



for creators

LinkedIn for Creators

Sue Ellson BBus MIML MPC CDAA ASA WV SPN

Educator, Practitioner, Author

3 February 2022

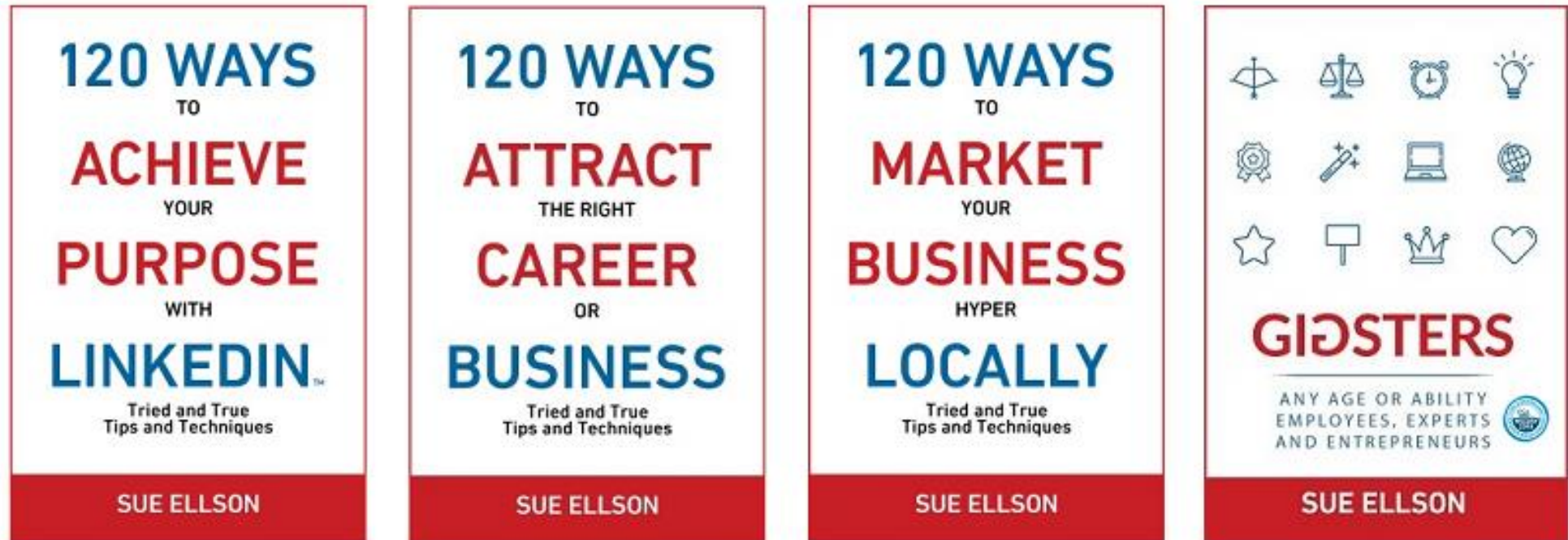
sueellson@sueellson.com

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

Welcome

- ✓ background on content on LinkedIn
- ✓ my general observations of content performance
- ✓ LinkedIn Creator Mode introduction
- ✓ Creator Mode suggestions

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>

Follow / Subscribe to Sue Ellson Online



- ✓ LinkedIn Profile <https://www.linkedin.com/in/sueellson>
(21,236 Connections, 22,910 Followers)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson>
(465 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2>
(135 Followers)
- ✓ Twitter <https://twitter.com/sueellson>
(389 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson>
(294 Followers)
- ✓ YouTube <https://www.youtube.com/channel/UCOhckRXATKRvbqU6GNbys8A>
(53 Subscribers)
- ✓ Sue Ellson Shares LinkedIn Newsletter (4,053 Subscribers)
<https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Ellson Email Newsletter (1,303 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
- ✓ disclaimer: this is all information sharing not professional advice for your personal circumstances
- ✓ slides and video recording link will be emailed to all LinkedIn registered guests
- ✓ 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>
- ✓ will be asking you what has been most helpful to you at the end (feedback for me)
- ✓ will be recommending that you find a way to say 'thank you' (to Ken especially)

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**

Receive \$50 saving if booked before 14 February 2022

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



Background on Content on LinkedIn

Terminology

- ✓ **Post** – item that appears in the Newsfeed
- ✓ **Article** – permanent piece that can be found in Google Search Results
- ✓ **Engagement** – when you Like, Comment or Share content (longer and more specific the better)
- ✓ **Curate** – when you find something good and then share it
- ✓ **Create** – when you compile content yourself – can be Post, Article, Newsletter etc

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

Terminology

- ✓ **LinkedIn Profile** – you as a person on LinkedIn (only need one)
- ✓ **LinkedIn Page** – a Company or School Page (any type of enterprise)
- ✓ **LinkedIn Influencer** – selected by invitation only and comprise a global collective of 500+ of the world's foremost thinkers, leaders, and innovators
- ✓ **LinkedIn Top Voice** – someone recognised by LinkedIn as adding value around their area of expertise (chosen by country and discipline by LinkedIn Editors)
<https://www.linkedin.com/pulse/linkedin-top-voices-job-search-careers-20-creators-follow-dengate>

Terminology

✓ **LinkedIn Audio** – audio feature (like Clubhouse) that is being beta tested now but cannot record

✓ **LinkedIn Video** – in development and will allow you to broadcast in LinkedIn but not record

✓ **LinkedIn Event** – can be created by you as a person or via Company or School Page <https://www.linkedin.com/pulse/linkedin-events-facts-strategy-sue-ellson> - must have a Privacy Link and can then collect registration details for all guests and network too! Can invite 1,000 people per week to an event

LinkedIn App Only

✓ Record a 10 second name pronunciation (next to name)

✓ Record a 30 second video introduction (via photo)

Terminology

✓ **LinkedIn Creator** – you turn it on in the Resources (or Dashboard) section of your LinkedIn Profile – turns your Connect button to Follow, you can add five #hashtag topics to discuss and if you have enough Followers >150 and you Post Regularly, you can gain access to LinkedIn Live and LinkedIn Newsletters

✓ **LinkedIn Live** – live video broadcast that requires you to use a third party platform to broadcast

✓ **LinkedIn Newsletter** – via the ‘Write an Article’ feature and first edition broadcasts to all your Connections and invites them to subscribe (needs to be consistently published) – see all existing newsletters at <https://www.linkedin.com/directory/newsletters>

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

My general observations of content performance

My observations

✓ **LinkedIn Posts by a Person** – appear to receive more views

<https://www.linkedin.com/pulse/20-ways-encourage-linkedin-post-go-viral-sue-ellson>

✓ **LinkedIn Articles by a Person** – if well written, have the potential to appear in Google Search Results

<https://www.linkedin.com/pulse/how-write-search-engine-optimised-article-linkedin-sue-ellson>

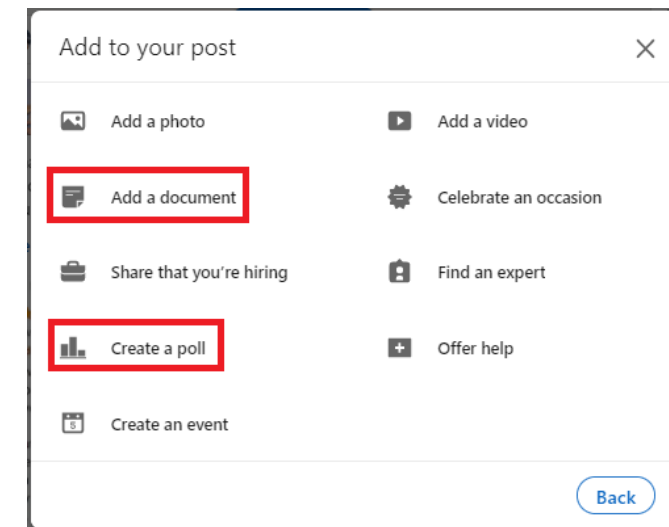
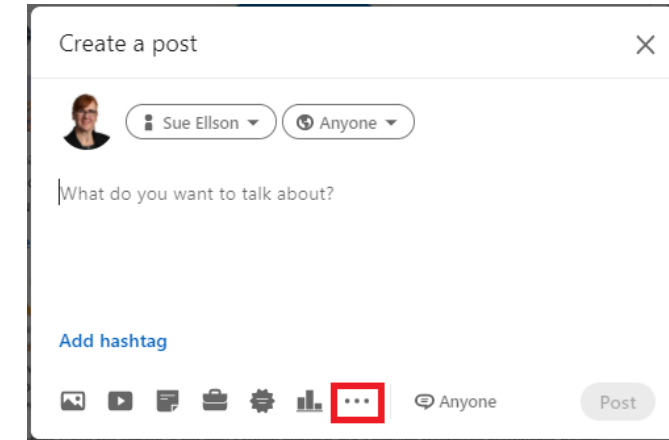
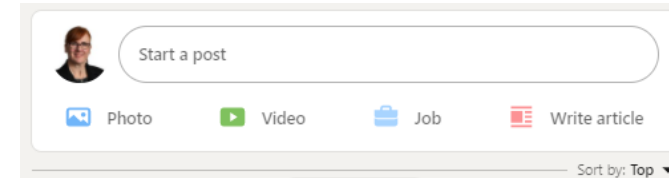
✓ **Posts or Articles by a Company or School Page** – less likely to go viral and minimum audience size requirement if you wish to pay to promote (happy that this is available though and not just as a person)

My observations

✓ **Using new features helps your content** – remember to click in the Newsfeed box, then click on the three dots

Items currently attracting good view rates include

“Add a document” and
“Create a Poll”

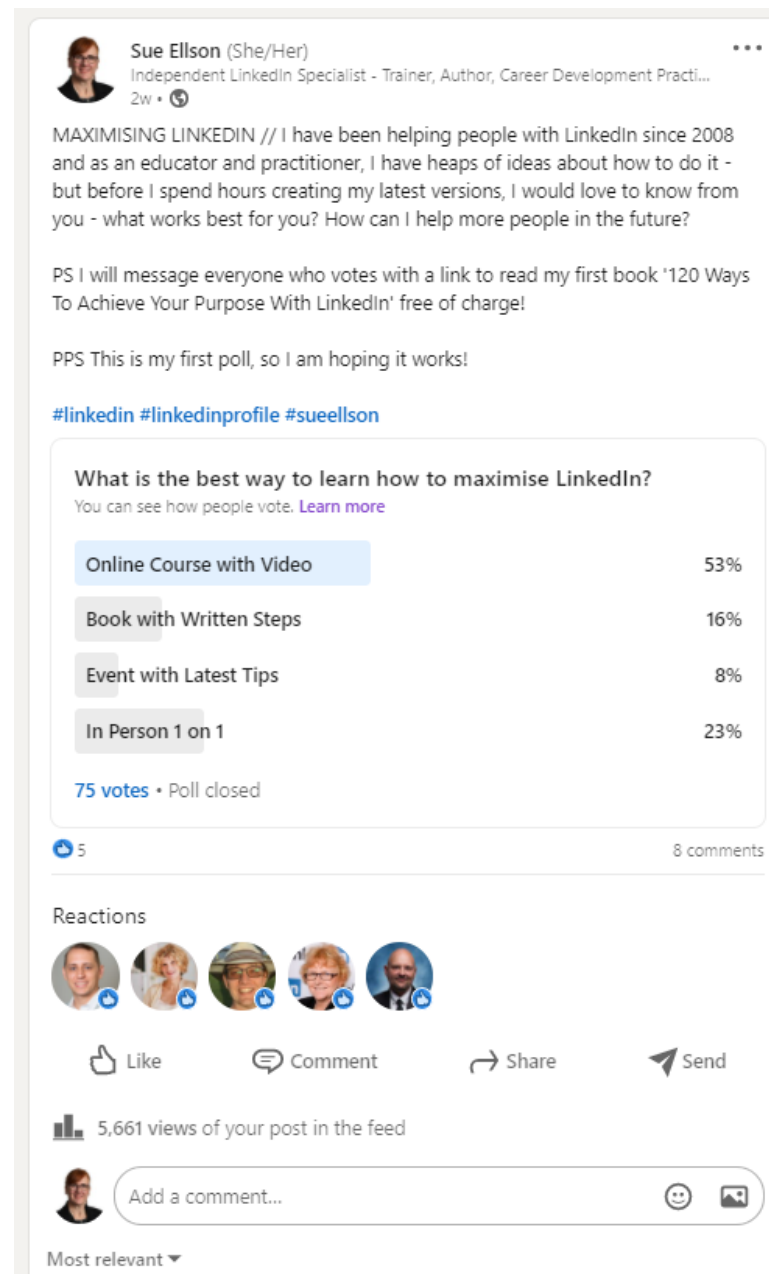


My observations

“Add a document” – Save a PowerPoint Presentation to PDF – can be landscape, portrait or even square

“Create a Poll” – beware some people are tired of Polls

https://www.linkedin.com/posts/sueellson_linkedin-linkedinprofile-sueellson-activity-6888986705014206464-qjXL



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

MAXIMISING LINKEDIN // I have been helping people with LinkedIn since 2008 and as an educator and practitioner, I have heaps of ideas about how to do it - but before I spend hours creating my latest versions, I would love to know from you - what works best for you? How can I help more people in the future?

PS I will message everyone who votes with a link to read my first book '120 Ways To Achieve Your Purpose With LinkedIn' free of charge!

PPS This is my first poll, so I am hoping it works!

#linkedin #linkedinprofile #sueellson


What is the best way to learn how to maximise LinkedIn?
You can see how people vote. [Learn more](#)

Online Course with Video	53%
Book with Written Steps	16%
Event with Latest Tips	8%
In Person 1 on 1	23%

75 votes • Poll closed


5 🗨️ 8 comments

Reactions



👍 Like 💬 Comment ➦ Share ✉️ Send

📊 5,661 views of your post in the feed

 Add a comment... 🧐 📷

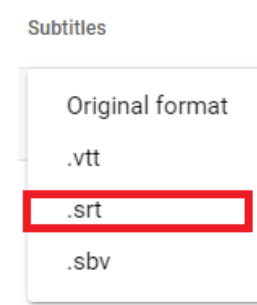
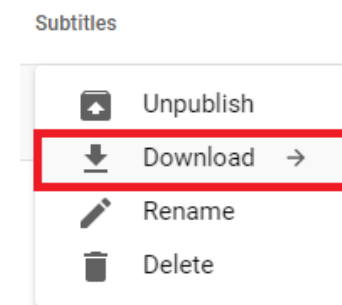
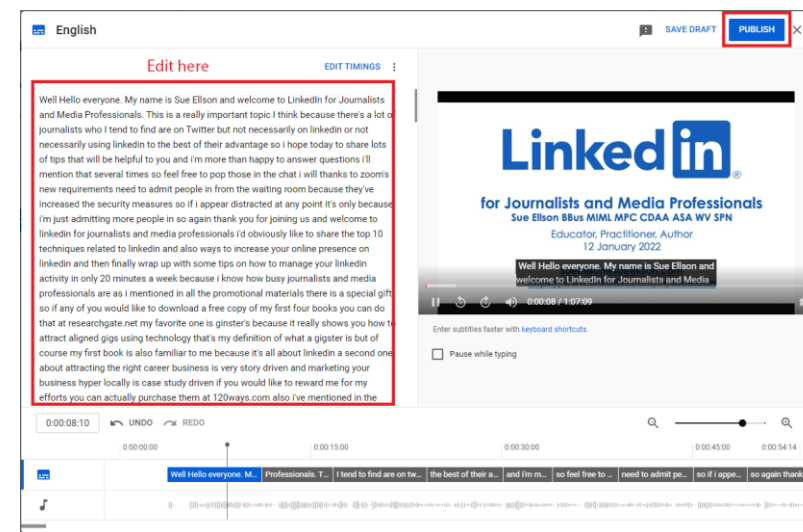
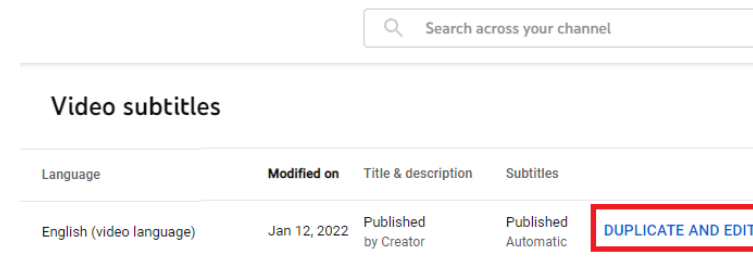
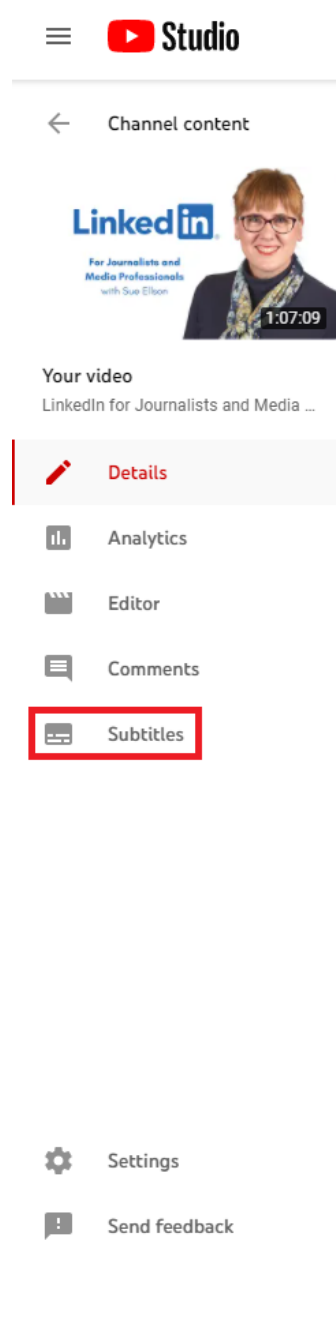
Most relevant ▾

My observations

✓ Add short native video with a .srt file (subtitles/captions)

1. Upload to YouTube
2. Wait for Auto Transcription
3. Duplicate and Edit
4. Edit all text and Publish
5. Delete Automatic Transcription via three dots
6. Click other three dots and download .srt file
7. Check your YouTube Video and make sure CC is now appearing in your list of videos
8. Upload video and .srt file for a native video Post on LinkedIn

*Titles very important on YouTube

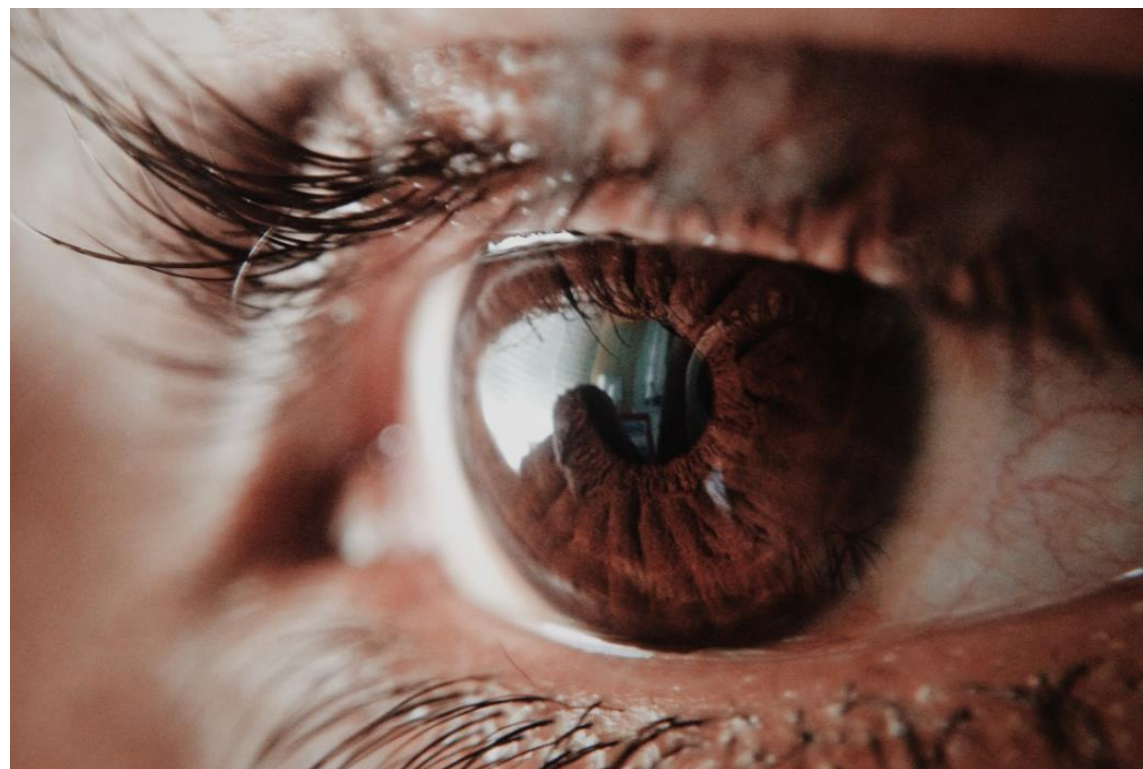


Your observations

✓ What have you noticed recently?

Please consider the concept of 'universal design' and make your content accessible for people of all abilities (use Alt Text for Images, .srt Files for video)

✓ Do you use emojis? Emotive language? Suggest what to do next? Use questions?



LinkedIn Creator Mode Introduction

LinkedIn Creator Mode

Creator Mode

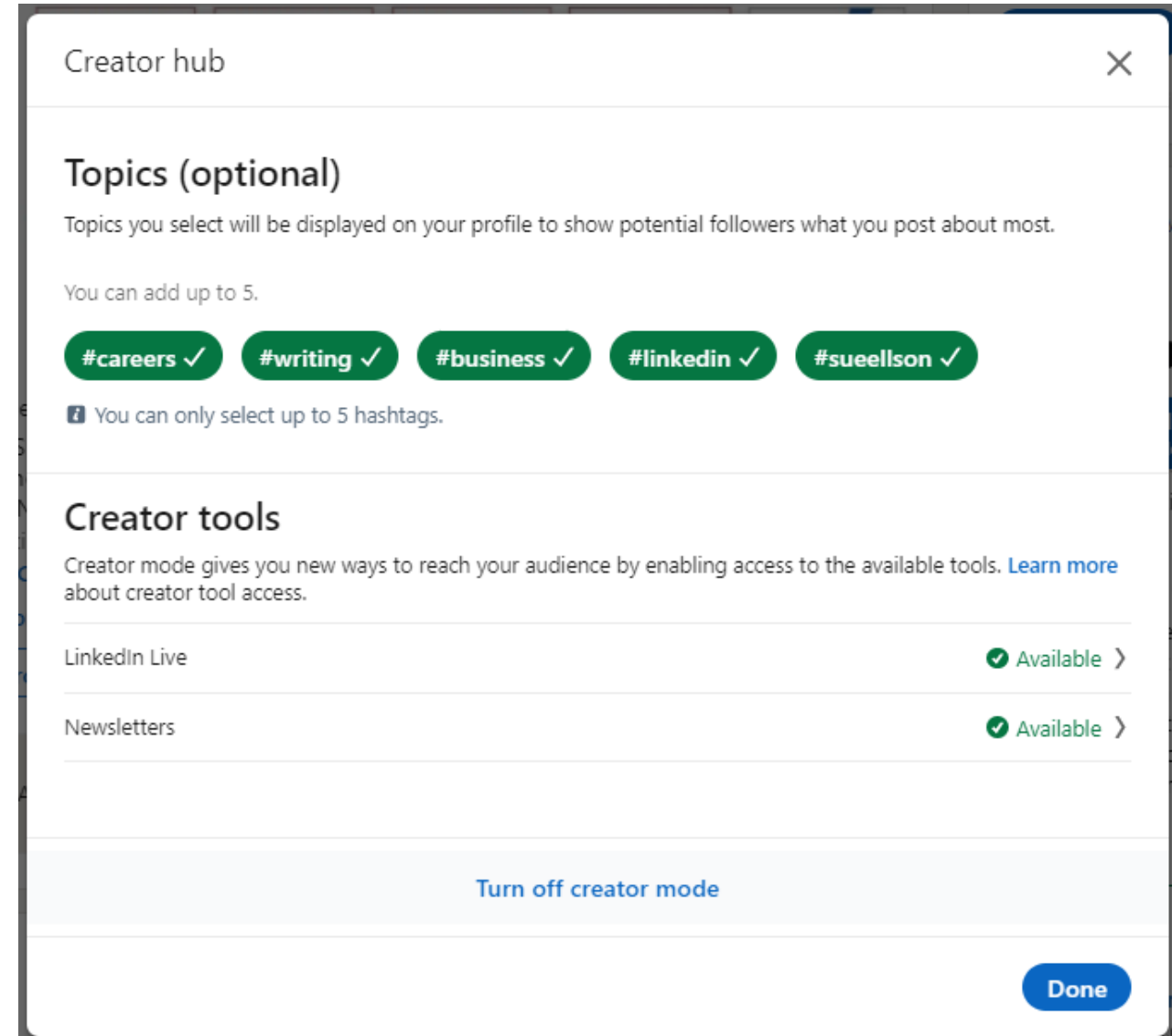
“Turning on creator mode lets people know that your profile is a destination for inspiring content and helps you gain followers. Plus, you can get streamlined access to creator tools like live video and newsletters so you have more ways to make content and actively engage with your following. Start making a name for yourself and driving conversations that matter.”

LinkedIn Hashtags

Five Hashtags

Recommend your major content topics and a branding hashtag (mine is #sueellson)

You can also see here if you have access to additional Creator Tools



LinkedIn Hashtags

Five Hashtags

You can change the Hashtags by clicking on 'Creator Mode On' and you can also check if you now have the additional Creator Tools

The screenshot shows Sue Ellson's LinkedIn profile. At the top, there are five promotional cards for her book '120 WAYS TO ACHIEVE YOUR PURPOSE WITH LINKEDIN' and other related content. Below the profile picture, her name 'Sue Ellson' is displayed with a speaker icon and '(She/Her)'. Her bio includes 'Independent LinkedIn Specialist - Trainer, Author, Career Development Practitioner, Gigster, Business, Social Media Marketing Consultant, Network Founder, Writer, Poet, Dancer'. A red box highlights the bio text: 'Talks about #careers, #writing, #business, #linkedin, and #sueellson'. Below the bio, it shows '22,911 followers · 500+ connections' and buttons for 'Open to', 'Add profile section', and 'More'. There are two 'Open to' cards: 'Open to work' and 'Providing services'. The 'Analytics' section shows '1,498 profile views', '164 post views', and '519 search appearances'. The 'Resources' section shows 'Creator mode On' with a green 'On' button, highlighted by a red box.

120 WAYS TO ACHIEVE YOUR PURPOSE WITH LINKEDIN
SUE ELLSON

120 WAYS TO ATTRACT THE RIGHT CAREER OR BUSINESS
SUE ELLSON

120 WAYS TO MARKET YOUR BUSINESS EITHER LOCALLY
SUE ELLSON

GIGSTERS
ANY AGE OR ABILITY EMPLOYED, EMPLOY AND ENTREPRENEURS
SUE ELLSON

LinkedIn for me
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
Greater Melbourne Area · [Contact info](#)
22,911 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

1,498 profile views
Discover who's viewed your profile.

164 post views
Check out who's engaging with your posts.

519 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

LinkedIn Creator Tools

Creator Tools

Use all kinds of tools to engage with your audience.

Short-form posts
The simplest way to start a conversation and engage consistently with your followers.

Images and video
Amplify your message with visuals and show people what you're up to in ways words can't.

Live video
Talk to your audience in real time to create immediate engagement with your followers.

Documents
Showcase a portfolio or bring a story to life by uploading multiple files displayed in carousel form.

Articles
Use long-form content to go deeper on a subject for followers who appreciate more nuance.

Newsletters
Regularly distribute content about your favorite topics and make sure it's seen with automatic follower notifications.

Events
Spread the word for an upcoming event or live video broadcast and give followers a destination to receive updates and notifications.

How many
can you
already
recognise?

Being a
Creator is a
reminder for
you to
consider
using them

Creator Mode Suggestions

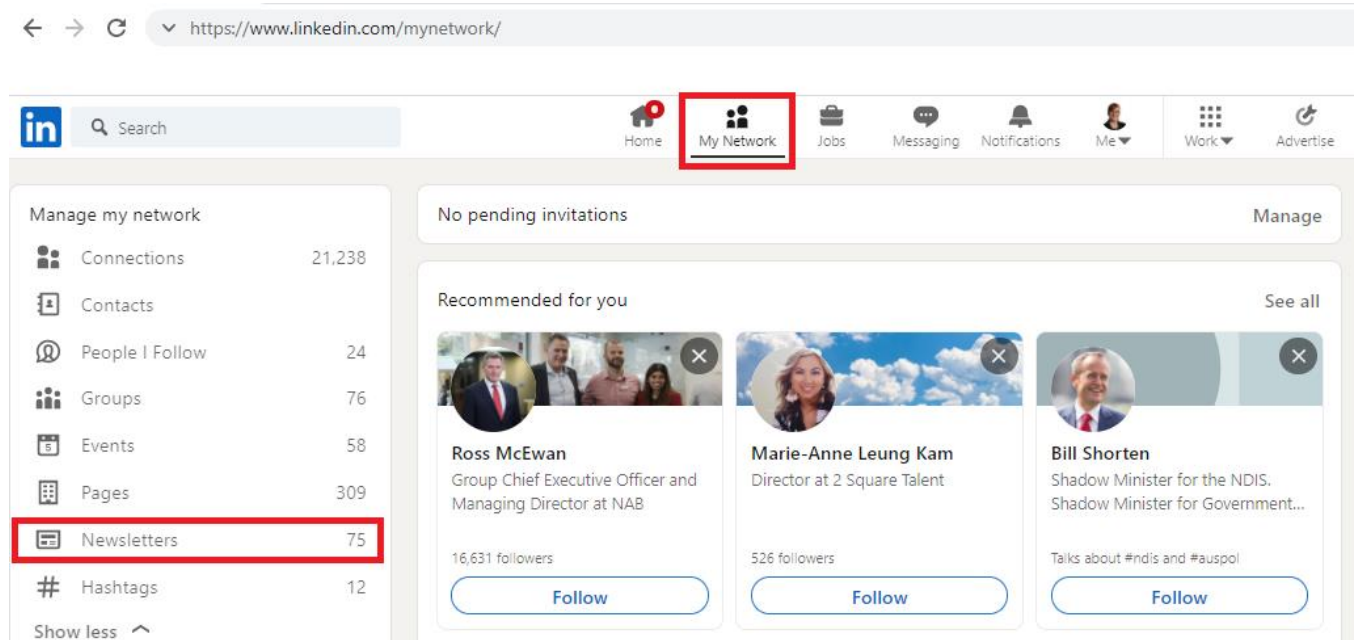
LinkedIn Creator Suggestions

- ✓ select and USE your five hashtags as often as possible in your Posts (Personal and Page)
- ✓ would not rush to use LinkedIn Live – as it requires a Third Party Tool, more time to set up and is hard to repurpose your content – prefer LinkedIn Events, recorded on Zoom, added to YouTube and shared as a Post and added to Newsletter
- ✓ only create a Newsletter if you can consistently publish content on a regular basis (of a good standard) and BEWARE when you go to write an Article because it will auto choose a Newsletter and not just an Article (currently getting good view rates)
- ✓ consider ways you can systemise your content – I publish content on my website or as a LinkedIn Article, I share it as a Post in the Newsfeed with Hashtags. Once a month, I create a newsletter on my website with a reference to all of my activities, I copy/paste it into a LinkedIn Newsletter and share it and I copy/paste it into Mailchimp and email it to my Mailing List – this gives me maximum value

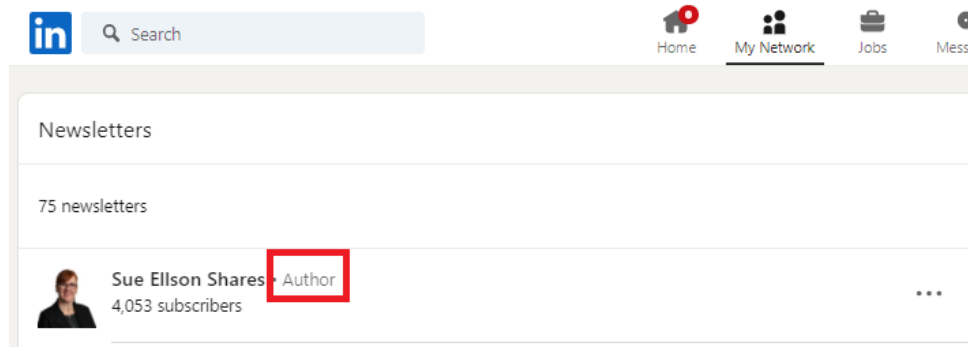
Where to find your Newsletter

✓ from My Network and then choose 'Newsletters'

✓ you will be listed as an 'author' – Google loves Authors



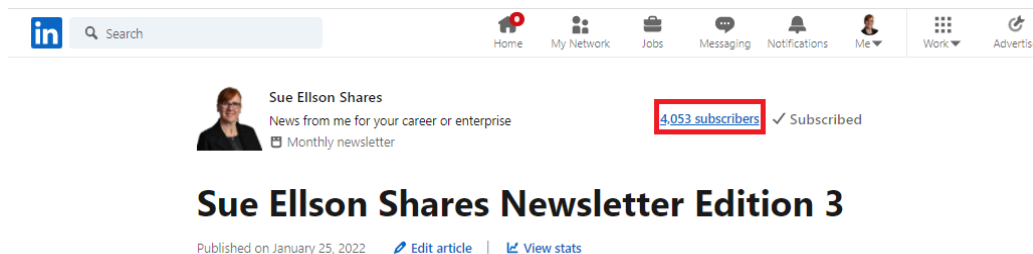
A screenshot of the LinkedIn 'My Network' page. The browser address bar shows 'https://www.linkedin.com/mynetwork/'. The navigation bar includes 'Home', 'My Network' (highlighted with a red box), 'Jobs', 'Messaging', 'Notifications', 'Me', 'Work', and 'Advertise'. On the left, under 'Manage my network', the 'Newsletters' section is highlighted with a red box, showing 75 newsletters. The main content area shows 'No pending invitations' and 'Recommended for you' with three profiles: Ross McEwan, Marie-Anne Leung Kam, and Bill Shorten.



A screenshot of the LinkedIn 'Newsletters' page. The navigation bar shows 'Home', 'My Network' (underlined), 'Jobs', and 'Message'. The page title is 'Newsletters' and it shows '75 newsletters'. The first entry is 'Sue Ellson Shares' with 4,053 subscribers and the role 'Author' highlighted with a red box.

My LinkedIn Newsletters Methodology

1. Add content to your website or as a LinkedIn Article (if a LinkedIn Article, put a link to the LI Article on your website <https://sueellson.com/publications>)
2. Share your content in the Newsfeed using your Creator Mode hashtags whenever relevant
3. Prepare an email newsletter that you add to your website and then share via a mail distribution program <https://sueellson.com/newsletters/edition-3> - I use Mailchimp free for less than 2,000 subscribers and share near the end of each month
4. Prepare a LinkedIn newsletter with the same content <https://www.linkedin.com/pulse/sue-ellson-shares-newsletter-edition-3-sue-ellson>
5. Consider inviting the 2nd and 3rd level Connection LinkedIn Newsletter Subscribers to Connect with you on LinkedIn (if they match your target audience) – need to access them from a LinkedIn Newsletter not from the Author Page



Where to from here?

Upcoming Events

How to Start Writing a Book on Thursday 3 February at 1pm Melbourne Time

<https://www.linkedin.com/events/howtostartwritingabookwithsueel6889747151040196608>

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 Melbourne Time

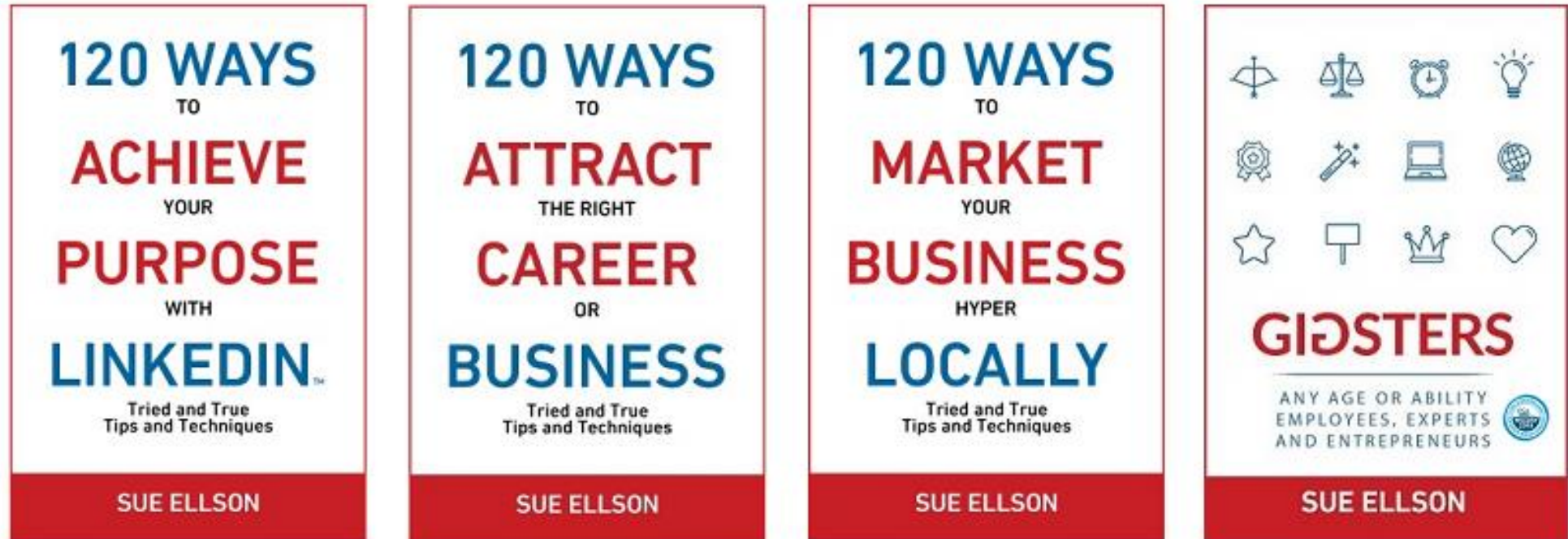
<https://www.linkedin.com/events/linkedinforhumanresourceprofess6886822391356514304>

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

Presentations by Sue Ellson in 2022

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

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- ✓ Twitter <https://twitter.com/sueellson>
(389 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson>
(294 Followers)
- ✓ YouTube <https://www.youtube.com/channel/UCOhckRXATKRvbqU6GNbys8A>
(53 Subscribers)
- ✓ Sue Ellson Shares LinkedIn Newsletter (4,053 Subscribers)
<https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
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Any questions?

Please thank Sue or Ken online or offline



✓ **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>

<https://www.linkedin.com/pulse/sorry-we-dont-have-budget-sue-ellson-1c>



Google Review

