**LinkedIn for CEO’s and Business Owners**

**Sue Ellson BBus MIML MAHRI MPC CDAA ASA WV SPN AH**

Educator, Practitioner, Author

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**sueellson@sueellson.com**

**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**

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✔ paid books at https://120ways.com

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Up to three people –Code **Apple 2**

**Receive $50 saving**

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

**Why even bother with LinkedIn?**

✔ You will be Googled –by staff, peers, media, stalkers, competitors, disgruntled shareholders, disgruntled staff, your neighbours, people at parties etc etcetc–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**

**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

[https://www.linkedin.com/in/**YOURURL**/edit/contact-info](https://www.linkedin.com/in/YOURURL/edit/contact-info)

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

[https://www.linkedin.com/in/**YOURURL**/edit/contact-info](https://www.linkedin.com/in/YOURURL/edit/contact-info)

**4. Add Company Links** – in Contact info section
[https://www.linkedin.com/in/**YOURURL**/edit/contact-info](https://www.linkedin.com/in/YOURURL/edit/contact-info) - choose add website, choose ‘Other’ from drop-down box and type in 30 characters to describe website link

**5. Banner** – put Company branding on top of LinkedIn Profile – click pen on Banner area

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

<https://www.linkedin.com/psettings/connections-visibility>

**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

**8. Add Connections** –everyone you meet from now on and match it to your phone and other VIP contact lists
<https://www.linkedin.com/pulse/who-can-i-connect-linkedin-sue-ellson>

**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**

**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

**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

**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

**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

**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
<https://www.linkedin.com/pulse/linkedin-events-facts-strategy-sue-ellson>

**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](https://www.linkedin.com/feed/update/urn%3Ali%3Aactivity%3A6490720517056753664)

<https://www.linkedin.com/pulse/content-engagement-curation-creation-strategies-busy-people-ellson>

**Other Company Page related articles**

**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>

**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

**Should you pay for social media ads?** https://www.linkedin.com/pulse/should-you-pay-social-media-ads-sue-ellson

**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

<https://www.linkedin.com/pulse/what-do-before-you-upgrade-redesign-your-website-sue-ellson>

**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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**Thank Sue Ellson online for this free info**

✔ Recommendation formula–where you met, what you observed, future wish, your name

✔ Goodreads Reviewif 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>