



LinkedIn[®] for Business Owners

Sue Ellson BBus MIML MPC CDAA ASA WV SPN

Author, Educator, Practitioner, Founder

22 March 2022

sueellson@sueellson.com

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

Welcome

- ✓ Top 10 tips for your LinkedIn Profile
- ✓ Top 10 ways to manage your LinkedIn activity in 20 minutes per week



Follow / Subscribe to Sue Elson Online



- ✓ LinkedIn Profile <https://www.linkedin.com/in/sueellson> (21,599 Connections, 23,739 Followers)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (487 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2> (136 Followers)
- ✓ Twitter <https://twitter.com/sueellson> (390 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (294 Followers)
- ✓ YouTube https://www.youtube.com/channel/UCOhckRXATKRvbqU6GNbys8A?sub_confirmation=1 (60 Subscribers)
- ✓ YouTube Playlist https://www.youtube.com/playlist?list=PLKTG344YGqRFLn7muFy15YAhb2IG_0SWU (137 videos)
- ✓ Sue Elson Shares LinkedIn Newsletter <https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328> (4,384 Subscribers)
- ✓ Sue Elson Email Newsletter <http://eepurl.com/hjxQkP> (1,472 Subscribers)

Sue Ellson

Sue Ellson is the Founder of



Sue Ellson is a Member of



<https://sueellson.com>

Housekeeping

- ✓ acknowledge traditional owners of land where we are all based
- ✓ disclaimer: this is all information sharing not professional advice for your personal circumstances
- ✓ 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
- ✓ one hour \$200 = \$150
- ✓ two hours \$400 = \$350

Up to three people

Receive \$50 saving if booked before 29 March 2022

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



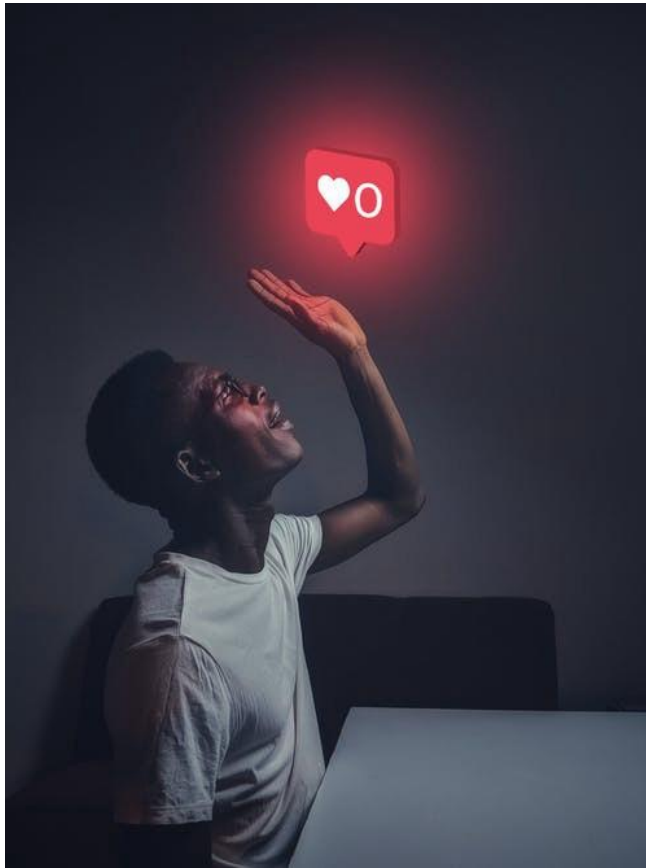
Why even bother with LinkedIn?



Why bother with LinkedIn?

- ✓ You will be Googled – by staff, clients, competitors, peers in the industry, current, future and past employees, 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 – some people choose to go ‘back’ to a job too!

Is social media a waste of time?



I do more than help people with LinkedIn

- Social media audit
- Social media updates
- Social media strategy
- Online presence update

<https://sueellson.medium.com/is-social-media-a-waste-of-time-for-business-5215c46d499d>

Top 10 tips for your LinkedIn Profile



Top 10 tips for your LinkedIn Profile

1. Understand your goals – does your website work? Consider Warm Leads as a first option before advertising on LinkedIn – need a website, social media, reviews, directory listings and links on other websites for Google Results

<https://www.linkedin.com/pulse/where-can-you-find-warm-leads-linkedin-sue-ellson-2c>

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

<https://www.linkedin.com/pulse/should-you-pay-social-media-ads-sue-ellson>



Top 10 tips for your LinkedIn Profile

2. Record your Statistics – save your Profile to PDF every three months 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 tips for your LinkedIn Profile

3. 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>

The screenshot shows the 'Creator hub' settings page. At the top right is a close button (X). The main section is titled 'Topics (optional)' with a subtitle: 'Topics you select will be displayed on your profile to show potential followers what you post about most.' Below this, it says 'You can add up to 5.' and shows five selected hashtags in green rounded rectangles: #careers ✓, #writing ✓, #business ✓, #linkedin ✓, and #sueellson ✓. A small icon and text below the hashtags state: 'You can only select up to 5 hashtags.' The next section is 'Creator tools' with a subtitle: 'Creator mode gives you new ways to reach your audience by enabling access to the available tools. Learn more about creator tool access.' Below this are two rows: 'LinkedIn Live' and 'Newsletters', each with a green checkmark and the text 'Available >'. At the bottom of the settings area is a light blue button that says 'Turn off creator mode'. At the very bottom right of the screenshot is a blue button that says 'Done'.

Top 10 tips for your LinkedIn Profile

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>


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

5. Showcase your Business Referrers 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 +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 (CDA)
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

** Would recommend that you all have a PAGE on the Business Referrers website that you can link to and get Google Search Results for

Top 10 tips for your LinkedIn Profile

6. Share your own story include your skills, talk about your achievements, showcase your work

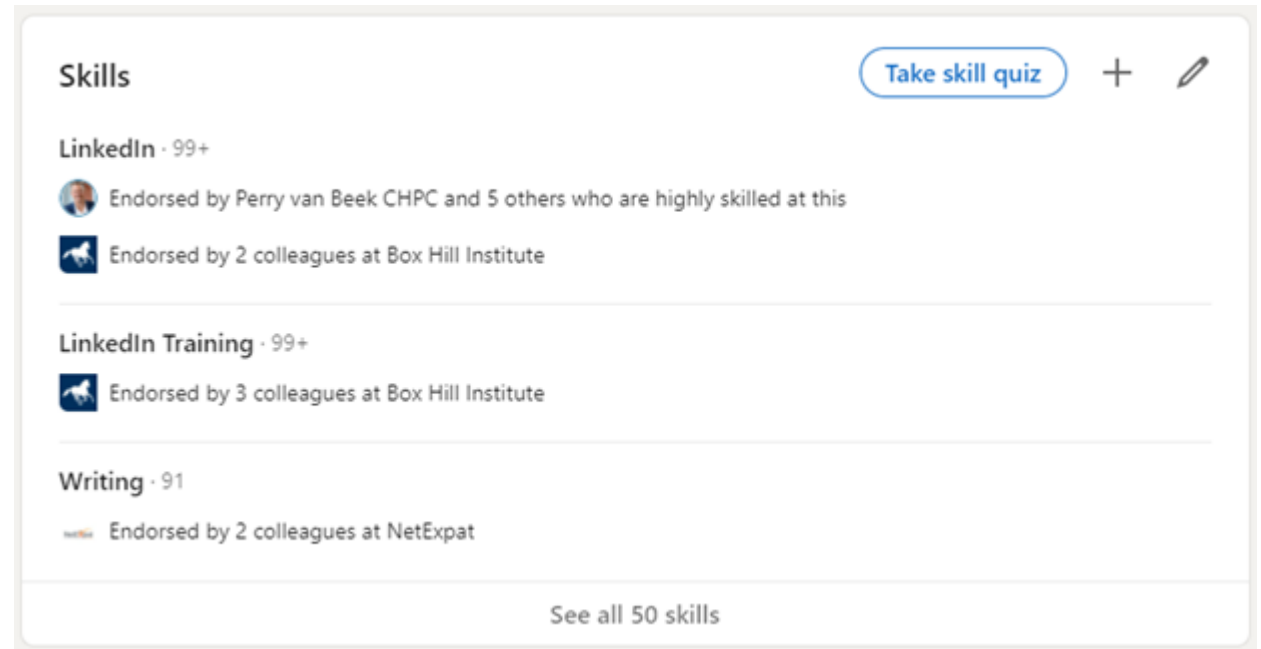
<https://www.linkedin.com/pulse/linkedin-women-sue-ellson>

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

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

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

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



Top 10 tips for your LinkedIn Profile

7. Company Page Updated

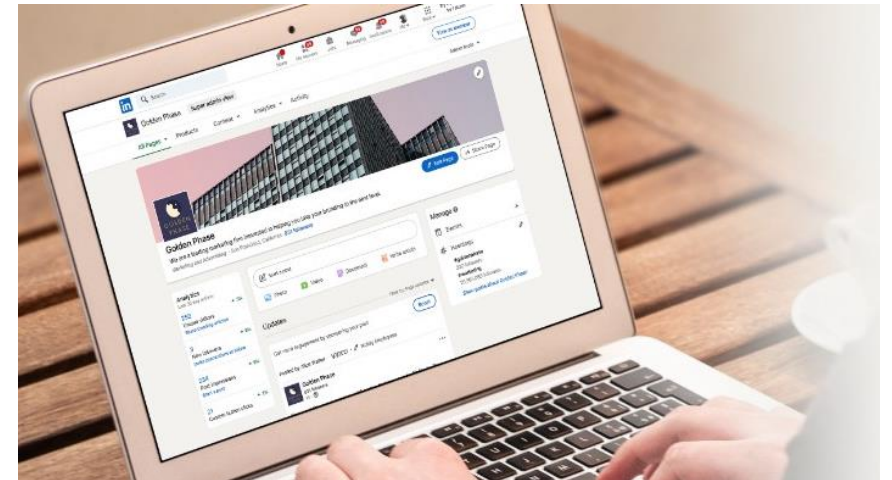
- A Company Profile can be created at <https://www.linkedin.com/company/setup/new>
Aim for 300+ Followers and 5+ Likes per post – even if you are a business of one
- Maximise your Company Profile on LinkedIn - <https://www.linkedin.com/pulse/how-maximise-your-company-profile-linkedin-sue-ellson>
- LinkedIn 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>
- LinkedIn Pages Information - <https://business.linkedin.com/marketing-solutions/linkedin-pages>

Top 10 tips for your LinkedIn Profile

8. Company Page Options

- Ensure all details are completed on your Company Page
- Invite your Connections (if you are the Admin) to Follow the Company Page (100 per month)
- Publish content at least once a month (due diligence record)
- Respond to all Comments – at length if you can and promptly
- Consider adding native videos and .srt files – all videos on Video tab
- Consider adding events – all events on Events tab
- Consider creating a newsletter – will invite all Followers to subscribe
- Consider updating Workplace Module – via Edit Page
- Ensure all staff have selected your Company on their LinkedIn Profile

<https://business.linkedin.com/marketing-solutions/linkedin-pages>



Top 10 tips for your LinkedIn Profile

9. Research - Remember you can do research on LinkedIn and find people globally via a Google Advanced Search https://www.google.com.au/advanced_search

The screenshot shows the LinkedIn search interface. The search bar contains the query "studying PhD" and "melbourne". Below the search bar, there are navigation tabs for People, Posts, Jobs, Groups, Companies, Schools, Courses, Events, Services, and All filters. The "People" section is active, displaying three profile cards:

- Evan Read** • 2nd
PET Technologist at Western Private Hospital
Greater Melbourne Area
Current: Currently **studying PhD** at RMIT University
Robert Baker, Paul Redman, and 7 other shared connections
- Nick Brookes** • 2nd
Non-Executive Director, University Lecturer & Consul...
Greater Melbourne Area
Current: Independent Consultant, Non-Exec Director, & University Lecturer **studying for PhD** in FinTech...
Mark Dalton, David Paynter PhD, and 14 other shared connections
- Winnie Chen** • 2nd
Studying PhD | GP working in editing, teaching
Australia
Current: **PhD Student** at Menzies School of Health Research

Below the profiles, there is a "See all people results" link. The "Posts" section is also visible, showing a post by Panah Fasihi, a PhD Candidate at B.Eng(Aero)(Hon), with a snippet of text: "...supervisors, the Institute of Railway Technology staff, Mr. Mark Greaves of CSIRO, and Dr. Taposh Roy of Metro Trains Melbourne, in the completion of this study, #phd..."

The screenshot shows the Google Advanced Search interface. The search bar contains the query "studying PhD" and "melbourne". The "Find pages with..." section is expanded, showing the following options:

- all these words:
- this exact word or phrase:
- any of these words:
- none of these words:
- numbers ranging from: to

The "Then narrow your results by..." section is also expanded, showing the following options:

- language:
- region:
- last update:
- site or domain:
- terms appearing:
- SafeSearch:
- file type:
- usage rights:

At the bottom right, there is a blue button labeled "Advanced Search".

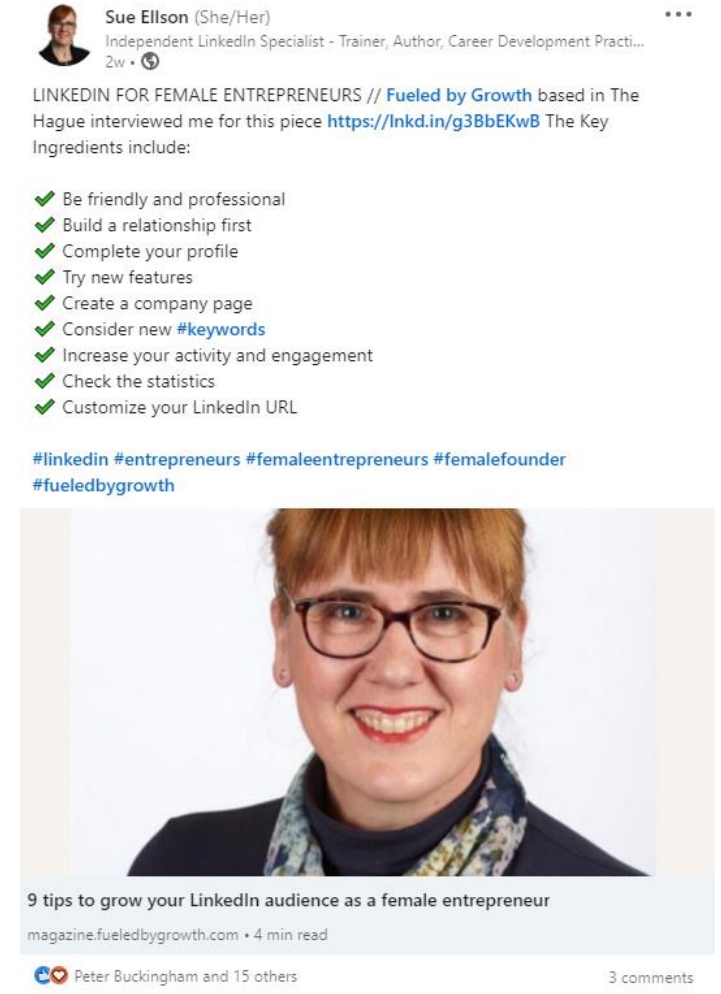
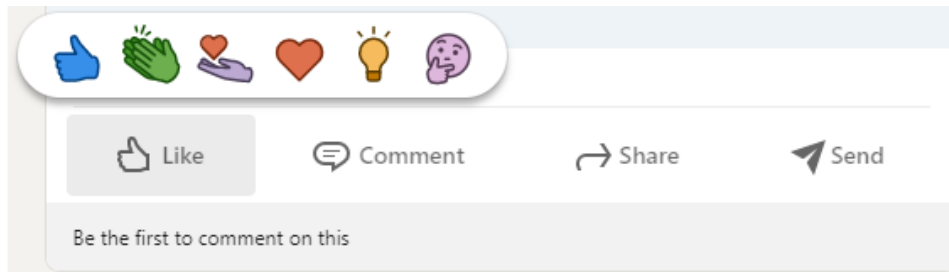
Top 10 tips for your LinkedIn Profile

10. 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 and it also helps the LinkedIn algorithm understand what you like

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

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

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



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 (can use the Notification Bell for faves)
– 2 minutes
3. Review your Network Connection requests, Event Invitations
– 2 minutes
4. Visit and Engage with the content of your VIPs
– 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



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>

Camberwell Networkers – 2nd Wednesday Monthly 7:30am next 13 April 2022

<https://camberwell-networkers.eventbrite.com.au>

Follow / Subscribe to Sue Elson Online



- ✓ LinkedIn Profile <https://www.linkedin.com/in/sueellson> (21,599 Connections, 23,739 Followers)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (487 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2> (136 Followers)
- ✓ Twitter <https://twitter.com/sueellson> (390 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (294 Followers)
- ✓ YouTube https://www.youtube.com/channel/UCOhckRXATKRvbqU6GNbys8A?sub_confirmation=1 (60 Subscribers)
- ✓ YouTube Playlist https://www.youtube.com/playlist?list=PLKTG344YGqRFLn7muFy15YAhb2IG_0SWU (137 videos)
- ✓ Sue Elson Shares LinkedIn Newsletter <https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328> (4,384 Subscribers)
- ✓ Sue Elson Email Newsletter <http://eepurl.com/hjxQkP> (1,472 Subscribers)

Special Offer – \$50 saving

- ✓ Book a personal appointment with Sue Ellson
- ✓ one hour \$200 = \$150
- ✓ two hours \$400 = \$350

Up to three people

Receive \$50 saving if booked before 29 March 2022

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

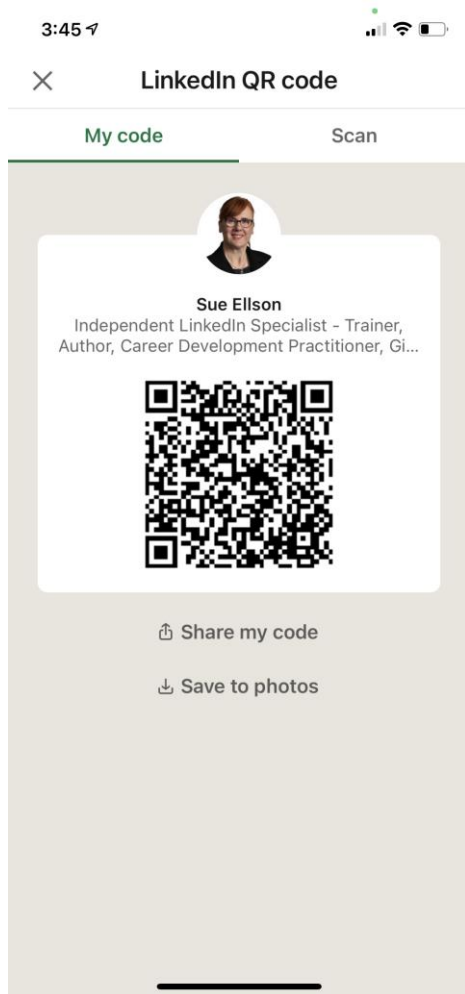


“You never fail until you stop trying.”

Albert Einstein

Any questions? What has been most helpful?

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)