



for Journalists and Media Professionals

Sue Ellson BBus MIML MPC CDAA ASA WV SPN

Educator, Practitioner, Author

12 January 2022

sueellson@sueellson.com

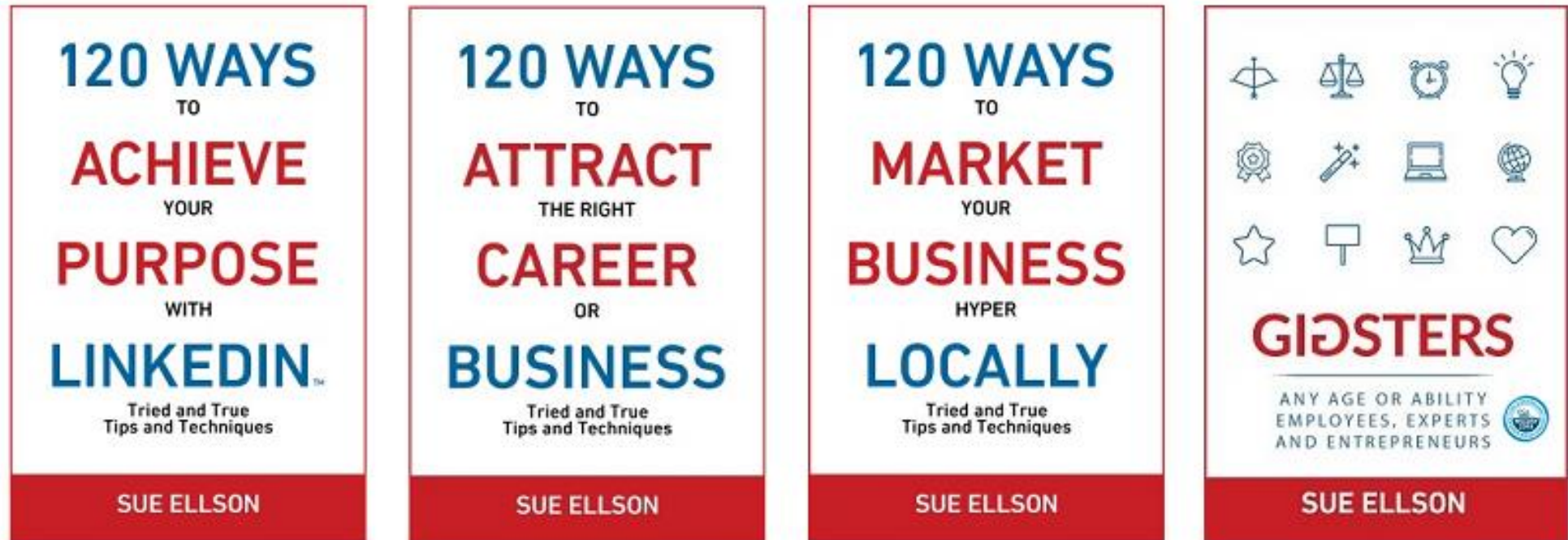
<https://www.linkedin.com/in/sueellson>

Welcome

- ✓ top 10 techniques for journalists and media professionals
- ✓ Top 10 Ways To Increase Your Online Presence
- ✓ top 10 ways to manage your LinkedIn activity in 20 minutes per week



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>
(21,086 Connections, 22,732 Followers)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson>
(445 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2>
(135 Followers)
- ✓ Twitter <https://twitter.com/sueellson>
(383 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson>
(290 Followers)
- ✓ YouTube <https://www.youtube.com/channel/UCOhckRXATKRvbqU6GNbys8A>
(49 Subscribers)
- ✓ Sue Ellson Shares LinkedIn Newsletter (3,790 Subscribers)
<https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Ellson Email Newsletter (1,196 Subscribers)
<http://eepurl.com/hjxQkP>

Fast Facts – more at sueellson.com

Sue Ellson is a member of...



Sue Ellson is the Founder of...



<https://sueellson.com>

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, LinkedIn and Zoom
- ✓ you can leave your video camera off and microphone on mute (less bandwidth)
- ✓ 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>

Special Offer – \$50 saving

✓ 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 4**

Receive \$50 saving if booked before 19 January 2022

Service examples <https://sueellson.com/services> - book via email sueellson@sueellson.com



Why even bother with LinkedIn?



Why bother with LinkedIn?

- ✓ You will be Googled – by other journalists, editors, talent, sources, colleagues, friends, peers, other media, stalkers, competitors, disgruntled family members, your neighbours, people at parties etc etc etc – LinkedIn is highly optimised for your name
- ✓ Do you have your own website? Yourname.com? Top content creators across the world do - so you may like to think about this option – but in the meantime, go with LinkedIn and/or Google My Business <https://business.google.com> (free website)
- ✓ 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. It can be a risk mitigation strategy
- ✓ No job or enterprise is forever, you NEED a network to maintain an income – many former journalists are now in writing jobs – communications, public relations, social media within medium sized firms and appreciate not having the stress...

Top 10 techniques for Journalists and Media Professionals

– see how many you are already doing!



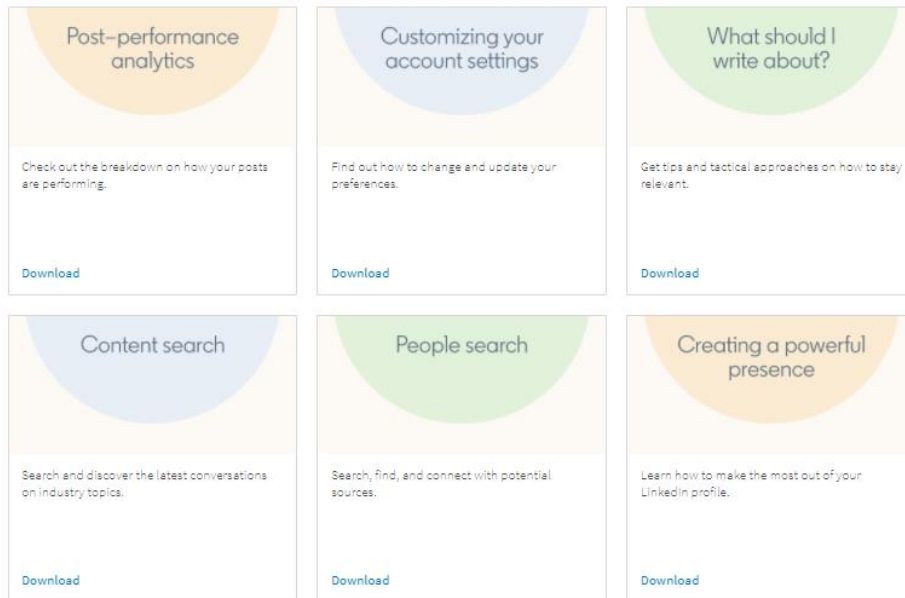
Top 10 techniques for Journalists & Media Professionals

1. **Read and Apply LinkedIn for Journalists Article** – this was sent to some of you via LinkedIn with a Connection Request - <https://sueellson.com/blog/linkedin-for-journalists-stories-sources-and-success-protect-your-identity-so-you-can-do-things-anonymously>, find stories, find sources (talent), alternative career options and ways to collect information



Top 10 techniques for Journalists & Media Professionals

2. Read LinkedIn for Journalists from LinkedIn – special offers from LinkedIn – register to attend a webinar in March, June, September, and December to gain free Premium Access to LinkedIn <https://news.linkedin.com/media-resources/linkedin-for-journalists>



3. Use Google Advanced Search – allows you to search LinkedIn beyond your existing network https://www.google.com.au/advanced_search

Google

Advanced Search

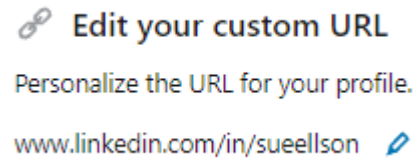
Find pages with...	To do this in the search box.
all these words:	<input type="text"/> Type the important words: tri-colour rat terrier
this exact word or phrase:	<input type="text"/> Put exact words in quotes: "rat terrier"
any of these words:	<input type="text"/> Type OR between all the words you want: miniature OR standard
none of these words:	<input type="text"/> Put a minus sign just before words that you don't want: -rodent, -"Jack Russell"
numbers ranging from:	<input type="text"/> to <input type="text"/> Put two full stops between the numbers and add a unit of measurement: 10..35 kg, €300..€500, 2010..2011

Then narrow your results by...	
language:	<input type="text" value="any language"/> Find pages in the language that you select.
region:	<input type="text" value="any region"/> Find pages published in a particular region.
last update:	<input type="text" value="anytime"/> Find pages updated within the time that you specify.
site or domain:	<input type="text" value="linkedin.com"/> Search one site (like wikipedia.org) or limit your results to a domain like .edu, .org or .gov
terms appearing:	<input type="text" value="anywhere in the page"/> Search for terms in the whole page, page title or web address, or links to the page you're looking for.
SafeSearch:	<input type="text" value="show explicit results"/> Tell SafeSearch whether to filter sexually explicit content.
file type:	<input type="text" value="any format"/> Find pages in the format that you prefer.
usage rights:	<input type="text" value="not filtered by licence"/> Find pages that you are free to use yourself.

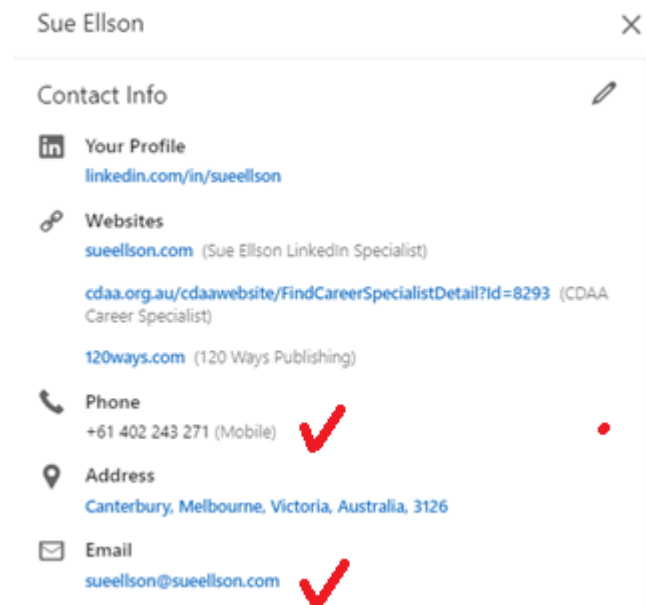
Advanced Search

Top 10 techniques for Journalists & Media Professionals

4. 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>



5. Contact Info – if you want talent and stories to reach you, include phone number or professional email address (make visible in Settings)



Top 10 techniques for Journalists & Media Professionals

6. Creator Mode – Turn on – list five hashtag topics – later – LinkedIn Live Video Access and Newsletter Option – be identified as a Creator!

<https://members.linkedin.com/linkedin-creators-home>

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](#)

22,734 followers · 500+ connections

[Open to](#) [Add profile section](#) [More](#)

Open to work
Corporate Trainer, Book Author, Workshop Instr...
[See all details](#)

Providing services
Career Development Coaching, Training, Social ...
[See all details](#)

Analytics
Private to you

- 1,474 profile views**
Discover who's viewed your profile.
- 2,695 post views**
Check out who's engaging with your posts.
- 569 search appearances**
See how often you appear in search results.

Resources
Private to you

Creator mode On
Get discovered, showcase content on your profile, and get access to creator tools

My network
See and manage your connections and interests.

7. Publications – especially any major pieces – complement or link to your Muck Rack <https://muckrack.com> and/or Authory Profile <https://authory.com> and/or Own Name Website <https://sueellson.com>

Add publication ×

Title*
Ex: Giving and receiving feedback

Publication/Publisher
Ex: Harvard Business Review

Publication date
mm/dd/yyyy

Author
You are an author. Add others that contributed to the publication.
[+ Add author](#)

Publication URL

Description

0/2,000

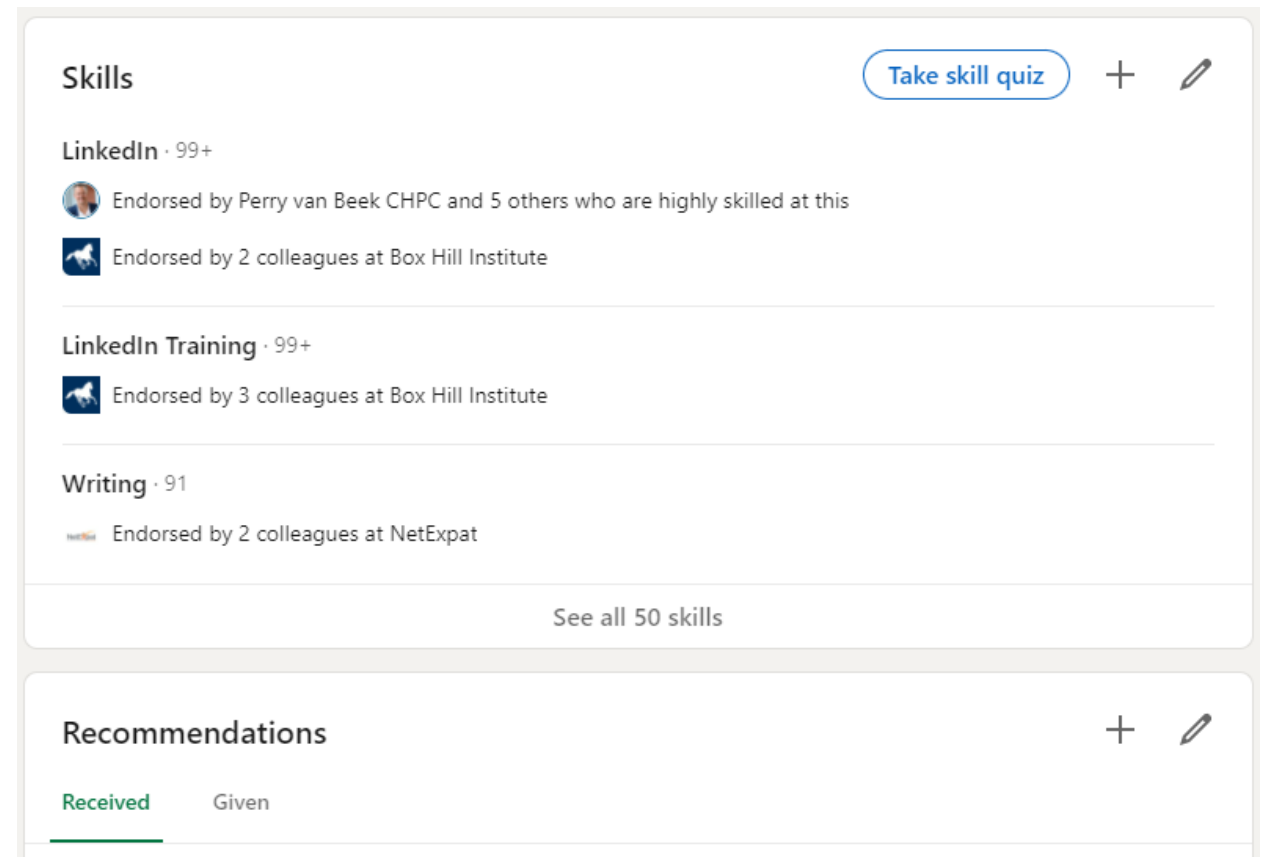
[Save](#)

Top 10 techniques for Journalists & Media Professionals

8. Share your own story – no slashes in your headline e.g. Journalist/Writer/Author – put a SPACE or comma to ensure that each word works for you, talk about your achievements, showcase your work – remember you are a journalist or media professional *and a brand* if you want aligned gigs in the future

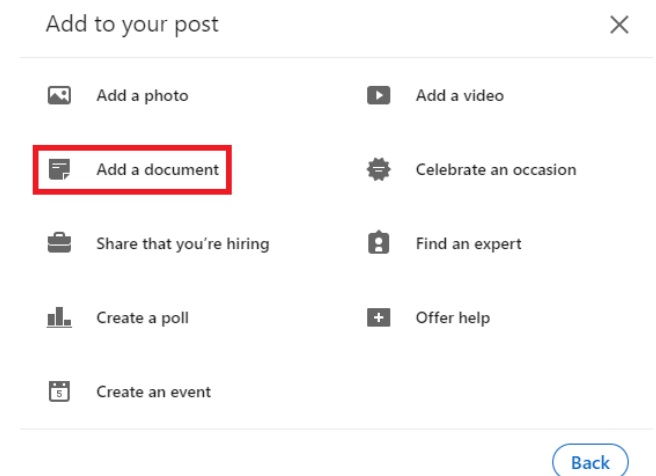
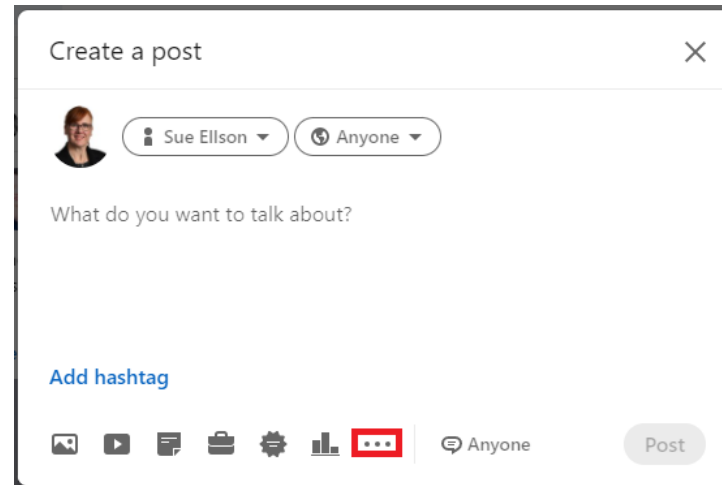
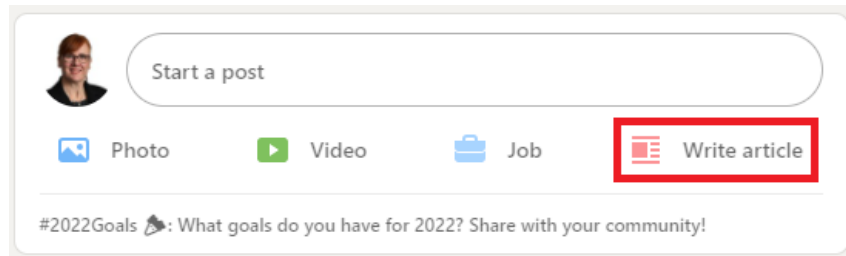
<https://www.linkedin.com/pulse/how-write-add-achievements-your-linkedin-profile-sue-ellson>

<https://www.linkedin.com/pulse/linkedin-women-sue-ellson>



Top 10 techniques for Journalists & Media Professionals

9. Consider writing Articles on LinkedIn – moz.com suggests that LinkedIn.com is one of the top places on the internet to publish your content – just try Googling 'tough love unemployed' – also read Search Engine Journal places to publish <https://www.searchenginejournal.com/content-marketing/places-to-share/#close> as LinkedIn is number 3 (although Medium is number 1 and you can be paid there!) – remember to abide by Copyright rules, Google doesn't index duplicate content (needs to be 30-40% different) and always write 'By Your Name' and link to your website or LinkedIn Profile so Google can identify you as an 'Author.'



Top 10 techniques for Journalists & Media Professionals

10. 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 Ways To Increase Your Online Reach



Top 10 Ways To Increase Your Online Reach

1. **Increase your Engagement Ratio** – it is about you ‘listening’ as well as ‘speaking’ so be a ‘Personal Encourager’ and increase it to 12 engagements and one post – people like it when you like their stuff! Even better if you Comment as well. Great if you can respond to all @Mentions, your Employer Content



Like



Comment



Share



Send

2. **Write for mobile** – ensure there is plenty of white space, short sentences, short paragraphs, consider bullet points – get to the point and provide value immediately (not follow a link), no waffle but there is still a place for interesting narrative and more imagery in longer form content, use images that tell a story in their own right
<https://www.linkedin.com/pulse/content-engagement-curation-creation-strategies-busy-people-ellson>



Sue Ellson (She/Her)

Independent LinkedIn Specialist - Trainer, Author, Career Development Practi...
6d • 6

HOW TO CHOOSE YOUR NEXT JOB OR CAREER // Well folks, it is that time of the year when you might start thinking about what you want to do in the future. Here is a picture of me from the 1980's as a Senior Customer Service Officer ...see more



Peter Buckingham and 47 others

15 comments



Like



Comment



Share

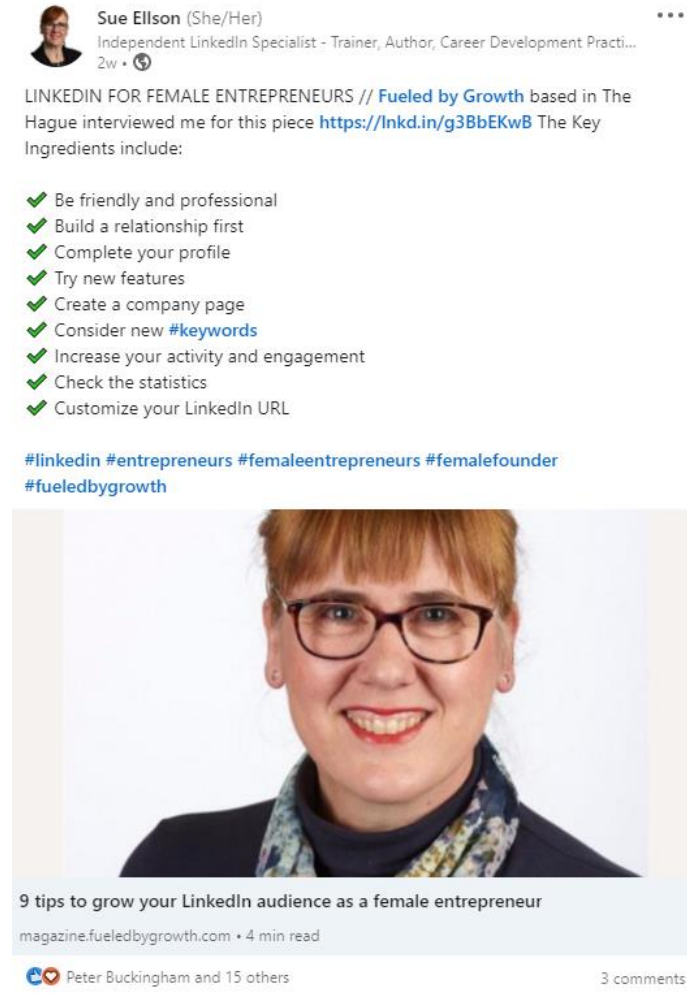


Send


2,720 views of your post in the feed

Top 10 Ways To Increase Your Online Reach

3. **Incorporate latest features** – use relevant emojis (but not too many), use @mentions, #hashtags, add your video to YouTube, wait, edit the transcript and upload the .srt file so that you can have Captions on your video content, consider saving PowerPoint Presentations to PDF and upload a document (provides a slide show), consider creating an Event <https://www.linkedin.com/pulse/linkedin-events-facts-strategy-sue-ellson>




A screenshot of a LinkedIn post by Sue Ellson. The post includes a list of 9 tips for growing a LinkedIn audience as a female entrepreneur, a list of hashtags, a profile picture of Sue Ellson, and engagement metrics.

Sue Ellson (She/Her)
Independent LinkedIn Specialist - Trainer, Author, Career Development Practi...
2w • 


LINKEDIN FOR FEMALE ENTREPRENEURS // [Fueled by Growth](#) based in The Hague interviewed me for this piece <https://lnkd.in/g3BbEKwB> The Key Ingredients include:

- ✓ Be friendly and professional
- ✓ Build a relationship first
- ✓ Complete your profile
- ✓ Try new features
- ✓ Create a company page
- ✓ Consider new [#keywords](#)
- ✓ Increase your activity and engagement
- ✓ Check the statistics
- ✓ Customize your LinkedIn URL

[#linkedin](#) [#entrepreneurs](#) [#femaleentrepreneurs](#) [#femalefounder](#)
[#fueledbygrowth](#)



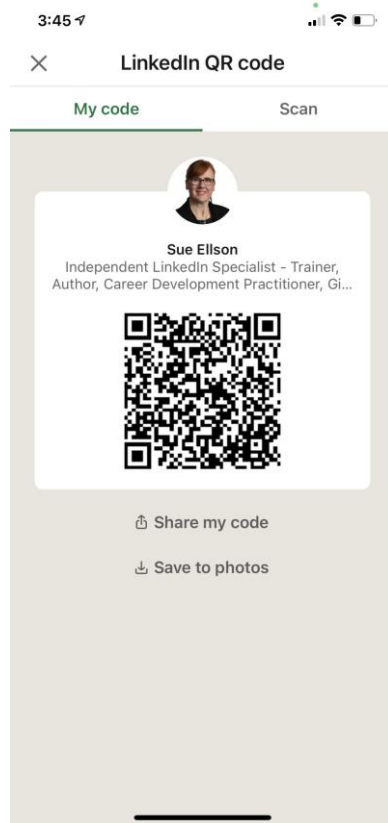
9 tips to grow your LinkedIn audience as a female entrepreneur
magazine.fueledbygrowth.com • 4 min read

 Peter Buckingham and 15 others

3 comments

Top 10 Ways To Increase Your Online Reach

4. 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 the three dots ... and Personalise the invite with a message about where you have met



5. 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 some Positions in either 'Experience' or 'Voluntary Experience' depending on your Personal Objectives. If you download a Copy of you Data, you can see Inferences LinkedIn has about you. Being Connected helps you to be found in searches.

Analytics

Private to you



1,474 profile views

Discover who's viewed your profile.



2,695 post views

Check out who's engaging with your posts.



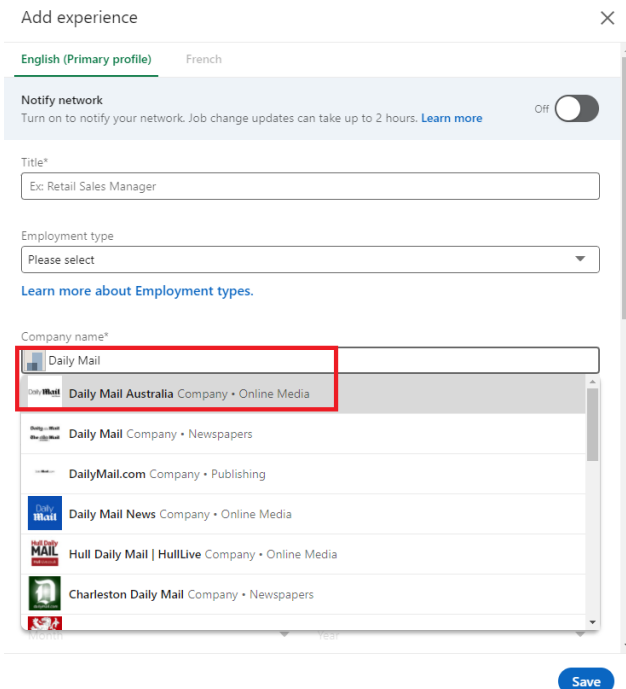
569 search appearances

See how often you appear in search results.

Top 10 Ways To Increase Your Online Reach

6. Employees – ensure you support your Employer (choose from the drop down box) and connect with your fellow Employees
<https://www.linkedin.com/pulse/20-ways-your-employees-can-support-business-linkedin-why-sue-ellson>

7. Abide by Social Media Policy – what Recommendations does your Employer have for your LinkedIn Profile? Recommend being professional rather than personal



Add experience

English (Primary profile) French

Notify network
Turn on to notify your network. Job change updates can take up to 2 hours. [Learn more](#) Off ☐

Title*
Ex: Retail Sales Manager

Employment type
Please select

[Learn more about Employment types.](#)

Company name*

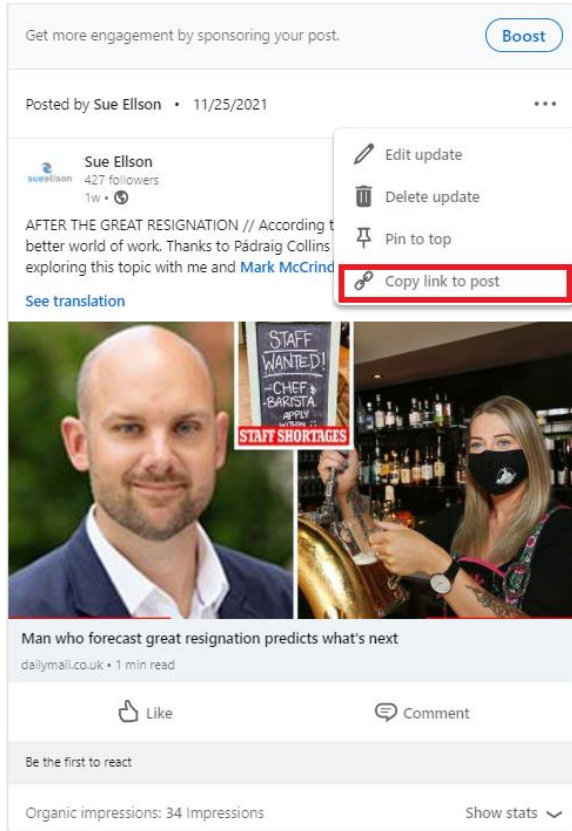
- Daily Mail
- Daily Mail Australia Company • Online Media**
- Daily Mail Company • Newspapers
- DailyMail.com Company • Publishing
- Daily Mail News Company • Online Media
- Hull Daily Mail | HullLive Company • Online Media
- Charleston Daily Mail Company • Newspapers

Save

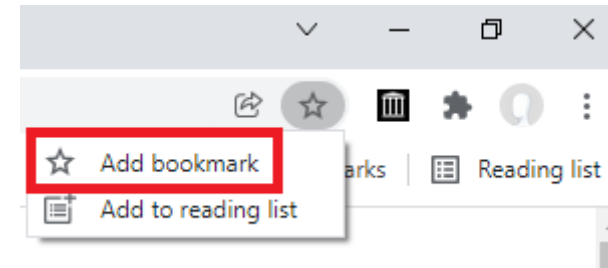


Top 10 Ways To Increase Your Online Reach

8. 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) – may wish to re-use



9. Bookmark Individual Profiles or Company Pages in your internet browser – so that you can diary to keep an eye on what is being shared on social media by people in your radar/specialty – and decide how you will engage (Reactions, Comments, Shares). The algorithm monitors your behaviour – more alike engagement can equal more likes!



Top 10 Ways To Increase Your Online Reach

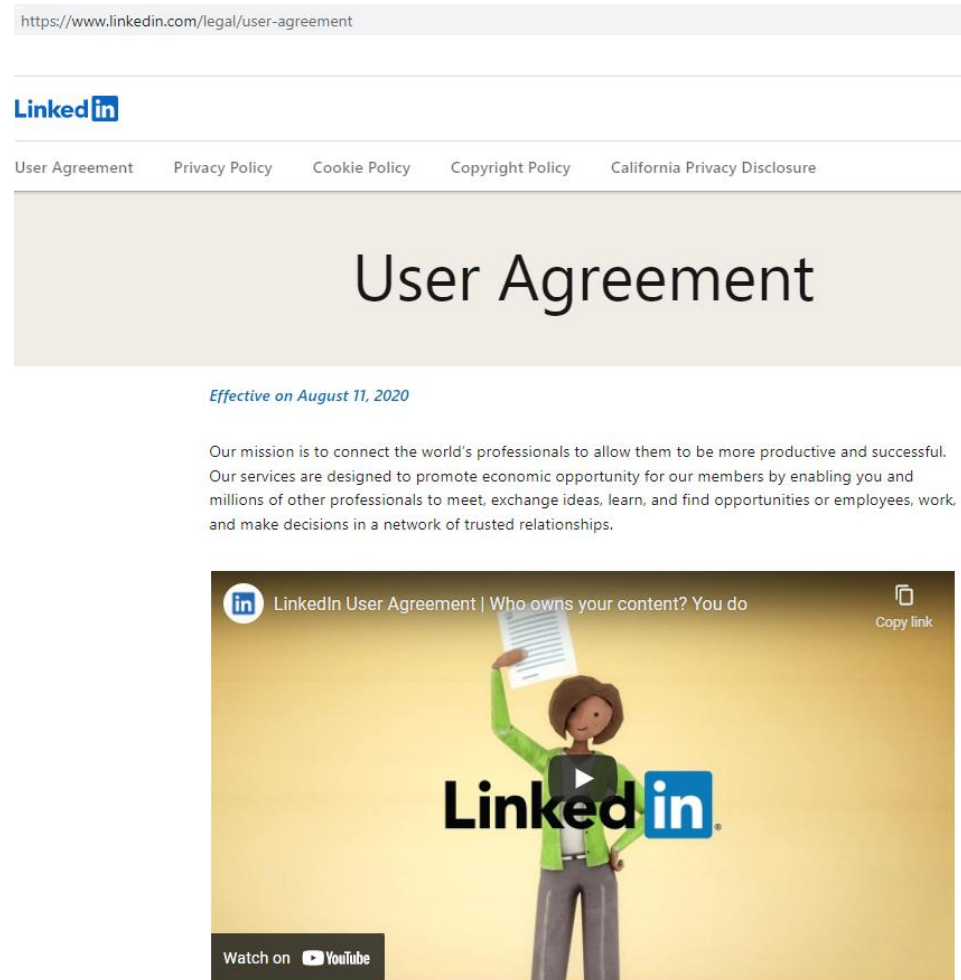
10. Remember that Consistency is Key and abide by the LinkedIn User Agreement

Maintain a good quality regular and varied Posting Schedule (use social media management tools in need), provide continuous engagement (responding to all Comments where you are @mentioned if realistic), be on top of the latest features and make use of them – 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 Profiles and 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, all email addresses (never remove any just change primary email), 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>

LinkedIn for Human Resources Professionals on Wednesday 9 February 2022 at 12pm

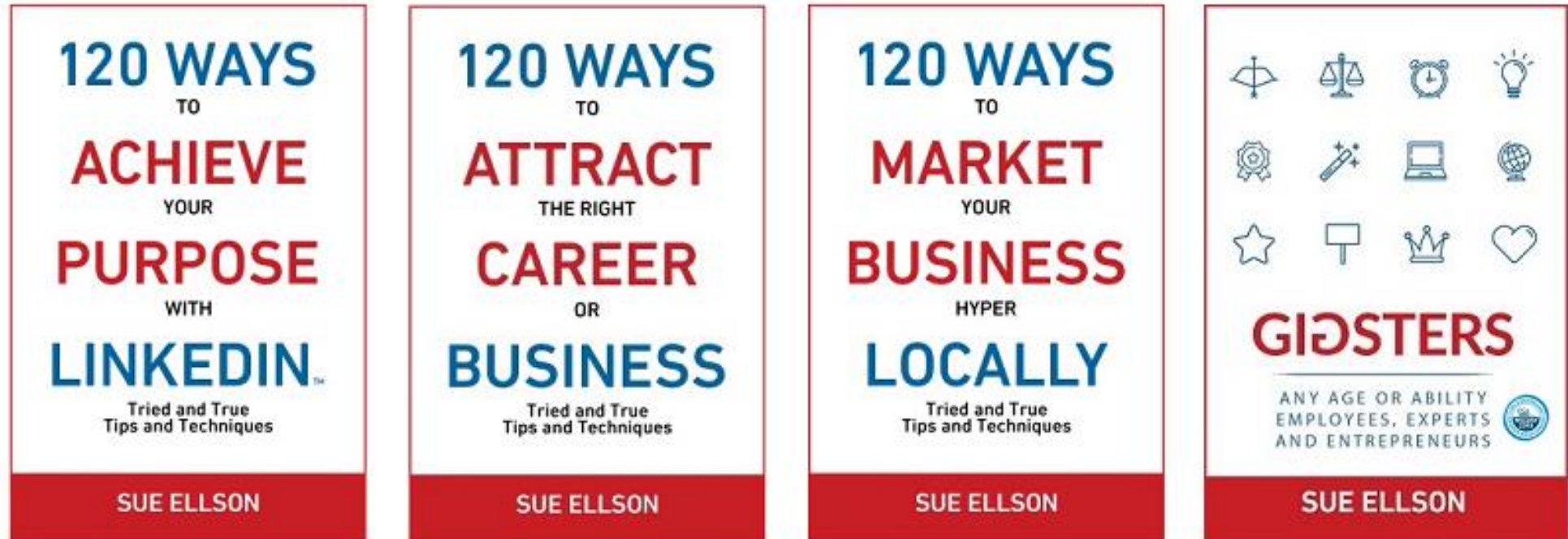
<https://www.linkedin.com/events/linkedinforhumanresourceprofess6886822391356514304>

<https://linkedininsights5.eventbrite.com.au>

Presentations by Sue Ellson in 2022

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

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✓ paid books at <https://120ways.com>

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(383 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson>
(290 Followers)
- ✓ YouTube <https://www.youtube.com/channel/UCOhckRXATKRvbqU6GNbys8A>
(49 Subscribers)
- ✓ Sue Ellson Shares LinkedIn Newsletter (3,790 Subscribers)
<https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Ellson Email Newsletter (1,196 Subscribers)
<http://eepurl.com/hjxQkP>

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Service examples <https://sueellson.com/services> - book via email sueellson@sueellson.com



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>



Google Review