section

Sue Ellson

Contact Info 

 Your Profile
linkedin.com/in/sueellson

 Websites

sueellson.com (Sue Ellson LinkedIn Specialist)


cdaa.org.au/cdaawebsite/FindCareerSpecialistDetail?Id=8293 (CDA
Career Specialist)


120ways.com (120 Ways Publishing)

5. Banner – put Company branding on top of LinkedIn Profile


The banner features a profile picture of Sue Ellson on the left and five promotional cards on the right:


- 120 WAYS TO ACHIEVE YOUR PURPOSE WITH LINKEDIN. Read and Try Top and Techniques SUE ELLSON
- 120 WAYS TO ATTRACT THE RIGHT CAREER OR BUSINESS. Read and Try Top and Techniques SUE ELLSON
- 120 WAYS TO MARKET YOUR BUSINESS LOCALLY. Read and Try Top and Techniques SUE ELLSON
- Icons for various business and social media topics, with the text GIGSTERS. ANY AGE OR ABILITY EMPLOYED, STARTING AND ENTREPRENEURS SUE ELLSON
- LinkedIn for me logo. SUE ELLSON

Sue Ellson  (She/Her)

Independent LinkedIn Specialist - Trainer, Author, Career Development Practitioner, Gigster, Business, Social Media Marketing Consultant, Network Founder, Writer, Poet, Dancer 

Talks about #careers, #writing, #business, #linkedin, and #marketing Greater Melbourne Area · [Contact info](#)

 Sue Ellson

 University of South Australia

6. Decide who can see your Connections – do you want Competitors knowing who you are connected to?

Connections

Choose if your connections can see your connections list

Allow your connections to see your connections list



If you turn off this setting, only you can see your connections list. Your connections can still see any mutual connections or connections who have endorsed you. [Learn more](#)

Close

No

Top 10 strategies for CEO's and Business Owners

7. Keep an eye on your Statistics – and download your data at least every six months

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

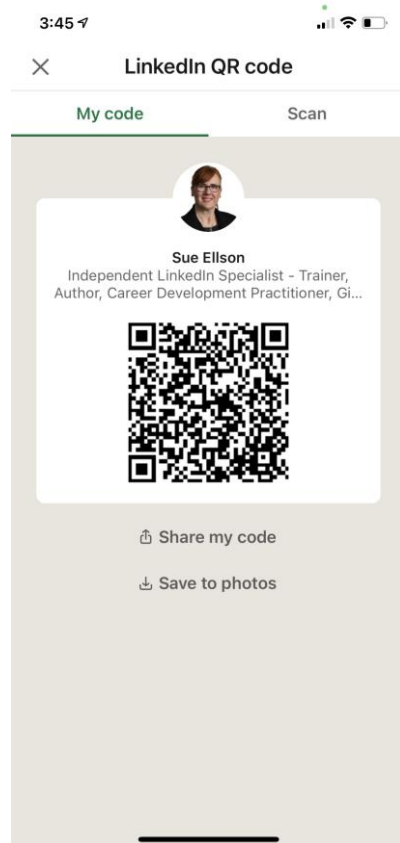
Number of Articles

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

Recommend one per month or at least, three per year

Top 10 strategies for CEO's and Business Owners

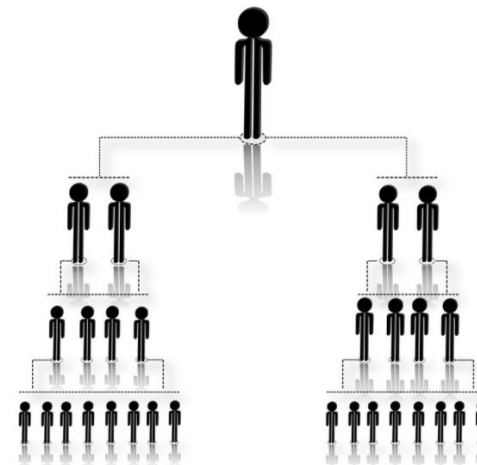
8. Add Connections – everyone you meet from now on and match it to your phone and other VIP contact lists



9. Engage Online – be a Personal Encourager – and be willing to respond to @Mentions



10. Be the Spokesperson – remember that whilst you are in the role, people will look to you as much or more than the Company page



Top 10 strategies for Company Pages



Top 10 strategies for Company Pages

1. **Completed Profile with button** – also need three hashtags or set one up if you don't have one at <https://www.linkedin.com/company/setup/new>

Edit

Header

Page info

Buttons

About

Overview

Workplace

Locations

Community

Hashtags

Featured groups

Manage languages

Provide details to display on your page

* indicates required

Description *

Sue Ellson BBus MIML MAHRI CDAA ASA MPC WV SPN AH is an Independent #LinkedIn Specialist, #Careers Adviser, #Trainer, #Writer, #Author, #Speaker, #DigitalMarketing, #Business Consultant and learning junkie (she attends between one and four educational activities every week)!

781/2,000

Manage description in another language

Website URL *

<https://sueellson.com>

My organization doesn't have a website

Industry *

Management Consulting

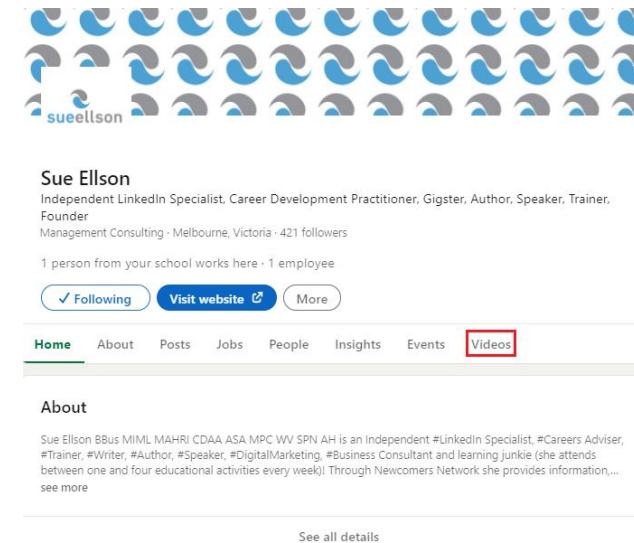
Company size *

2-10 employees

Company type *

Privately Held

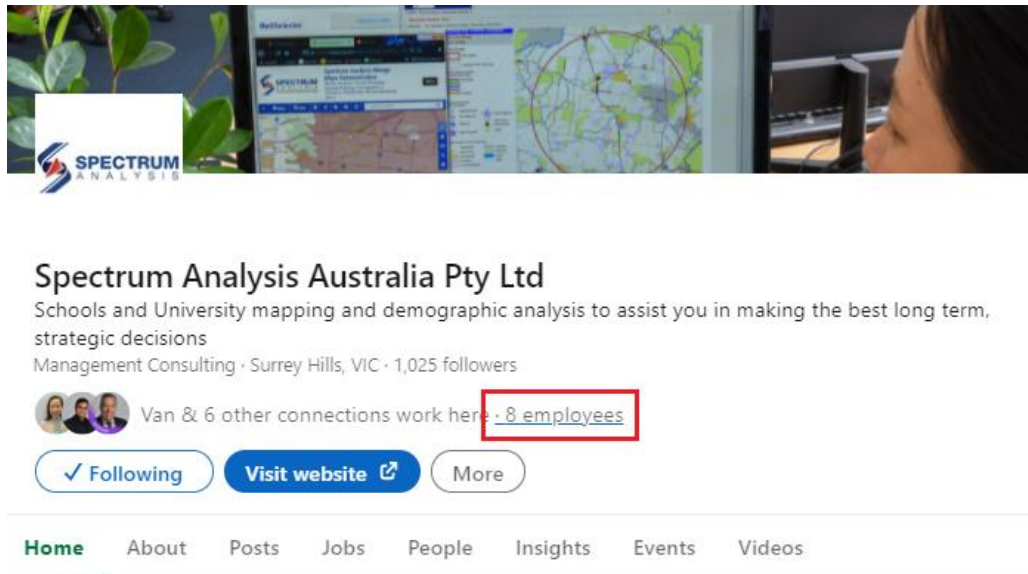
2. **Videos** – add to YouTube first, collect subtitles and then upload natively to your Company Page with .srt captions file so they appear on the Video tab



Top 10 strategies for Company Pages

3. Employees – ensure all employees have listed your Company as their employer (at least 80 %) and describe your Company in their Description Box

4. Notify Employees – for significant announcements and @mention individuals and companies when referenced in a Post or Article

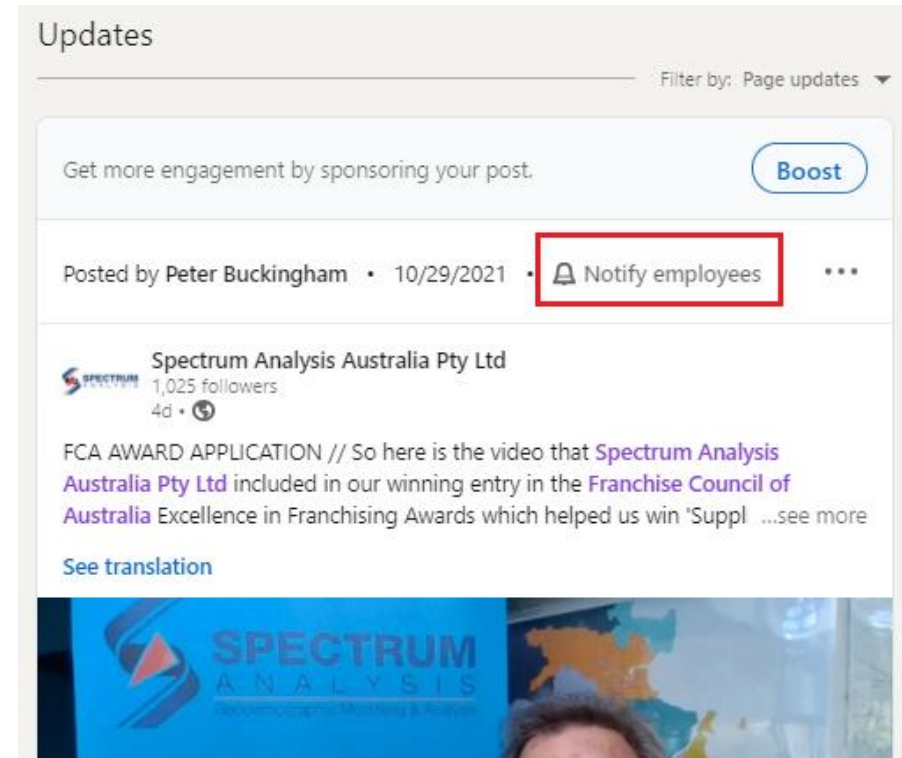


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Schools and University mapping and demographic analysis to assist you in making the best long term, strategic decisions
Management Consulting · Surrey Hills, VIC · 1,025 followers

Van & 6 other connections work here · **8 employees**

✓ Following Visit website More

Home About Posts Jobs People Insights Events Videos



Updates Filter by: Page updates


Get more engagement by sponsoring your post. Boost

Posted by Peter Buckingham · 10/29/2021 · **Notify employees** ...

Spectrum Analysis Australia Pty Ltd
1,025 followers
4d · 🌐

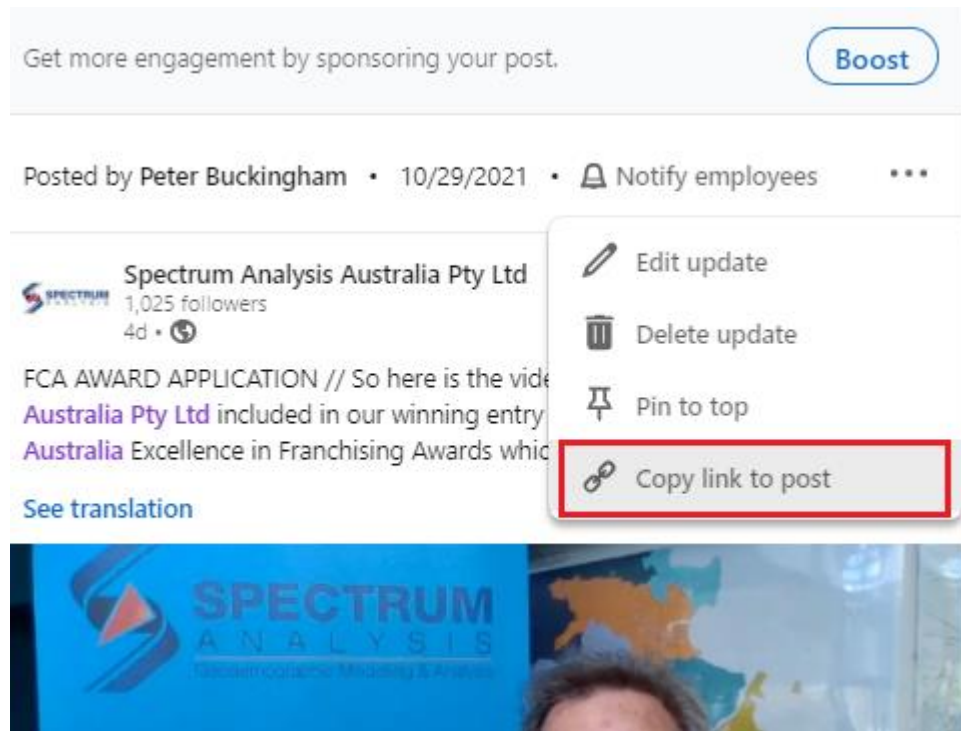
FCA AWARD APPLICATION // So here is the video that **Spectrum Analysis Australia Pty Ltd** included in our winning entry in the **Franchise Council of Australia** Excellence in Franchising Awards which helped us win 'Suppl ...see more

See translation

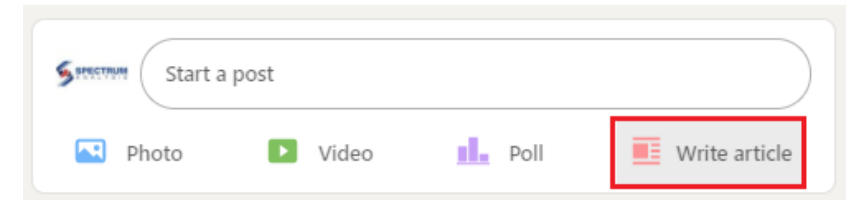


Top 10 strategies for Company Pages

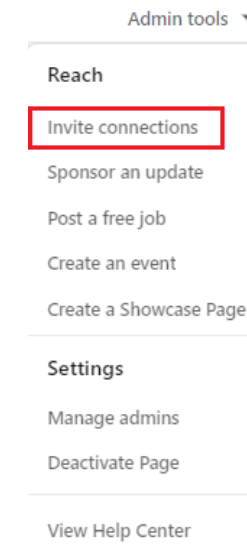
5. Keep a record of all Posts and Articles – so that you can re-find or re-use after 12 months – date, title, content, link



6. Write Posts and Articles – to increase the digital asset size of the Company – Articles are permanently in Google Search Results

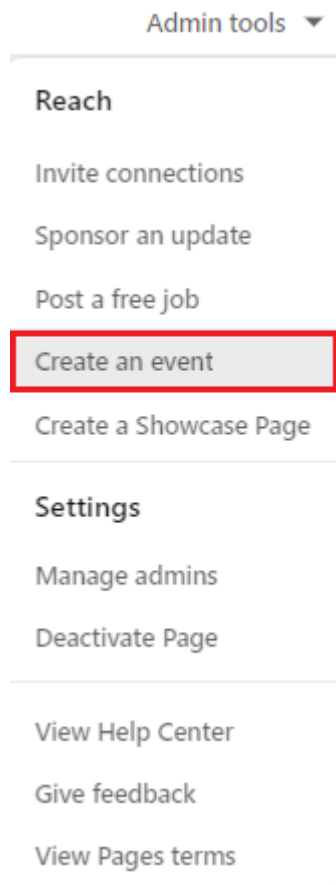


7. Invite your Connections to Follow the Company Page – increasing Followers means you are more likely to appear in their search results



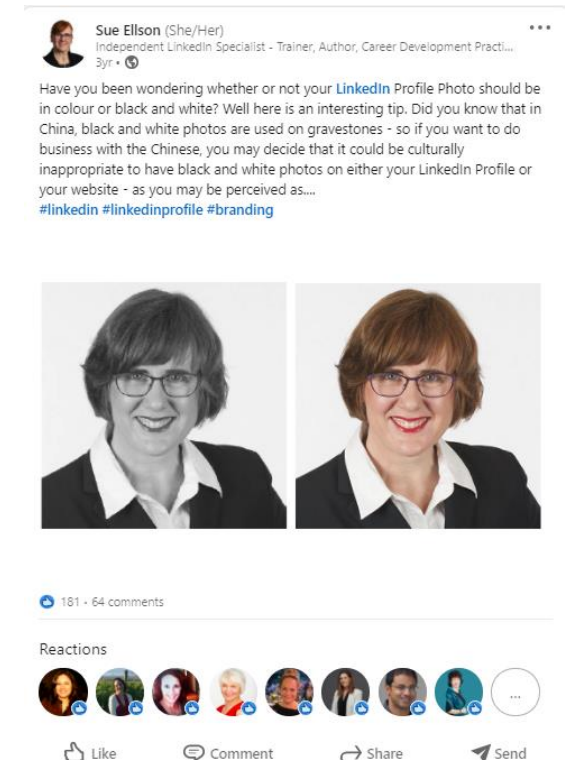
Top 10 strategies for Company Pages

8. Remember you are the figure-head of the enterprise – so whilst you may get more views and reactions by posting personally, it is still important to have updates shared on the Company page so the catalogue is in one place (consider posting on the Company website before sharing on any social media, including LinkedIn)



9. Events are an awesome way to reconnect – everyone who registers will showcase your event on their LinkedIn Profile – plan at least one month in advance if possible – all events are indexed on the Company page too

10. Increase Engagement Ratios and Dwell Time – be a personal encourager (respond to Posts where you are mentioned if possible) and select content that increases dwell time – in particular multi-page PDFs.
<https://www.linkedin.com/feed/update/urn:li:activity:6490720517056753664>



Top 10 ways to manage your LinkedIn activity in 20 minutes per week



Top 10 ways to manage your LinkedIn activity in 20 minutes per week

1. Logon and engage with the Newsfeed
– 8 minutes
2. Review your Notifications
– 2 minutes
3. Review your Network Connection requests, Event Invitations
– 2 minutes
4. Bookmark important Company Pages in your internet browser, visit and engage
– 2 minutes
5. Edit or update your own Profile or Settings
– 1 minute
6. Post an item in the Newsfeed (curated or created)
– 2 minutes
7. Reflect on your statistics, activity and results and make plans for next week
– 3 minutes



Bonus - Maintenance

Monthly

1. Complete any LinkedIn Profile Updates including adding new roles, new email addresses, new connections
2. Save a copy of your LinkedIn Profile to PDF (via the More button) if you have made any changes

Six Monthly

1. Get a copy of your data and save it
2. Review all of your backend settings (some new ones may have appeared) and all menu options
3. Double check any of your LinkedIn Strategies and see if you have forgotten to add Connections, follow up, set up regular processes, adjust to changed conditions etc
4. Consider completing some additional professional development activity related to your online presence (not just LinkedIn) or have your own strategy reviewed by a LinkedIn Specialist



Where to from here?



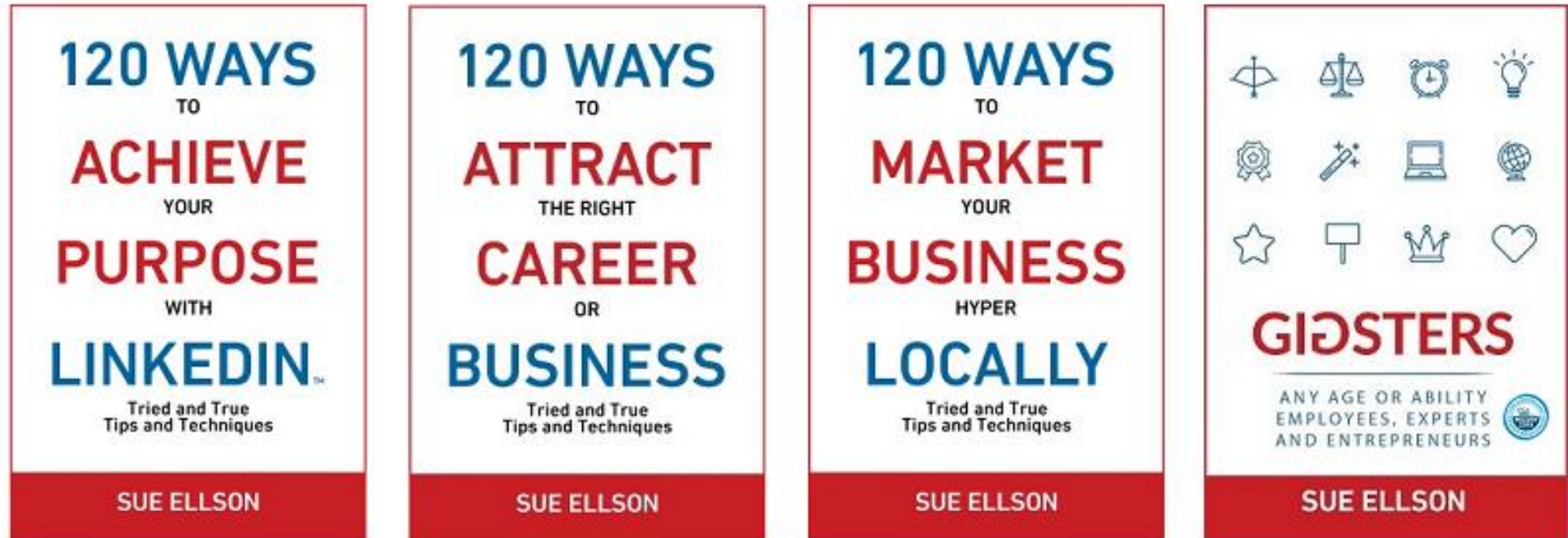
Upcoming Events

LinkedIn for Early Career Professionals (for The Geelong College) Thu 11 November 2021 6:30pm
<https://www.linkedin.com/events/linkedinwebinarforearlycareerpr6857119886121029632>

Nailing your Crisis Media Conference (for Corporate Media Services) Thu 18 November 2021 12pm
<https://www.linkedin.com/events/10tipsformediaconferences1pmwed6855024735483523072>

LinkedIn for Board Directors & Senior Leaders Wed 8 December 2021 12pm
<https://www.linkedin.com/events/linkedinforboarddirectorsandsen6859372716408107008>

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✓ paid books at <https://120ways.com>

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- ✓ 120 minutes \$400 = \$350

Up to three people – Code **Apple 2**

Receive \$50 saving

Service examples <https://sueellson.com/services>



Thank Sue Ellson online for this free info



- ✓ **Recommendation formula** – where you met, what you observed, future wish, your name
- ✓ **Goodreads Review** if you read a free book <https://www.goodreads.com/sueellson>
- ✓ **Google Review** <https://g.page/sue-ellson-author/review>
- ✓ **Online Review** <https://sueellson.com/reviews>
- ✓ **LinkedIn Recommendation** <https://www.linkedin.com/in/sueellson>
- ✓ **LinkedIn Skills Endorsement** <https://www.linkedin.com/in/sueellson>

