



**for Education Professionals**

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

Educator, Practitioner, Author

9 March 2022

**[sueellson@sueellson.com](mailto:sueellson@sueellson.com)**

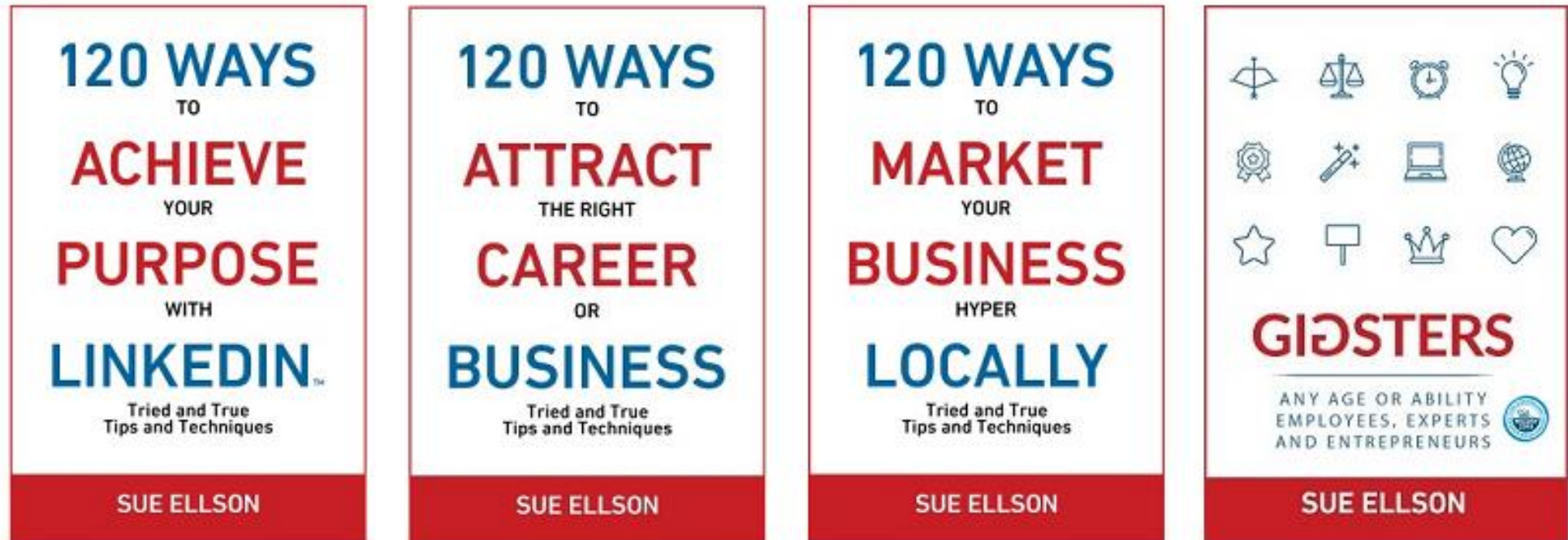
**<https://www.linkedin.com/in/sueellson>**

# Welcome

- ✓ top 10 techniques for Education Professionals
- ✓ top 10 ways to use LinkedIn for Education Professionals
- ✓ 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>

# Follow / Subscribe to Sue Ellson Online



- ✓ LinkedIn Profile <https://www.linkedin.com/in/sueellson> (21,454 Connections, 23,164 Followers)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (485 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2> (135 Followers)
- ✓ Twitter <https://twitter.com/sueellson> (389 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (294 Followers)
- ✓ YouTube [https://www.youtube.com/channel/UCOhckRXATKRvbqU6GNbys8A?sub\\_confirmation=1](https://www.youtube.com/channel/UCOhckRXATKRvbqU6GNbys8A?sub_confirmation=1) (57 Subscribers)
- ✓ Sue Ellson Shares LinkedIn Newsletter (4,334 Subscribers)  
<https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Ellson Email Newsletter (1,451 Subscribers)  
<http://eepurl.com/hjxQkP>

# Fast Facts – more at [sueellson.com](https://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 all based
- ✓ 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 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> and 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'

# 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 6**

**Receive \$50 saving if booked before 16 March 2022**

**Service examples** <https://sueellson.com/services> - book via email [sueellson@sueellson.com](mailto:sueellson@sueellson.com)



# Why even bother with LinkedIn?



# Why bother with LinkedIn?

- ✓ You will be Googled – by parents, caregivers, students, colleagues, friends, peers in the industry, current, future and past employees, recruiters, disgruntled family members, your neighbours, people at parties etc – LinkedIn is highly optimised for your name
- ✓ Do you have your own website? Yourname.com? Top talent 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 15 million people in Australia are on LinkedIn – not having a Google presence can be a liability. It allows you to share your story in your own way before someone else does. It can be a risk mitigation strategy. The number of people using LinkedIn in Australia is increasing year on year
- ✓ No job or enterprise is forever, you NEED a network to maintain an income – many former education professionals migrate to different industries or have side hustles, particularly women...



# Top 10 techniques for Education Professionals

– see how many you are already doing!



# Top 10 techniques for Education Professionals

**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](https://www.linkedin.com/in/sueellson) 

**2. Showcase your Professional Membership** – you can use your Post Nominals after your Name in the About Section, add in your Member details of a Professional Association in the Licenses and Certifications Section and the Organization Section <https://sueellson.com/blog/how-to-showcase-your-professional-membership-on-linkedin> - in my case, also Website Link, Honors and Awards and Volunteering Experience

## About

Sue Ellson BBus MIML MPC CDAA ASA WV SPN [sueellson@sueellson.com](mailto:sueellson@sueellson.com) +61 402 243 271  
<https://sueellson.com/services> <https://sueellson.com/clients>. I believe that when we can all communicate with one another, we can create world peace. I also believe that it is our network that creates our life. LinkedIn is my favourite social media platform. I am based in Canterbury, Melbourne, Victoria, Australia. [...see more](#)

## Organizations

**Career Development Association of Australia (CDAA)**  
Associate Member (2015-2018) Professional Member (2018-now) · Jan 2015 - Present  
 Associated with Sue Ellson  
<https://www.cdaa.org.au/cdaawebsite/FindCareerSpecialistDetail?Id=8293>

## Licenses & certifications



**Working With Children Check (WWC)**  
Department of Justice and Community Safety, Victoria  
Issued Dec 2007 · Expires Sep 2024  
Credential ID 0205915A-01

Show credential

# Top 10 techniques for Education Professionals

**3. Follow Professional Associations** – you can Follow their Company Pages (even if you are not a member)

*Victorian Institute of Teaching*

<https://www.linkedin.com/company/victorian-institute-of-teaching>

*Independent Schools Victoria*

<https://www.linkedin.com/company/independent-schools-victoria>

*Australian Primary Principals Association*

<https://www.linkedin.com/company/the-australian-primary-principals-association>

*Association of Heads of Independent Schools of Australia*

<https://www.linkedin.com/company/association-of-heads-of-independent-schools-of-australia>

*EducatePlus* – network of Advancement Professionals - Admissions and Enrolments, Alumni & Community Relations, Fundraising, Marketing & Communication <https://www.linkedin.com/company/educateplus>

*The Group of Eight* – research focused universities

<https://www.linkedin.com/company/the-group-of-eight>

Any others? Please add to chat!

# Top 10 techniques for Education Professionals

**4. Join relevant Groups** – you may be able to join their LinkedIn Groups (even if you are not a member)

School Business Managers (Australia) <https://www.linkedin.com/groups/3947388>

Australia's School Principals' Network <https://www.linkedin.com/groups/13941830>

Higher Education Australasia <https://www.linkedin.com/groups/2073556>

University of South Australia Alumni <https://www.linkedin.com/groups/90867> 6,939 Members

**5. Give and receive Recommendations** – have your defences in place (Rate my Teacher) and a strategy for deciding whether or not you will provide recommendations for past students



# Top 10 techniques for Education Professionals

**6. Research** - Remember you can do research on LinkedIn and find people globally via a Google Advanced Search  
[https://www.google.com.au/advanced\\_search](https://www.google.com.au/advanced_search)

The screenshot shows the LinkedIn search interface. The search bar at the top contains the text "geography" and "london". Below the search bar, there are tabs for "People", "Connections", "Locations", "Current company", and "All filters". The "All filters" tab is selected. The search results show a list of profiles, including Shaonlee Patranabis, Neil Lee, Riccardo Crescenzi, Harry T, Francis Winn-Reed, and Jahaziel K. Eugenio. Each profile includes a profile picture, name, title, and location. The "All filters" tab is highlighted with a red box.

The screenshot shows the Google Advanced Search interface. The search bar at the top contains the text "geography" AND "london". Below the search bar, there are several filters and options. The "Find pages with..." section includes options for "all these words", "this exact word or phrase", "any of these words", "none of these words", and "numbers ranging from". The "Then narrow your results by..." section includes options for "language", "region", "last update", "site or domain", "terms appearing", "SafeSearch", "file type", and "usage rights". The "site or domain" filter is set to "linkedin.com". The "Advanced Search" button is at the bottom right.

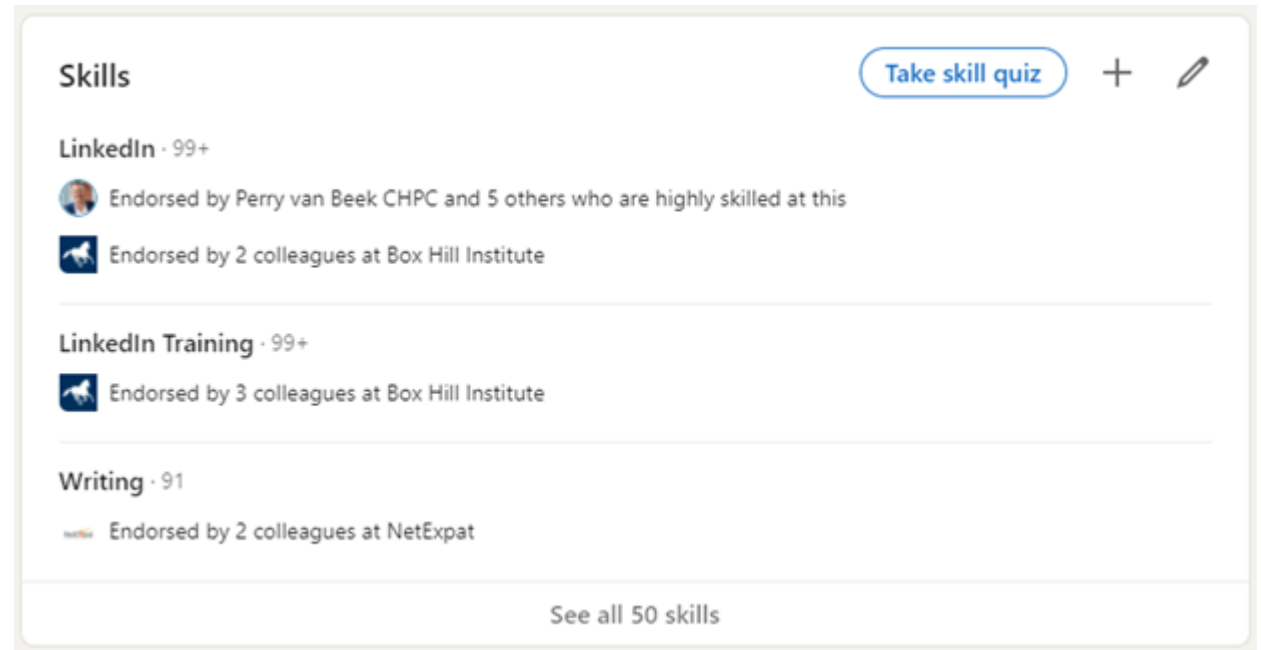
# Top 10 techniques for Education Professionals

**7. Share your own story** include your skills, talk about your achievements, showcase your work – remember you are an Education Professional *and a brand* if you want opportunities and promotions in the future.

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

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

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



# Top 10 techniques for Education Professionals

**8. Adjust any relevant settings** – turn off ‘People also viewed’ and Autoplay Videos. Selectively show your visibility – there is no need to Delete your LinkedIn Profile. You may decide to turn on Creator Mode if you want to add Content to LinkedIn and change from ‘Connect’ to ‘Follow’ button on your LinkedIn Profile

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

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

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

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

<https://sueellson.com/blog/linkedin-for-creators-at-linkedin-local-wayne-new-jersey>

## Visibility of your profile & network

Make your profile and contact info only visible to those you choose

### Profile viewing options

Close

Choose whether you're visible or viewing in private mode

Full profile

Select what others see when you've viewed their profile

#### Your name and headline



Sue Ellson



Independent LinkedIn Specialist - Trainer, Author, Career Development Practitioner, Gigster, Business, Social Media Marketing Consultant, Network Founder, Writer, Poet, Dancer 🎭  
Greater Melbourne Area | Management Consulting

#### Private profile characteristics



Founder in the Publishing industry from Greater Melbourne Area

#### Private mode



Anonymous LinkedIn Member

# Top 10 techniques for Education Professionals

## 9. Keep an eye on your Statistics – and download your data at least every six months

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

**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 techniques for Education Professionals

**10. Showcase your Education and Courses –** there are many different sections on your LinkedIn Profile, but as an Education Professional, you need to keep up your Professional Development and you can list it on LinkedIn.

Complete as many sections as possible on your LinkedIn Profile. If your Education Provider logo does not appear, they may have a Company Profile rather than a School Profile – this can be updated at <https://www.linkedin.com/help/linkedin/ask/up-anup> by someone who is an Admin for the Company Profile.

## Education



### University of South Australia

Bachelor of Business, Administrative Management

1993 - 2000

Grader: Top 15% of Undergraduate Students, Above Credit Average

Activities and societies: Administrative Management Student and Staff Course Committee Committee

Member - 1999, Pro Vice Chancellor's Merit List - April 1999, Member Golden Key National Honou ...see more

Established in 1856, UniSA is an innovative, world-class institution built on teaching, learning and research excellence

Accounting 1

Accounting 2

Administrative Management 1 – Management Principles

Administrative Management 2 – Human Resource Management

Administrative Research Project

Administrative Systems Management

Business Communication 1

Business Communication 2

Business Communication and Negotiation

Business Ethics

Business Information Systems

Buyer and Consumer Behaviour

Communication and the Media

Contemporary Accounting Information Systems

Data Management for Administrators

Economic Foundations

Focus on Children 0–3 (Broadening Education Subject)

Information Systems for Management

Introduction to Law

Introduction to Marketing Management

Managing Change in Organisations

Office Information Systems 1

Office Information Systems 2

Quantitative Methods for Business

Completed remotely by correspondence

Conferred 31 August 2000 Chancellor David Klingberg

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



Study On Demand with UniSA Online

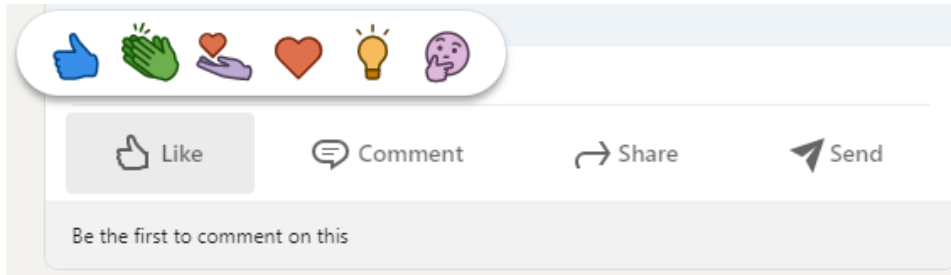
Our 100% online, career-focused degrees give you full control and ultimate flexibility over your study. Access online student support seven days a week, plan your study to fit arou...

# Top 10 Ways To Use LinkedIn for Education Professionals



# Top 10 Ways To Use LinkedIn For Education Professionals

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 and it also helps the LinkedIn algorithm understand what you like

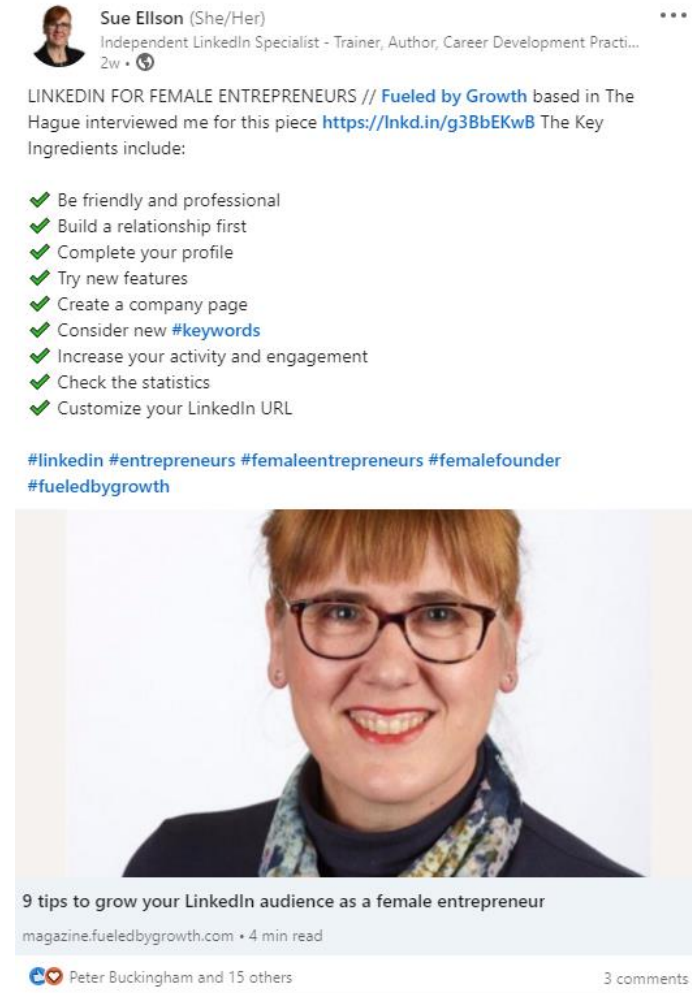


2. **Provide information for social media posts for your employer** – what information can be shared publicly? Do you keep the social media team informed and provide quality photos and copy (words)? Can you share some behind the scenes stories? <https://www.linkedin.com/pulse/content-engagement-curation-creation-strategies-busy-people-ellson>



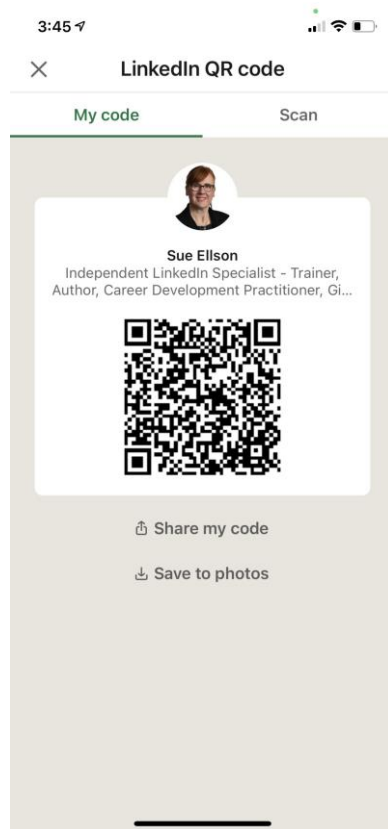
# Top 10 Ways To Use LinkedIn For Education Professionals

3. **Incorporate latest LinkedIn features into your LinkedIn Strategy** – 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).



# Top 10 Ways To Use LinkedIn For Education Professionals

**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 – international as well



**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!

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.

## 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.

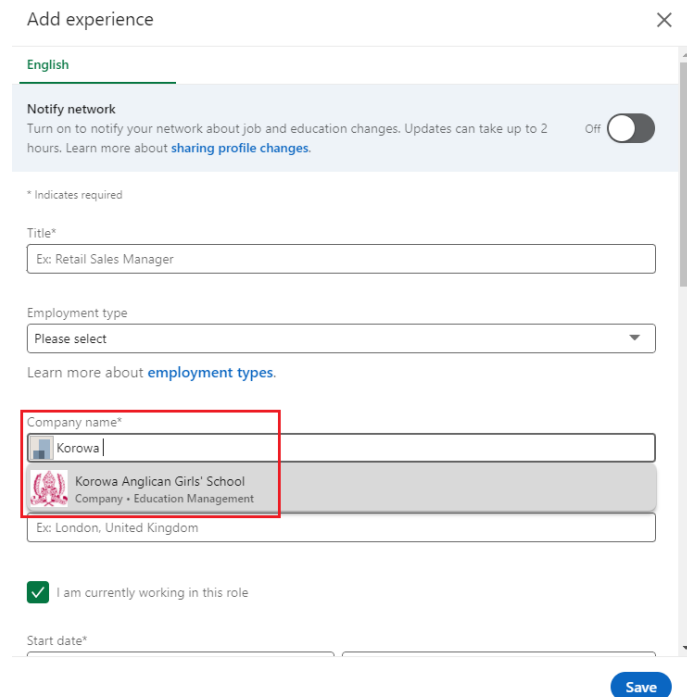


**569 search appearances**

See how often you appear in search results.

# Top 10 Ways To Use LinkedIn For Education Professionals

**6. Employees** – ensure you support your Employer (choose from the drop down box) and connect with your fellow Employees and have your own policy on who you will connect with on LinkedIn <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.



# Top 10 Ways To Use LinkedIn For Education Professionals

**8. Consider writing Articles** – these can remain online indefinitely (but keep a copy)  
<https://www.linkedin.com/pulse/aha-moment-liana-gooch>



## The 'aha' moment

Published on February 21, 2019



Korowa Year 7 Students



Liana Gooch  
Deputy Principal at Korowa Anglican Girls' School

1 article

✓ Following

Remember those 'aha' moments on a school trip when something you had been studying in class suddenly clicked? That action of learning via reflection and application of information in a new situation often by doing is known as experiential learning and is one of the most important learning processes. As a teacher I have observed students experiencing clarity

**9. Click the Notification Bell** – on the LinkedIn Profiles of people who's content you would like to see in your Newsfeed – this could include the Principal, Vice Chancellor etc



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

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 to show your digital competency.

Cannot automate processes (people or tech) but can systemise.

<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 content of your Employer  
– 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



# Bonus – Schools, Colleges and Universities

1. School, College and University Articles
2. Work Specific Articles
3. Career Specific Articles
4. Past Presentations on School, College or University topics
- 5. How I can help your School, College or University**
6. Strategy News for Schools Monthly Email Newsletter



<https://sueellson.com/blog/linkedin-for-schools-colleges-and-universities>

<https://spectrumanalysis.com.au/resources/newsletters/strategy-news-for-schools/2022-03-08>

# Where to from here?



# Publications and Upcoming Events

## **Publications**

<https://sueellson.com/publications>

## **Free LinkedIn Insight Online Webinars and Recordings**

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

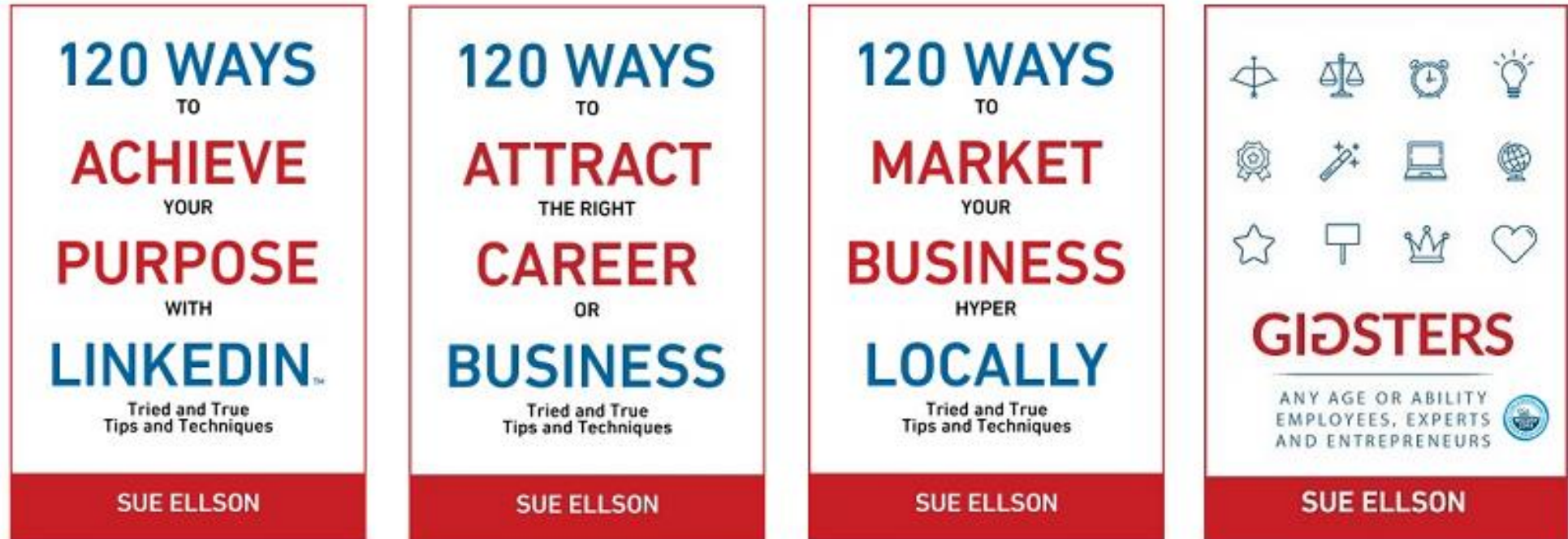
## **Presentations by Sue Ellson in 2022**

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

## **Video recordings**

<https://sueellson.com/videos>

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- ✓ Facebook <https://www.facebook.com/sueellson2> (135 Followers)
- ✓ Twitter <https://twitter.com/sueellson> (389 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (294 Followers)
- ✓ YouTube [https://www.youtube.com/channel/UCOhckRXATKRvbqU6GNbys8A?sub\\_confirmation=1](https://www.youtube.com/channel/UCOhckRXATKRvbqU6GNbys8A?sub_confirmation=1) (57 Subscribers)
- ✓ Sue Ellson Shares LinkedIn Newsletter (4,334 Subscribers)  
<https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Ellson Email Newsletter (1,451 Subscribers)  
<http://eepurl.com/hjxQkP>

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**Service examples** <https://sueellson.com/services> - book via email [sueellson@sueellson.com](mailto:sueellson@sueellson.com)



# Any questions?

## How to say thank you

✓ **LinkedIn Recommendation** <https://www.linkedin.com/in/sueellson>

✓ **Google Review** <https://g.page/sue-ellson-author/review>



Google Review

<https://www.linkedin.com/pulse/sorry-we-dont-have-budget-sue-ellson-1c>  
(in case you need to ask for a freebie)