

LinkedIn Tips & Tricks

Job Search
Strategies with
LinkedIn Expert
Sue Ellson



LINKEDIN TIPS & TRICKS SWINBURNE STUDENT UNION

22 February 2022

Use this link to join the meeting on the day!

<https://us02web.zoom.us/join/register/tZcvcmvpzwtGde9gTtoV-NcvqIHmGBOyp0F>

Video from session on 27 July 2020 at <https://www.youtube.com/watch?v=mPoowMh02zM>

Your LinkedIn Profile is one of the most important aspects of your professional presence, yet many people don't invest time in it until they're already looking for work. If you want to graduate uni with job opportunities already lined up, paying attention to your online professional presence is KEY 🗝️ That's why we're bringing back LinkedIn Expert Sue Ellson to give you all the most important LinkedIn Tips & Tricks!

- 🎓 Learn the basics around your LinkedIn Profile
- 📁 Discover how to attract the right career
- 🧐 Understand how you are currently branding yourself and what you might need to change
- ✍️ Learn how to describe your skills for the job you want, regardless of your professional background

Sue Ellson BBus MIML CDAA ASA MPC WV SPN

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First Four Books for free at https://www.researchgate.net/profile/Sue_Ellson

Download LinkedIn App on your phone so we can use it later...

LinkedIn appears to work best in the Google Chrome Browser...although it is often unstable so remember to copy important text before hitting save or update.

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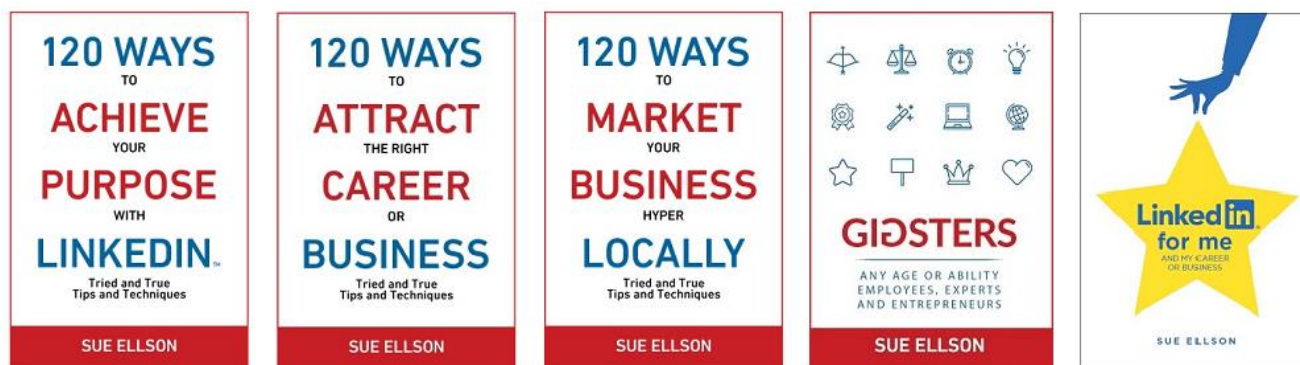
Sue Ellson BBus MIML CDAA MPC ASA WV SPN

Professional Experience

1982 Started work at Westpac in Adelaide
1987 Started digital literacy and training
1994 Moved to Melbourne from Adelaide
1994 Consulting – careers, business, marketing, training
2001 First website online NewcomersNetwork.com
2001 Member of the Australian Institute of Management
2003 Joined LinkedIn 21,404 Connections, 23,093 Followers, 1,601 views/90 days, 739 searches/7 days
2005 Member of the Australian Human Resources Institute until 2021
2008 Independent LinkedIn Specialist, Member of Melbourne Press Club
2012 Started CamberwellNetwork.com
2014 Teaching at the Centre for Adult Education
2015 Associate Member of Career Development Association of Australia
2015 Member of Australian Society of Authors
2016 Teaching at General Assembly and RMIT Short Courses
2016 Wrote and published three books –
120 Ways to Achieve Your Purpose With LinkedIn
120 Ways To Attract The Right Career Or Business
120 Ways to Market Your Business Hyper Locally
2017 Teaching at Monash Training and Professional Development
2018 Answering questions on Quora.com – Top Writer 2018
2018 Member of Career Development Association of Australia (CDAA) and Writers Victoria
2018 & 2019 Top 10 LinkedIn Expert in the Asia Pacific Region
2019 Member of Small Press Network, Finalist The Australian Career Book Award for
Gigsters – Any Age or Ability Employees, Experts and Entrepreneurs
2020 Fifth book, *LinkedIn for me and my career or business*

Voluntary Experience

1991 – 1992 Committee Member, Westbourne Park Netball Club
1991 – 1992 Fundraising Committee and Assistant Treasurer South Australian United Church Netball Association
1991 – 1993 Photographer Mitchell Park Football Club and Morphetville Park Football Club
1992 – 1993 Inaugural Secretary/Treasurer & Westpac Rep Australian Institute of Bankers SA Young Banker's Committee
1998 – 1998 Fundraising Committee Member, Templestowe Heights Pre School
1999 – 1999 Committee Member University of South Australia, Administrative Management Student and Staff Course
2001 – 2002 Committee Member, Cultural Tourism Industry Group
2001 – 2002 Promotions Executive and Deputy Chair, International Business Group Australian Institute of Management
2001 – 2002 Promotions Officer and President Templestowe Valley Pre School
2003 – 2007 Committee Member Victorian Community Committee for Harmony
2003 – 2009 Media, Communications and Committee Member Victorian Immigrant and Refugee Women's Coalition (VIRWC)
2004 – 2011 Parent Helper Scouts Australia (including two Jamborees and one Cuboree)
2007 – 2015 Convenor, International Human Resources Network Victoria Australian Human Resources Institute (AHRI)
2009 – 2012 Committee Member, Friends of Music Parent Helper Camberwell High School
2011 – 2012 Committee Member, Friends of Music Parent Helper Blackburn High School
2011 – 2014 Adviser and Facilitator, Camberwell Traders Association
2013 – 2014 Consultant to the Media Team St Paul's Anglican Church Canterbury
2013 – 2018 Volunteer Foster Carer RSPCA Victoria and Forever Friends
2014 – 2015 Councillor Victorian State Council Australian Human Resources Institute (AHRI)
2001 – now Free Presentations, Training, Events for various organisations and Social Enterprises Newcomers Network & Camberwell Network and answers to questions on Quora.com and Clubhouse App



1. History of LinkedIn

- started out in the living room of co-founder Reid Hoffman in 2002
- launched 5 May 2003, world's largest professional network nearly 600 million members in 200+ countries, over 11 million in Australia
- 6.5+ million active monthly users in Australia (increasing over 20% per year since 2018) <https://www.socialmedianews.com.au/social-media-statistics>
- mission to connect the world's professionals to make them more productive and successful
- LinkedIn is publicly held, diversified business model with revenues from member subscriptions, advertising sales and talent solutions
- acquired Pulse, SlideShare, Lynda and acquired by Microsoft in 2016
- started as a network, then publishing, next B2B platform
- <https://news.linkedin.com/news> <https://about.linkedin.com> <https://blog.linkedin.com>

2. General Principles of LinkedIn

- **Primary and secondary keywords** – to help you prepare some text to include in your LinkedIn Profile <https://www.linkedin.com/pulse/linkedin-keywords-what-primary-secondary-should-you-sue-ellson>
- **Benefits of LinkedIn** – general information <https://www.quora.com/q/zefjgmnwygiidijg/The-Benefits-of-LinkedIn>
- **Business Case for LinkedIn** – to convince others <https://www.linkedin.com/pulse/business-case-linkedin-sue-ellson>
- **Why You Should Create a Good LinkedIn Profile** – to convince yourself! <https://www.linkedin.com/pulse/what-linkedin-why-should-you-create-good-profile-sue-ellson>

1. Google your name and it can come up in Google Search Results
2. It is free – and can provide you with an informative newsfeed
3. You can use it as your personal database, build and maintain your personal network
4. You can use it as a research tool and build your network internationally
5. You can optimise your desired search keywords by optimising your LinkedIn Profile (for example, if you Google 'LinkedIn Specialist,' Sue Ellson's LinkedIn Profile is on the first page of Google Search Results.

How has LinkedIn benefited you before today? Do you know your PURPOSE for LinkedIn?

3. Hangups about LinkedIn

- **No privacy** – past history, need to have a digital footprint
<https://www.linkedin.com/public-profile/settings> (turn off at any time, no need to delete your LinkedIn account)
- **Don't know who to connect to** – depends on purpose
- **Too much time** – do a cost benefit analysis
- **Too costly** – I use the free account
- **Can't write** – dot point keywords
- **Scared of computers** – need to show digital competency (not just literacy)
- **Business rules** – read or have your own social media guidelines
- **Need help** – ask a friend or expert

4. Specific Swinburne University Tips & Tricks

- List Swinburne University of Technology in the Education Section (including subject transcript and possible topic keywords)

Established in 1908, Swinburne University of Technology is a public research university based in Hawthorn, Melbourne, Australia.

Subjects completed

> name

> name 2 etc

Topics included

> topic 1

> topic 2 etc

<https://www.swinburne.edu.au>

Add a video as well from <https://www.youtube.com/c/swinburne/videos>

- Add your Swinburne email address to your account and never remove it (but leave your personal email as your primary email address)
- Follow <https://www.linkedin.com/school/swinburne-university-of-technology/>
- Follow <https://www.linkedin.com/company/swinburne-student-union/>
- Join Alumni Group <https://www.linkedin.com/groups/134381/>
- Consider following other Swinburne Company Profiles and joining Groups
- Invite to connect – selected fellow students, tutors, lecturers etc before you leave
- Endorse other people for their skills
- Recommend other people including keywords
- Follow SSU on Facebook <https://www.facebook.com/swinburneunion>

Action this <https://www.linkedin.com/pulse/linkedin-students-future-graduates-sue-ellson/>
<https://www.linkedin.com/pulse/what-do-your-career-whilest-you-home-sue-ellson/>

5. Statistics and Backup

5.1 Personal statistics

For now and goals for the future to attract your target audience

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) 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 one per month if you engage frequently)

Number of Articles

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

Recommend three per year

5.2 Backup your profile and your data

Change browser to 'Ask where to save before downloading'

Save to PDF (from More Options below headline)

YYYYMMDD-Your-Name-LinkedIn-Profile.pdf

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

Also save other details that do not appear in the PDF document

Getting a copy of your Data (the works)

<https://www.linkedin.com/psettings/member-data>

6 monthly minimum – when receive email from LinkedIn, click and save immediately, can open CSV file in LinkedIn with all of your Connections – First Name, Last Name, Current Job Title, Current Company, Date Connected

6. Adjust most important settings

6.1 Personal settings – must do's in Top Card

<https://www.linkedin.com/pulse/linkedin-profile-updates-cheat-sheet-sue-ellson>

Edit Public Profile URL (SEO, online visibility, email signature, business cards etc)

<https://www.linkedin.com/public-profile/settings>

Lowercase all in one word or – between first and last name

or number or pre and/or post nominals (also see other Public/Private information choices)

Quality Profile Photo (aligned with purpose) and background image 1584x396 pixels

<https://www.linkedin.com/in/yoururl/edit/topcard>

Professional Purposeful – tips at <https://www.linkedin.com/pulse/top-tips-professional-linkedin-social-media-profile-sue-ellson>

Assess your photo for competency, influence and likeability at <https://www.photofeeler.com>

Photographer – Chris Sprott, <https://profilebooth.com.au> (461 Bourke Street Melbourne)

Update Headline

(first keywords for searches important 120 characters on desktop/laptop around 200

characters on iPhone, can include emojis) <https://www.linkedin.com/in/yoururl/edit/topcard>

- give yourself a LABEL, then keywords, then something person, NOT SEEKING OPPORTUNITIES

<https://www.linkedin.com/pulse/linkedin-headline-formula-label-keywords-interest-sue-ellson>

Relevant Background Picture – make sure it looks okay with your profile photo on the left of the screen (laptop/desktop) and the middle of the screen (mobile/tablet) (logo on top right)

Update Summary

(must be aligned with purpose, dot points, story first two lines are visible – add contact

details!) <https://www.linkedin.com/in/yoururl/edit/topcard>

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

Interested in roles in x,y,z, Professional Skills, Technical Skills, Personal Skills, Industries, Locations, Interests (to make it more personal)

6.2 Profile settings – account settings

<https://www.linkedin.com/psettings>

Email Addresses (add all of your current and past email addresses, work and personal)

<https://www.linkedin.com/psettings/email>

Phone Numbers (do NOT allow LinkedIn to sync +61 402 243 271)

<https://www.linkedin.com/psettings/phone>

Unsync at <https://www.linkedin.com/mynetwork/settings/manage-syncing>

Autoplay Videos (turn off for large mobile use)

<https://www.linkedin.com/psettings/videos>

6.3 Profile settings – privacy settings

<https://www.linkedin.com/psettings/privacy>

Who can see your Email Address (your choice – eliminate tyre kickers with good copy)

<https://www.linkedin.com/psettings/privacy/email>

Who can see your Connections (only you = only shared connections visible)

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

Viewers of this Profile also viewed (choose NO unless espionage)

<https://www.linkedin.com/psettings/browse-map>

Profile Viewing Options (anonymous on demand – stalking for legitimate reasons only)

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

Share job changes, education changes, and work anniversaries from profile (suggest No)

<https://www.linkedin.com/psettings/activity-broadcast>

6.4 Profile settings – contact info

<https://www.linkedin.com/in/yoururl/detail/contact-info>

Websites (add 3 URLs & choose Other for 30 character description, always copy/paste URLs)

- 1) Your own personal, company or employer website and Link <https://sueellson.com>
- 2) Your Professional Association Membership Website (join as a student, much cheaper)
- 3) A social media profile related to your expertise or interest (Facebook, Instagram etc)

Other Details

Also add phone, address, Twitter, Instant Messaging but not Date of Birth

7. Completing your LinkedIn Profile

Experience (must be aligned with purpose and consistent)

<https://www.linkedin.com/in/yoururl/edit/position/new>

Describe your achievements (keyword rich), your tasks, the enterprise (including established date, website link, work email address and phone number) and sign off with a call to action – also include videos, PDF's, images media to look digitally competent.

If you are not currently working (even voluntarily), you need to have a 'current job' as the algorithm gives preference to people who are already 'working.' Suggest you use the job title 'Career Research – Chemical Engineer Internship or Graduate Position'

Education (must be accurate and detailed – include subject transcript (and topics if relevant) <https://www.linkedin.com/in/yoururl/edit/education/new>

Volunteer Experience (be strategic, emulate Experience layout)

<https://www.linkedin.com/in/yoururl/edit/volunteer-experience/new>

Endorsements (top three pinned to top are the most important, especially if voted by other experts) <https://www.linkedin.com/in/yoururl/detail/skills>

Recommendations (given and received)

<https://www.linkedin.com/in/yoururl/detail/recommendation/ask>

6+ given and received – be strategic, include keywords for you and for your recommendees

Additional Sections (to be completed wherever possible – the more the better)

Organizations include all Professional Memberships

Certifications include all Professional Memberships and Certifications, Accreditations

Publications include Print, Audio, Video or most relevant for your purpose (**Keep a list of all of your online content in an Excel Spreadsheet – Date, Title, Description, Link, Archive Link**)

Honors & Awards provide descriptions to explain why the XYZ Award is relevant

Projects past behaviour predictor of future performance

Courses, Test Scores, Patents

Languages include English and any others (even basic knowledge)

Remember that MOST people do not complete these sections. You will have an advantage if you do!

Visit Sue Ellson's Profile for ideas and examples <https://www.linkedin.com/in/sueellson>

How to showcase your Professional Membership on LinkedIn

<https://www.linkedin.com/pulse/20141016095333-77832-how-to-showcase-your-professional-membership-on-linkedin>

Set hashtags for topics <https://www.linkedin.com/feed/follow>

Let the robots do the networking, content do the sorting and opportunity come knocking!

8. Company Page settings and follow options

If you have your own enterprise, a Company Profile can be created at

<https://www.linkedin.com/company/setup/new>

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>

LinkedIn Page Strategies

<https://www.linkedin.com/pulse/linkedin-page-strategies-schools-colleges-sue-ellson/>

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> If you are an employee, consider following these suggestions to help your

employer and engage with content produced by the employer (or help supply it to the Comms Team)!

** Please make sure you abide by your employer's Social Media Policy and consider any recommendations they may have for your LinkedIn Profile or your participation on LinkedIn...

Highly recommend that you FOLLOW the company profiles of enterprises where you may like to work in the future

9. Group choices

Groups can be a great way to be kept up to date with trends and information and keep you posted on events and activities associated with your interests.

Choose groups that have a reasonable number of members and are well moderated. Also make sure that you do not spam or sell in these groups. You can adjust your notification settings at

https://www.linkedin.com/notifications/settings/group/urn:li:fs_notification_setting_group:GROUP_UPDATES/ Quality and influence varies greatly – not always a great first choice...

10. Job Search Strategies

Turn on your Career Interests – via the Jobs tab on the top of your screen – include a message to recruiters about the type of work you are looking for and add in as much information about the job titles, employment type (contract, temporary, remote etc), locations, industries etc at <https://www.linkedin.com/in/sueellson/opportunities/job-opportunities/onboarding> 5 job titles and 5 job locations plus remote

Turn on Job Alerts – LinkedIn has recently expanded this feature and there are a lot more choices you can make, even targeting specific companies. Remember that applying quickly helps, but personalising your application is just as important. If you are re-directed to the company website, make sure your resume is Applicant Tracking System ready and if applying through LinkedIn, attach an 'application' document that has a tailored cover letter and resume / CV in one document – your application needs to match the job description to secure an interview <https://www.linkedin.com/jobs/search>

Follow your target companies – particularly if they are large companies that may have a LinkedIn Recruiter subscription. If you are already following them, you are more likely to appear in LinkedIn Recruiter searches. Whilst you are at it, see if the company has a 'Careers' page on LinkedIn and check that out too. You may also like to have a look at the Company's website and see if they have a Career's section and register directly (as some employers only use direct applicants)

Reach out directly to people – decision makers in enterprises are unlikely to have time for generic career enquiries and generic emails or Inmails from people sending a blanket message to multiple companies. One of the most successful ways to secure employment is by referral. So you need to find people who may be willing to refer you to someone within the enterprise. This means that you need to do a lot of research first. You need to find out how the company operates and be fully aware of their presence in the marketplace, what they do and how they work. You need to find out who works there and if you have any LinkedIn connections in common.

If you do this research, you may like to reach out to some of these people with a personal message and ask for information about the recruitment process (not a job just yet). Once you have this information, you will hopefully be able to keep finding out more information and start networking until you receive a referral. Organising a quick five minute telephone discussion is much more efficient than a personal meeting. If the first person says no, try again. Make sure you are 'application ready' and have a resume / CV partly prepared.

If you are currently unemployed or studying full time – make sure you create a current position. Fill it in with information about the type of work you are seeking in the title and in the employer section, mention 'Various' for now. You can discuss how you are currently doing research, networking, studying, applying for jobs in which areas etc. Please do not use the words 'seeking opportunities' or any variation of it! This makes you look desperate. You are more likely to appear in search results if you are currently 'working.'

Avoid mentioning years of experience – By completing the dates of your employment, your years of experience are automatically created. You want to avoid any language that people could use to say 'no' to you. For example, you could say you have 'three years of experience' but the person reviewing LinkedIn profiles may want five years of experience. Your goal is to encourage the viewer of your profile to keep reading until the very end with as much useful information as possible that relates to the type of work you are seeking.

Talk about your achievements in a language that is appropriate for the location of the job – the way you describe achievements in the USA is very different to Australia. However, it is essential to include them as most recruiters and decision makers are taught that 'past behaviour is a predictor of future performance.' If you have achieved X at Y company, then in theory, you would also be able to achieve X at Z company. Again, include your keywords for your job and industry so that you are more likely to appear in search results.

Remember that if you optimize your LinkedIn Profile, it can often appear number one, page one of Google search results for your name, your keywords and for your Article titles – so it is worth getting it RIGHT for your purpose.

Lots more tips on how to use LinkedIn to find a job or work at
<https://www.linkedin.com/pulse/how-find-job-work-using-linkedin-sue-ellson>

11. Content and Attraction Marketing Strategies

First and foremost, you need to complete your own LinkedIn Profile to the best of your ability.

You can then start by engaging with content and moving to curation (selecting other people's content to share) and then creating content.

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

Posts that go in the newsfeed can be encouraged to go viral
<https://www.linkedin.com/pulse/20-ways-encourage-linkedin-post-go-viral-sue-ellson>

https://www.linkedin.com/posts/sueellson_linkedin-whylinkedin-activity-6755313917783814144-hz5A/ Question in an image, 5,380 views, 37 reactions, 48 comments in five days from 15/01/21

https://www.linkedin.com/posts/sueellson_the-seven-ways-to-tell-if-a-job-interview-activity-6749075998005968896-1xgJ Sharing of Daily Mail Article on Job Interviews, 50,525 views, 78 reactions, 3 comments in three weeks from 28/12/20

<https://www.linkedin.com/feed/update/urn:li:activity:6660706371757051905> ironing board, 6,430 views, 159 likes, 47 comments in two weeks from 28/4/20

<https://www.linkedin.com/feed/update/urn:li:activity:6629541519726600192> humorous share 7,000+ views, 69 Likes, 30 comments in on week from 03/02/2020

<https://www.linkedin.com/feed/update/urn:li:activity:6490720517056753664> similar photos, 32,000 views, 180 likes, 66 comments in two weeks 15/01/19

<https://www.linkedin.com/feed/update/urn:li:ugcPost:6496610554310955008> native video, 1,877 views, 45 likes, 8 comments in five days 31/01/19
<https://www.linkedin.com/feed/update/urn:li:activity:6552882989875982336> award announcement with Canva image, 8,000+ views, 111 likes, 70 comments in five days 05/07/19 even though sent at 10:20pm on Friday night (got early engagement through international connections)
<https://www.linkedin.com/feed/update/urn:li:activity:6561426106099040256> PowerPoint saved as PDF and added as a document, 3,000+ views, 15 likes in three days 29/07/19
<https://www.linkedin.com/feed/update/urn:li:activity:6413272325709488128> achievement, 10,500+ views, 114 likes, 76 comments in two weeks from 22/05/18
<https://www.linkedin.com/feed/update/urn:li:activity:6429994093790793729> first post, 6,000 views, 110 likes, 33 comments in 6 days from 31/07/18

Articles can be Search Engine Optimised to appear in Google Search Results long after the original publication date and are best suited to 'evergreen' content

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

Google search 'tough love unemployed' for an example or 'LinkedIn for authors'

<https://www.linkedin.com/pulse/tough-love-unemployed-job-seekers-under-30-years-age-sue-ellson>

<https://www.linkedin.com/pulse/linkedin-authors-writers-playwrights-script-ghost-literary-sue-ellson>

Note to self: Always keep a copy the content of your Post or Article, the date and the URL as there is no guarantee that it will always be online (perhaps in an Excel Spreadsheet). Do not use copyright images. All images must have written permission to be used. Free images can be sourced at <https://www.pexels.com>. You may like to post your link at <https://archive.org/web> for a permanent record to remain on the internet

Remember to keep your Engagement Ratio at a good level – ideally one share of your content and 12 engagements (Like, Comments or Shares of other people's content – again, be strategic).

Consider sharing some of your Post URLs to others to encourage them to interact with your Post via an EDM (Electronic Direct Message - direct email to selected people).

12. Research, Referrals and Sales

Sales Process – do not spam, advertise only once you have existing results

<https://www.linkedin.com/pulse/how-generate-leads-sales-results-linkedin-sue-ellson>

LinkedIn is an excellent research tool that helps you find people beyond your first and second level Connections. You can search at <https://www.linkedin.com/search/results/index> and if you go beyond the Commercial Use limit, you can use an Advanced Google Search https://www.google.com.au/advanced_search and include LinkedIn.com in the site or domain field.

13. Video and Audio

On the LinkedIn App on your mobile device, you can add an introductory video (and also an audio announcement of your name).

Personally believe all good video should be added (and optimised) on YouTube for permanent digital asset value). When you upload it to YouTube, you can request closed captions, update the text and then download an .srt file so that when you add the 'native' video to LinkedIn, captions can also appear (for the newsfeed only).

Native video autoplays on both mobile and desktop, and is 5x more likely than other types of content to start a conversation among members

Pro-tips:

Keep it short: Aim for 1-2 minutes and be sure to capture attention with the first few seconds. Avoid lengthy opening sequences. Many users will be watching with the sound off, so if you add captions or graphics, it can help the viewer follow along.

14. Say Thank You and Write a Review!

Say Thank You with an online review for SSU

<https://www.facebook.com/swinburneunion/reviews>

https://search.google.com/local/writereview?placeid=ChIJ_7wBjC1C1moRK5LD-5QKe4Q

Sue Ellson <https://g.page/sue-ellson-author/review>

Google My Business <https://www.linkedin.com/pulse/google-my-business-free-website-seo-strategies-sue-ellson> Can also use reviews as a marketing strategy as well – you can be very strategic...can become a Google Local Guide <https://www.localguidesconnect.com>

SEO Strategies https://www.linkedin.com/posts/sueellson_essential-search-engine-optimisation-technique-activity-6554939518393376768-TMiG

15. Reminders and what to do next

Please be ETHICAL AT ALL TIMES and abide by the LinkedIn User Agreement

<https://www.linkedin.com/legal/user-agreement> (no bots, scrapers, auto programs)

Keep a list of all of your online content in an Excel Spreadsheet – Date, Title, Description, Link, Archive Link (<https://archive.org/web>)

Demonstration on Mobile Devices - Scan Code

What has been most helpful to you today?

What will you do within the next 3 days?

Quick questions via email most welcome sueellson@sueellson.com
HEAPS MORE at <https://sueellson.com> and books at <https://120ways.com>

BONUS:

- **What to do before you speak to a website designer** (so that you understand the principles of producing content online) <https://www.linkedin.com/pulse/what-do-before-you-speak-website-designer-sue-ellson>
- **How Much Should I Pay For A Website And What Should Be Included In The Website Design Proposal?** (if you are ready to start creating your own archive of published content) <https://www.linkedin.com/pulse/how-much-should-i-pay-website-what-included-design-proposal-ellson>
- **What to do before you upgrade or redesign your website** (before you lose what you have gained) <https://www.linkedin.com/pulse/what-do-before-you-upgrade-redesign-your-website-sue-ellson>

Free Networking events

<https://camberwell-networkers.eventbrite.com.au> – 2nd Wednesday Monthly 7:30am

Lots more free information at

<https://sueellson.com>

<https://newcomersnetwork.com>

<https://camberwellnetwork.com>