



for Board Directors and Senior Leaders

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8 December 2021

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Housekeeping

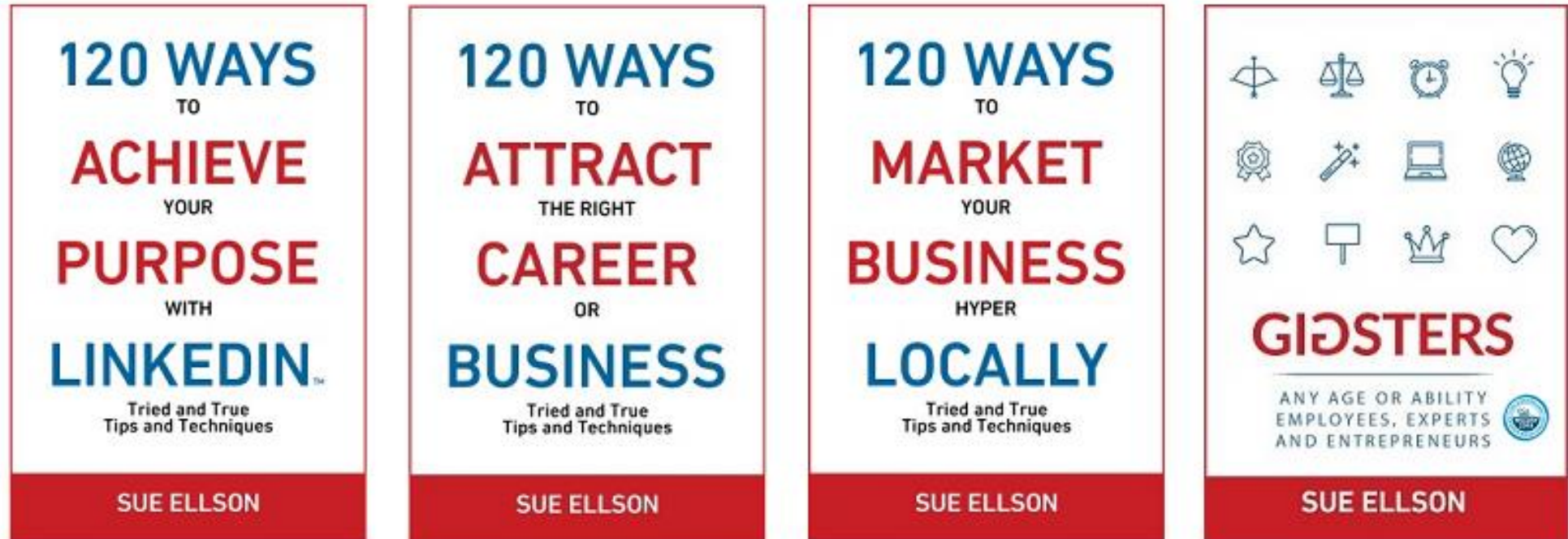
- ✓ acknowledge traditional owners of land where we are based and this event welcomes people of all backgrounds
- ✓ slides and video recording link will be emailed to all registered guests from Eventbrite and LinkedIn
- ✓ assume varied level of knowledge and experience and can read
- ✓ please add any questions you have in the Chat
- ✓ learn more about me at <https://sueellson.com>
- ✓ see my list of past clients at <https://sueellson.com/clients>

Welcome

- ✓ top 10 techniques for Board Directors and Senior Leaders
- ✓ top 10 recommendations for Company Pages
- ✓ top 10 ways to manage your LinkedIn activity in 20 minutes per week
- ✓ goal today is to improve your digital competency



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✓ 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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(20,984 Connections, 22,576 Followers)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson>
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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 3**

Receive \$50 saving if booked before 15 December 2021

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



Why even bother with LinkedIn?



Why bother with LinkedIn?



- ✓ You will be Googled – by board colleagues, shareholders, 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 are on LinkedIn – no Google presence is a liability and you can share your story in your way before someone else does, can be a risk mitigation strategy
- ✓ No job or enterprise is forever, you NEED a network – as a leader, it 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 Board Directors and Senior Leaders

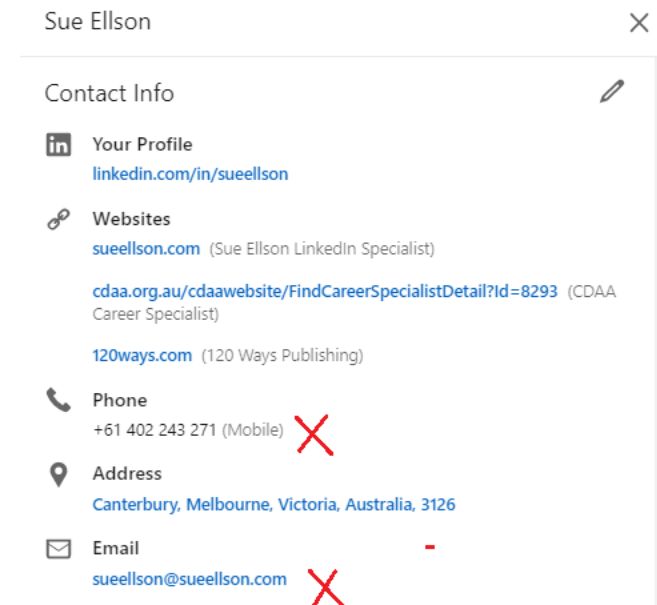


Top 10 strategies for Board Directors & Senior Leaders


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>


 **Edit your custom URL**
Personalize the URL for your profile.
www.linkedin.com/in/sueellson 


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 

Top 10 strategies for Board Directors & Senior Leaders

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

Birthday

Month Day

 Birthday visible to: Only you

[Save](#)

4. Add Company Links – in Contact info section

Sue Ellson

Contact Info 



Your Profile

linkedin.com/in/sueellson



Websites

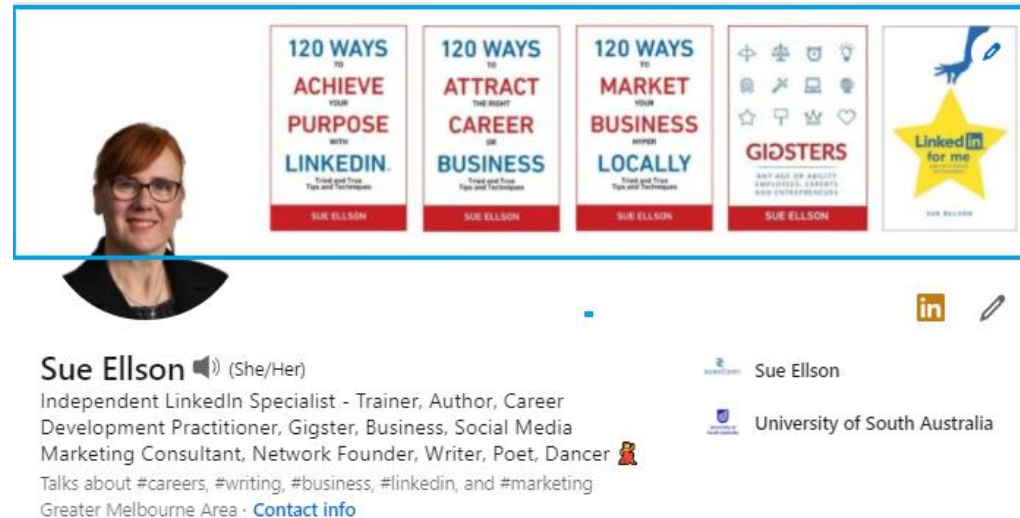
sueellson.com (Sue Ellson LinkedIn Specialist)

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

120ways.com (120 Ways Publishing)

Top 10 strategies for Board Directors & Senior Leaders

5. **Banner** – put Company or Personal branding on top of your LinkedIn Profile (video and audio too!)



6. **Decide who can see your Connections** – do you want competitors and other board directors knowing who you are connected to? <https://www.linkedin.com/psettings/connections-visibility>

Connections

Choose if your connections can see your connections list

Allow your connections to see your connections list

No

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 Board Directors & Senior Leaders

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

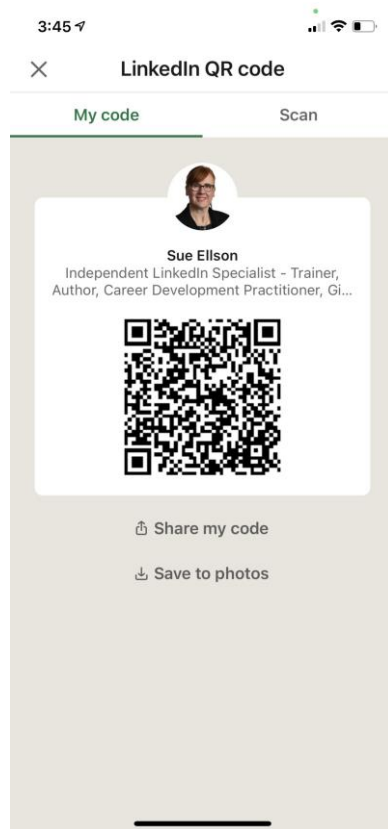
Number of Articles

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

Recommend one per month or at least, three per year

Top 10 strategies for Board Directors & Senior Leaders

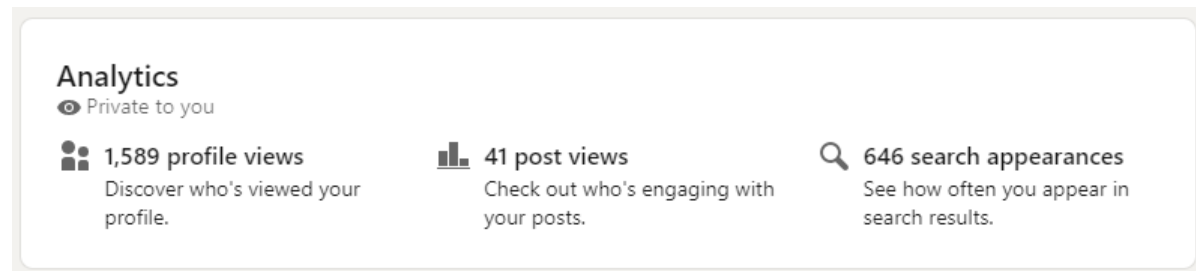
8. Add Connections – everyone you meet from now on and match it to your phone and other VIP contact lists – don't choose Connect or Follow, choose ... and Personalise the invite with a message about where you have met



9. Engage Online – be a Personal Encourager – and be willing to respond to @Mentions and share the love around



10. Update your Profile yearly – a lot can change in a year – remember to look at every section of your Profile and every setting as things do change and keep on top of your statistics too! Remember to include your Professional Memberships in 'Licenses and certifications' and 'Organizations'! You can list Board Positions in 'Experience' or 'Voluntary Experience' depending on your Personal Objectives.



Top 10 Recommendations for Company Pages



Top 10 Recommendations for Company Pages

1. **Completed Company Profile** – Make sure all sections are completed or create a new one at <https://www.linkedin.com/company/setup/new>. Schools, Colleges and Universities need a School Page so that they can be selected by students in the Education section and by staff in the Experience section

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. **Three or more Admins** – include IT department, communications / marketing and administration

Managing admins just got better!
You can now assign various roles, and add admins who aren't 1st degree connections. [Learn more](#)

Admin Roles

Page admins (6) Paid media admins (0)

All Page admins have access to admin view, with different permissions based on their role. [Learn more](#) [+ Add admin](#)

| Profile | Roles | Actions |
|---------|-------|---------|
|---------|-------|---------|

Top 10 Recommendations 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



Spectrum Analysis Australia Pty Ltd
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](#)

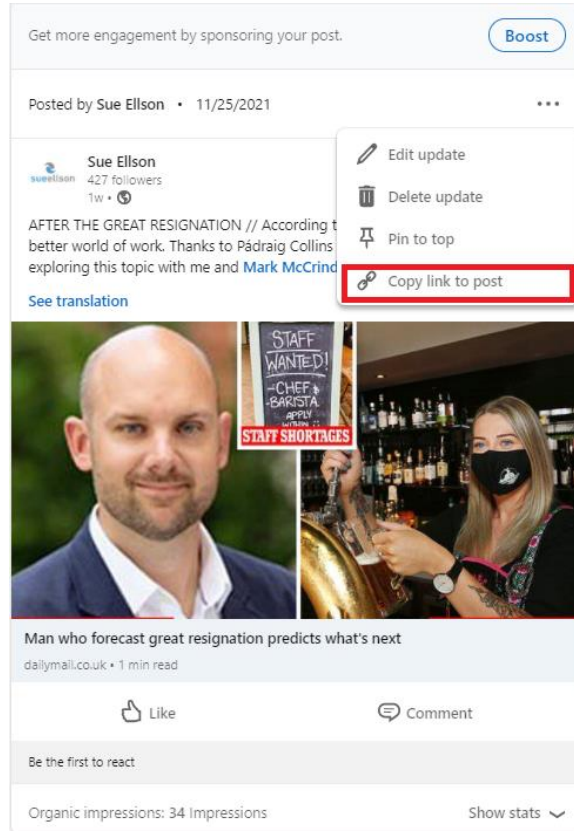
[Home](#) [About](#) [Posts](#) [Jobs](#) [People](#) [Insights](#) [Events](#) [Videos](#)

4. Social Media Policy – for new, existing and leaving staff – what Recommendations does your Company have for board members and staff (remembering that a LinkedIn Profile is owned by the individual)

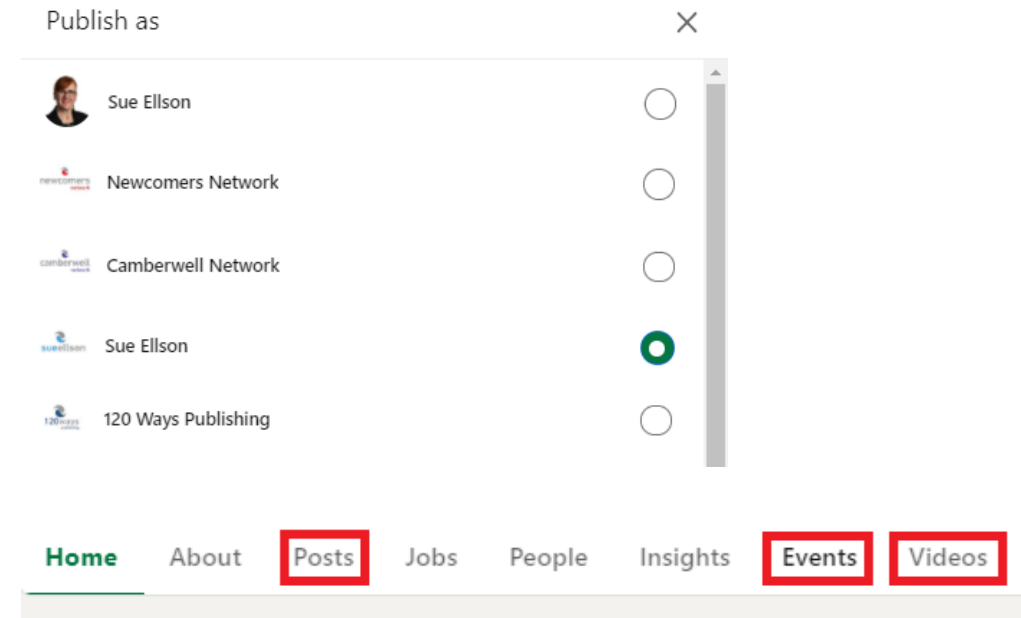


Top 10 Recommendations for Company Pages

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 in a spreadsheet (risk management)

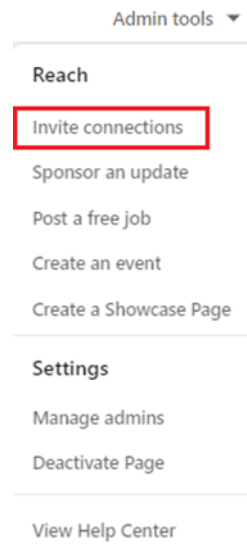


6. Ensure that Posts, Articles, Events and Videos are published – under the Company Profile not just the CEO or Subject Matter Experts, to increase the digital asset size of the Company and create a more engaging presence

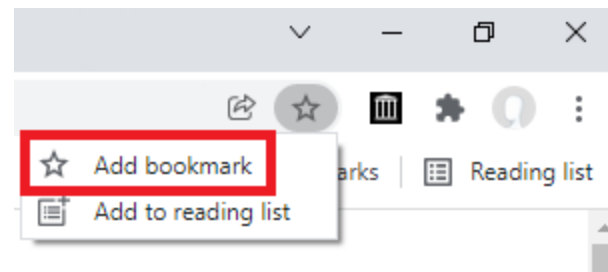


Top 10 Recommendations for Company Pages

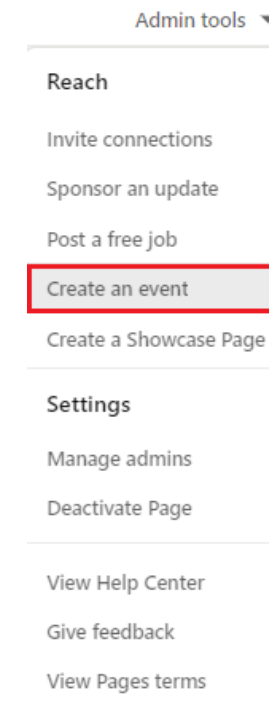
7. Remind Company Page Admins to invite selected Connections to Follow the Company Page – increasing Followers means your Company is more likely to appear in their search results which they do a search



8. Bookmark Company Pages in your internet browser – so that you can diary to keep an eye on what is being shared on social media – and decide how you will engage (Reactions, Comments, Shares)



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



Top 10 Recommendations for Company Pages

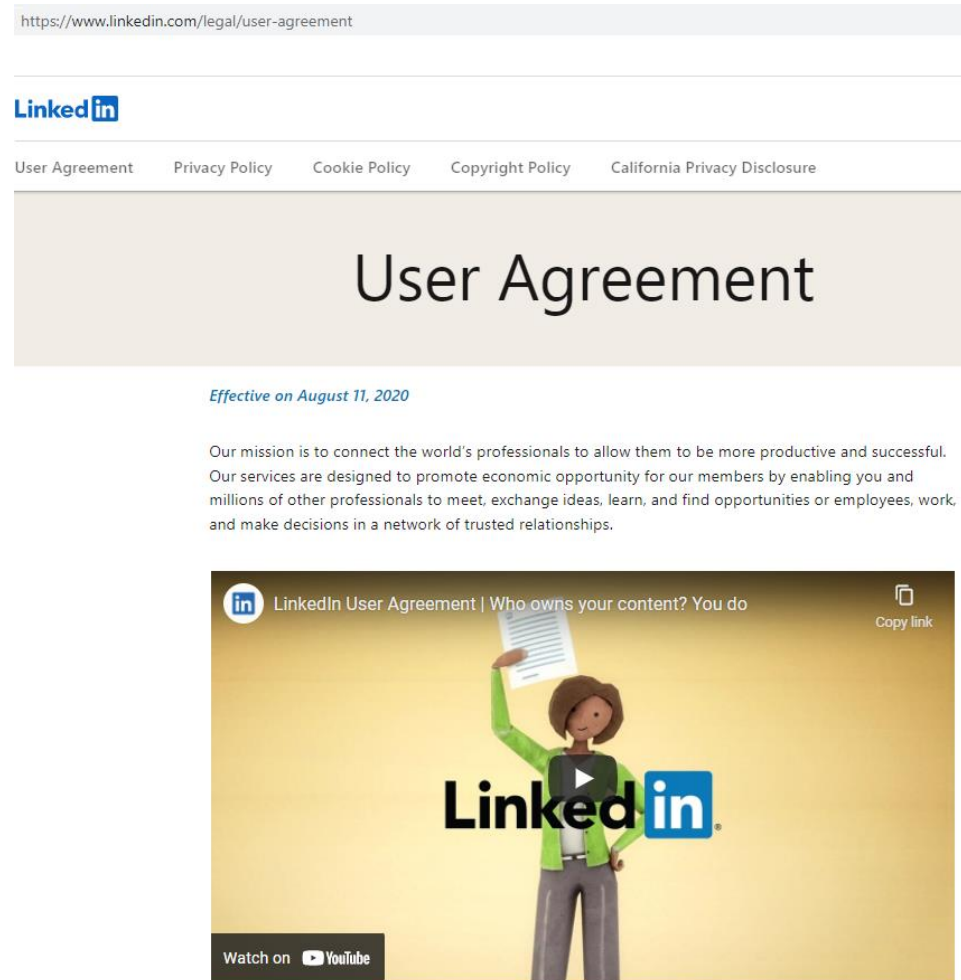
10. Remember that Consistency is Key and abide by the LinkedIn User Agreement

Maintain a good quality regular and varied Posting Schedule (use social media management tools in need), provide continuous engagement (responding to all Comments), be on top of the latest features and make use of them, do not allow sales staff to 'Connect and Pitch' – work on pulling rather than pushing leads

Cannot automate (people or tech) but can systemise.

Remember that you need to set the standard!

<https://www.linkedin.com/legal/user-agreement>



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. Visit and Engage with the Bookmarked Company Pages in your internet browser – 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. Request a copy of your data and save it
<https://www.linkedin.com/psettings/member-data>
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

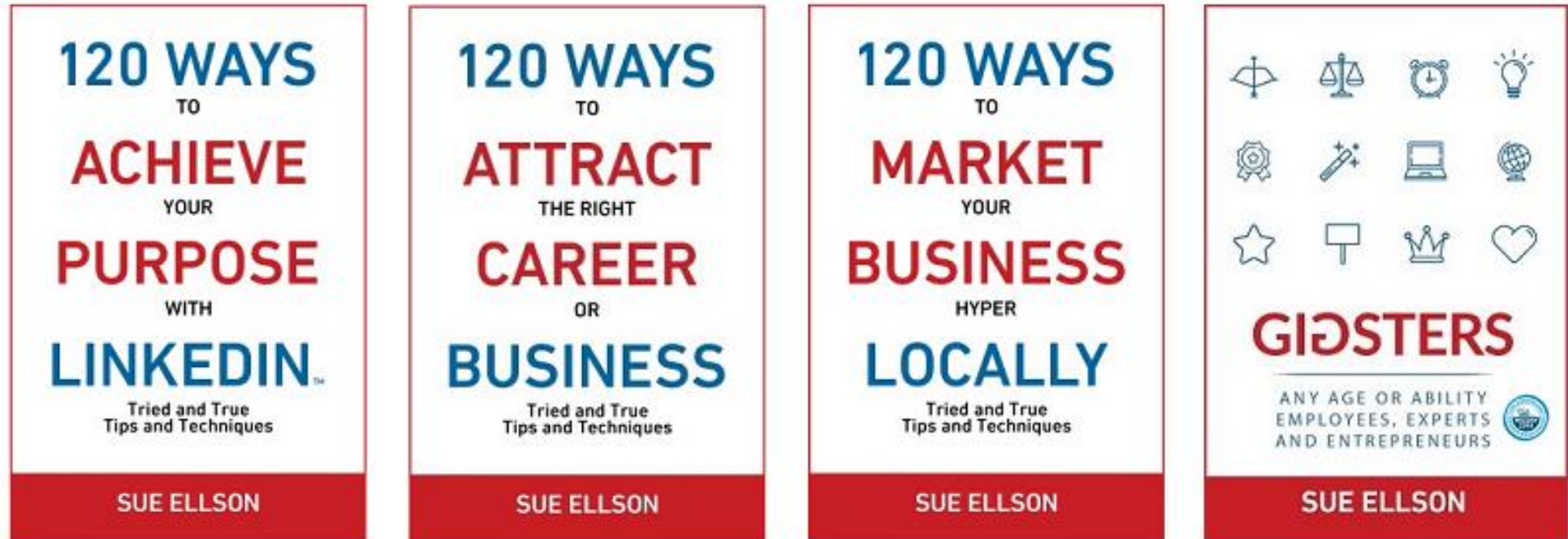
Free LinkedIn Insight Online Webinars and Recordings

<https://sueellson.com/presentations/free-linkedin-insight-online-webinars-and-recordings>

Presentations by Sue Ellson in 2022

<https://sueellson.com/presentations/presentations-2022>

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- ✓ **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>

