



for Creatives

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Educator, Practitioner, Author

13 April 2022

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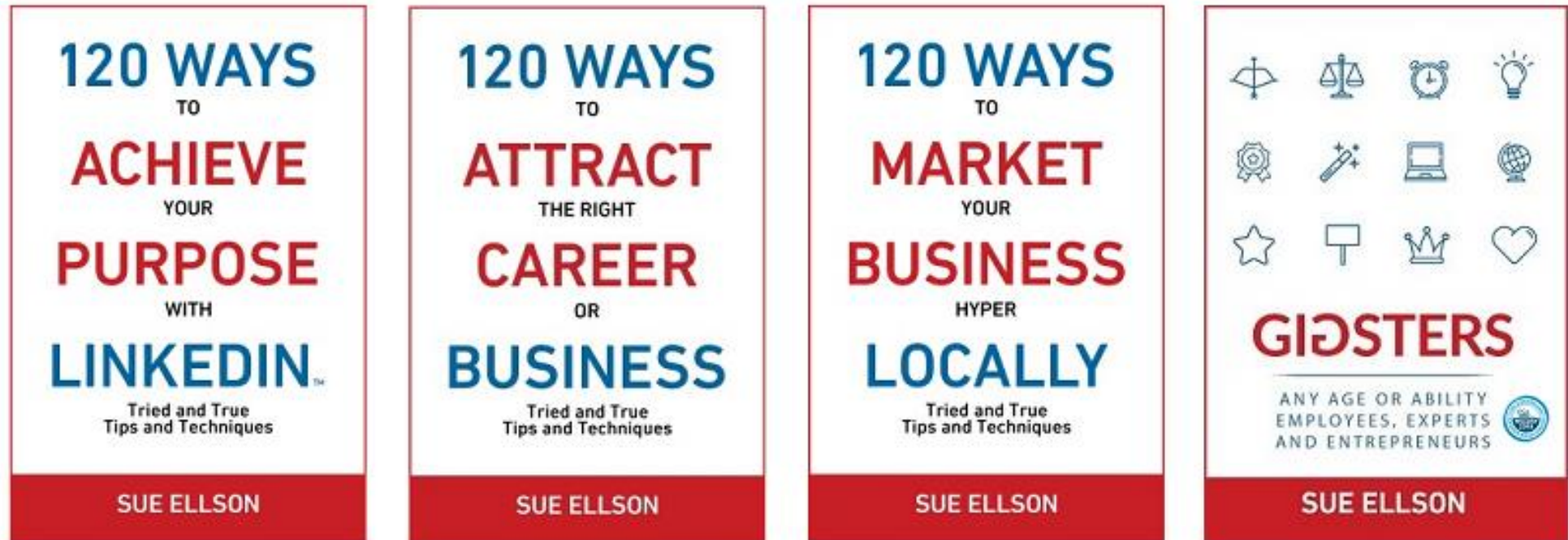
<https://www.linkedin.com/in/sueellson>

Welcome

- ✓ top 10 techniques for Creatives
- ✓ top 10 ways to use LinkedIn for Creatives
- ✓ top 10 ways to manage your LinkedIn activity in 20 minutes per week



Special Gift – Free Downloads



✓ download Sue Ellson's first four books at <https://www.researchgate.net/profile/Sue-Ellson>

✓ paid books at <https://120ways.com>

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- ✓ LinkedIn Profile <https://www.linkedin.com/in/sueellson> (21,710 Connections, 23,952 Followers)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (492 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2> (138 Followers)
- ✓ Twitter <https://twitter.com/sueellson> (393 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (295 Followers)
- ✓ YouTube https://www.youtube.com/channel/UCOhckRXATKRvbqU6GNbys8A?sub_confirmation=1 (60 Subscribers)
- ✓ Sue Ellson Shares LinkedIn Newsletter (4,489 Subscribers) <https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Ellson Email Newsletter (1,466 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 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'

Creatives

- ✓ Creators
- ✓ Artists
- ✓ Creatives
- ✓ Musicians
- ✓ Songwriters
- ✓ Makers
- ✓ Photographers
- ✓ Filmmakers
- ✓ Videographers
- ✓ Designers
- ✓ Managers
- ✓ Agents
- ✓ Multimedia
- ✓ Others



Please read

<https://www.linkedin.com/pulse/linkedin-creators-artists-creatives-musicians-makers-designers-sue>

Why even bother with LinkedIn?



Why bother with LinkedIn?

- ✓ You will be Googled – by creative buyers, patrons, audience members, funding bodies, 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/Google Maps <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 creatives started out as an ‘employee’ but many artists are reluctant to engage with the professional world...

Top 10 techniques for Creatives

– see how many you can start doing!



Top 10 techniques for Creatives

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>


2. Add your visual bling – whilst LinkedIn may appear to only include text and titles, there are several sections where you can reveal your personality in images, video and PDFs

Your Profile <https://www.linkedin.com/in/gemma-donnellan>


- Top Banner
- Featured Section
- Media Link for every role

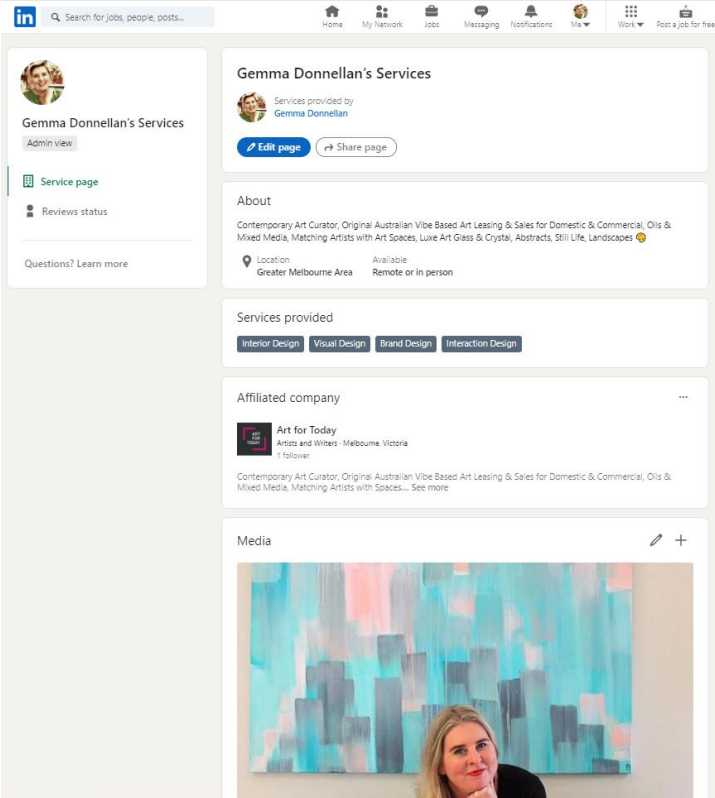
Providing Services Page

<https://www.linkedin.com/services/page/b14571314bb183b804>

 **Edit your custom URL**

Personalize the URL for your profile.

www.linkedin.com/in/sueellson 

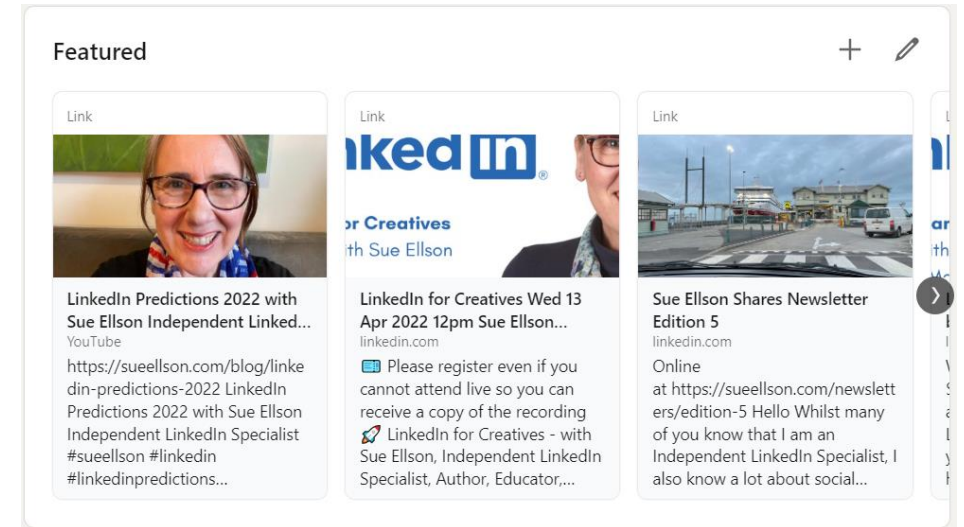


The screenshot displays a LinkedIn profile for Gemma Donnellan. The profile is set to a services page. The header shows the profile picture and name 'Gemma Donnellan's Services'. Below this, there are sections for 'About', 'Services provided', and 'Affiliated company'. The 'About' section describes her as a Contemporary Art Curator and Original Australian Vibe Based Art Leasing & Sales for Domestic & Commercial, Oils & Mixed Media, Matching Artists with Art Spaces, Luxe Art Glass & Crystal, Abstracts, Still Life, Landscapes. The 'Services provided' section lists Interior Design, Visual Design, Brand Design, and Interaction Design. The 'Affiliated company' section lists Art for Today, Artists and Writers - Melbourne, Victoria. The 'Media' section shows a video thumbnail of Gemma Donnellan in front of a large abstract painting.

Top 10 techniques for Creatives

3. Add your multimedia bling

- video introduction on your face via the Mobile Phone App
- audio announcement of your name via the Mobile Phone App
- video links in Featured Section



4. Follow Creative Associations – you can Follow their Company Pages (even if you are not a member)

ArtsHub <https://www.linkedin.com/company/artshub>

Australia Council for the Arts <https://www.linkedin.com/company/auscouncilarts>

National Association for the Visual Arts (NAVA) <https://www.linkedin.com/company/national-association-for-the-visual-arts>

Any others? Please add to chat!


Top 10 techniques for Creatives


5. Add links to your other creative profiles – on other platforms like [Behance](#), [Adobe Portfolio](#) or [Dribbble](#) or perhaps social media platforms like [YouTube](#), [Vimeo](#), [Instagram](#) or music platforms like [Bandcamp](#), [Spotify](#) and [SoundCloud](#), you can showcase these in the Contact Info Websites section as well as the Featured section – in addition to your own website if you have one


(remember you can create a free Google website e.g. <https://paul-s-j-smith-piano-tuner-technician.business.site>)


Gemma Donnellan ✕


Contact Info ✎

 **Your Profile**
[linkedin.com/in/gemma-donnellan](https://www.linkedin.com/in/gemma-donnellan)

 **Websites**
gemmaonnellan.com/ (Gemma Donnellan Artworks)
artfortoday.net/ (Art for Today)
[instagram.com/gemmadonnellan.artist/](https://www.instagram.com/gemmadonnellan.artist/) (Gemma Donnellan Instagram)

 **Phone**
+61 400 157 187 (Mobile)

 **Address**
North Balwyn, Melbourne, Victoria, Australia 3104

 **Email**
gemmaonnellan@optusnet.com.au

Top 10 techniques for Creatives

6. Find and Connect - 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 a LinkedIn search for 'art gallery' in Melbourne, VIC. The search results are filtered to show 2,500 results. The top five results are:

- Anouska Phizacklea** • 2nd
Director Monash Gallery of Art
Greater Melbourne Area
Current: Director at Monash Gallery of Art
Connections: Matt Jasper, Leanne Faraday-Brash FAPS CSP, and 5 other shared connections
- Emma Busowsky** • 2nd
Curator at Bendigo Art Gallery
Melbourne, VIC
Current: Curator (City History and Collections) at Bendigo Art Gallery
Connections: Dr Margie Warrell, Gui Oliveira, and 27 other shared connections
- Eric Nash** • 2nd
Director at Benalla Art Gallery
Maidstone, VIC
Current: Director at Benalla Art Gallery - Art Gallery has become a cultural and architectural...
Connections: David Lloyd Jones, Aldwyn Altuney - Media Queen/ speaker/ author, and 10 other shared connections
- Suzanne Davies** • 2nd
Art Gallery Director & Curator
Greater Melbourne Area
Past: Director & Chief Curator at RMIT Gallery
Connections: Fotis Kapetopoulos, Virginia Gordon, and 15 other shared connections
- Pippa Milne** • 2nd
Senior Curator at Monash Gallery of Art
Greater Melbourne Area

The screenshot shows the Google Advanced Search interface. The search query is "art gallery" AND "melbourne". The search results are filtered by site or domain to "linkedin.com". The search results are also filtered by language to "any language", region to "any region", last update to "anytime", terms appearing to "anywhere in the page", SafeSearch to "Show explicit results", file type to "any format", and usage rights to "not filtered by licence".

Find pages with...

all these words: "art gallery" AND "melbourne"

this exact word or phrase:

any of these words:

none of these words:

numbers ranging from:

To do this in the search box.

Type the important words: tri-colour rat terrier

Put exact words in quotes: "rat terrier"

Type OR between all the words you want: miniature OR standard

Put a minus sign just before words that you don't want: -rodent, -"Jack Russell"

Put two full stops between the numbers and add a unit of measurement: 10..35 kg, £300..£500, 2010..2011

Then narrow your results by...

language: any language

region: any region

last update: anytime

site or domain: linkedin.com

terms appearing: anywhere in the page

SafeSearch: Show explicit results

file type: any format

usage rights: not filtered by licence

Advanced Search

Top 10 techniques for Creatives

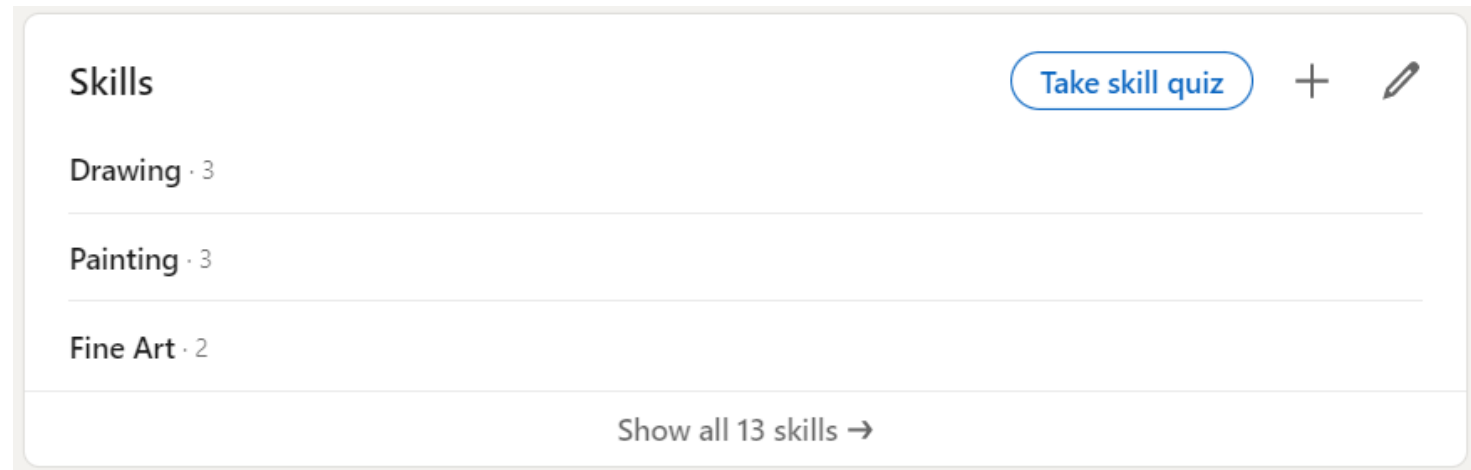
7. Share your own story include your skills, talk about your achievements, showcase your work – remember you are a creative *and* a brand if you want opportunities in the future.

<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-linkedin-profile-summary-your-purpose-sue-ellson>

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



The screenshot shows a LinkedIn profile's 'Skills' section. At the top right, there is a 'Take skill quiz' button, a plus sign, and an edit icon. Below this, three skills are listed: 'Drawing · 3', 'Painting · 3', and 'Fine Art · 2'. At the bottom of the section, there is a link that says 'Show all 13 skills →'.

Top 10 techniques for Creatives

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 (nominate five hashtags) 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 Creatives

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 Creatives

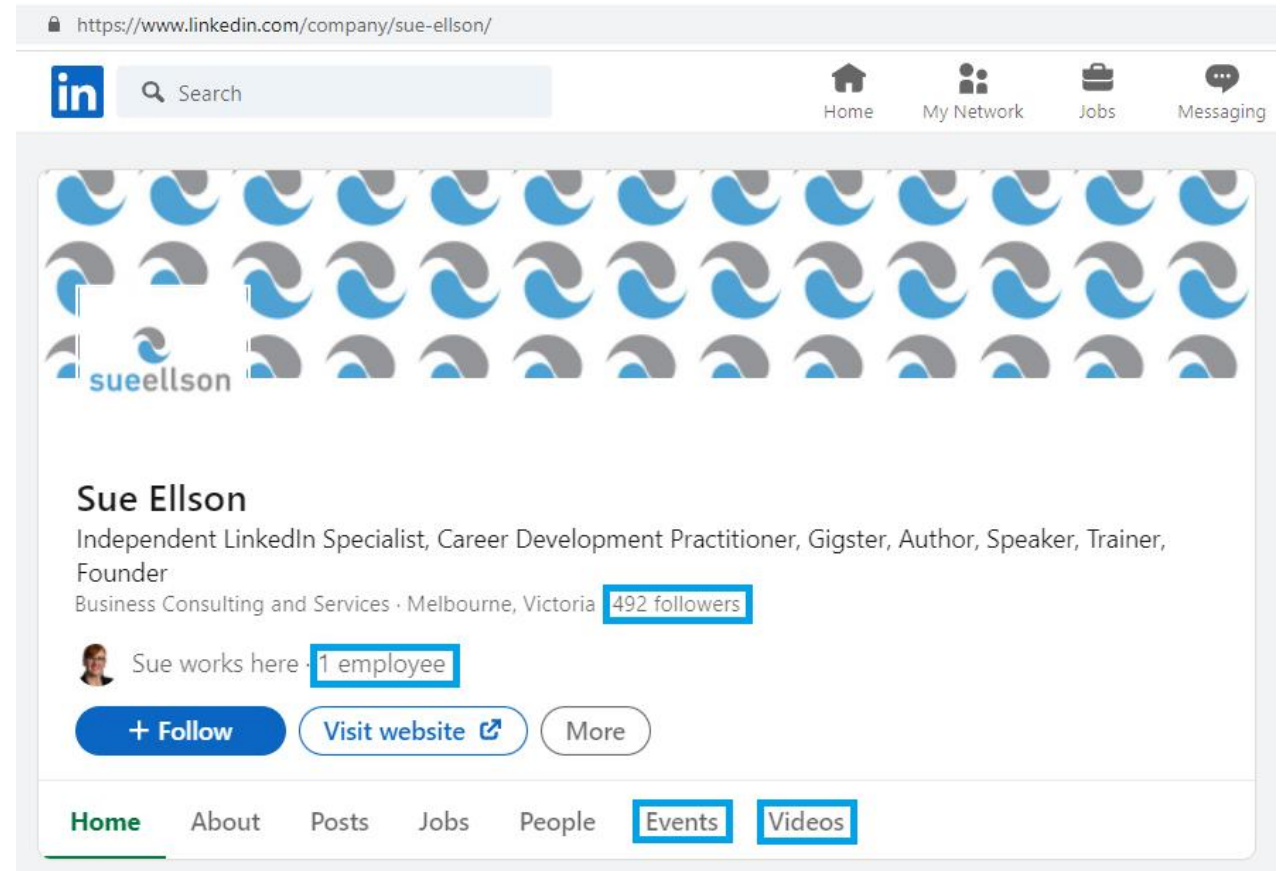
10. Check out the old and new features on LinkedIn

Old favourites

- complete your profile in full
- subscribe to job alerts
- turn on Open to 'Work'
- turn on 'Providing Services'
- do your maintenance once a week
- create your own name Page

Newer options

- Notification bell (individual profiles)
- Events – you or others host
- Creator Mode Newsletters (but not Live Video)
- Employee Advocacy (support your employer/s)

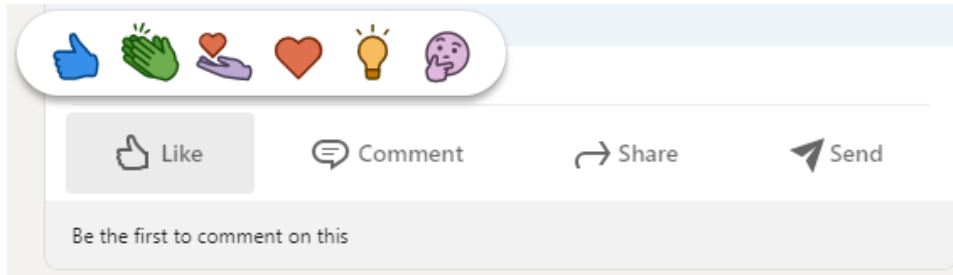


Top 10 Ways To Use LinkedIn for Creatives



Top 10 Ways To Use LinkedIn For Creatives


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>

 **Sue Ellson** (She/Her)
Independent LinkedIn Specialist - Trainer, Author, Career Development Practi...
6d · 🌐

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



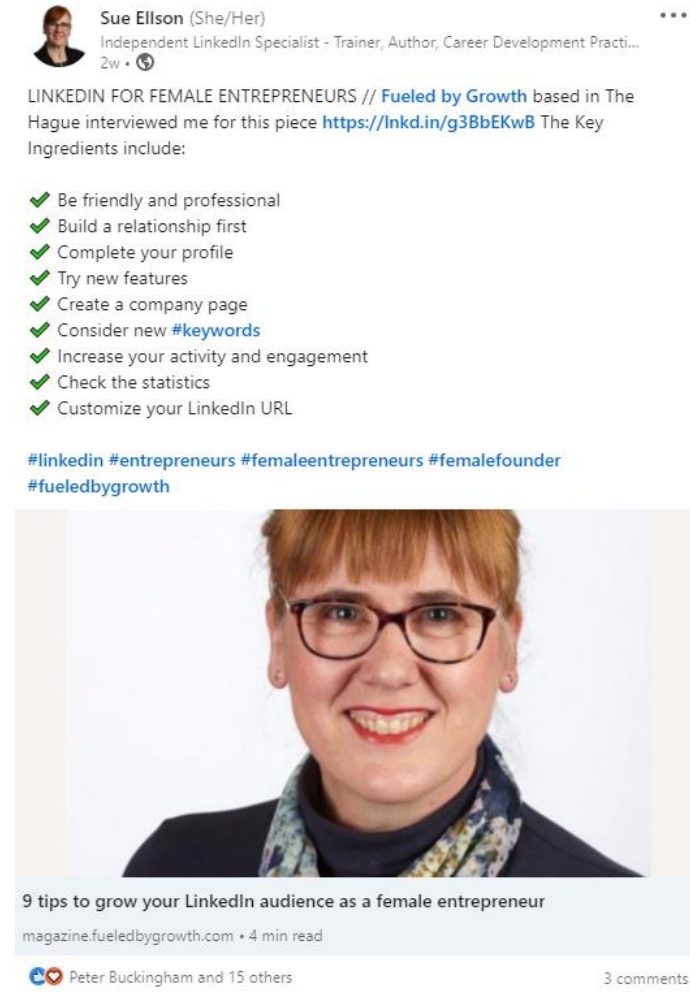
 Peter Buckingham and 47 others 15 comments

 Like  Comment  Share  Send

 2,720 views of your post in the feed

Top 10 Ways To Use LinkedIn For Creatives

3. **Incorporate various features into your LinkedIn Content 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 (via desktop or laptop only), consider saving PowerPoint Presentations to PDF and upload a document (provides a slide show).




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

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

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

#linkedin #entrepreneurs #femaleentrepreneurs #femalefounder #fueledbygrowth

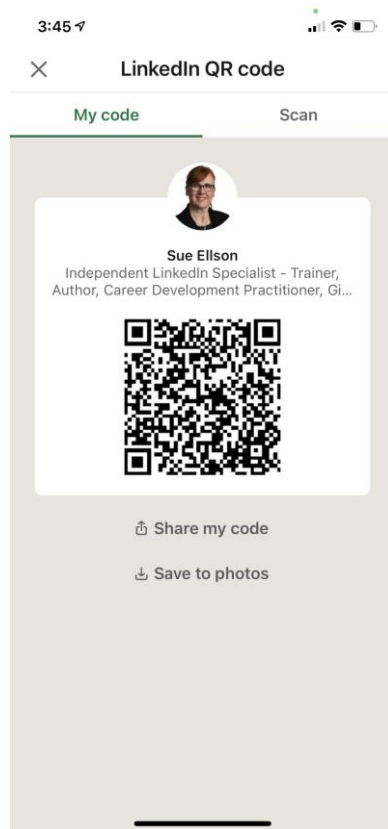


9 tips to grow your LinkedIn audience as a female entrepreneur
magazine.fueledbygrowth.com • 4 min read

👤 Peter Buckingham and 15 others 3 comments

Top 10 Ways To Use LinkedIn For Creatives

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

 1,844 profile views Discover who's viewed your profile.	 1,970 post views Check out who's engaging with your posts.	 707 search appearances See how often you appear in search results.
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Top 10 Ways To Use LinkedIn For Creatives

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 friendly and professional rather than personal. Have a strategy for negative trolls or comments.

Add experience

English

Notify network
Turn on to notify your network about job and education changes. Updates can take up to 2 hours. Learn more about [sharing profile changes](#). Off

* Indicates required

Title*
Grant Recipient - Australian Film Production

Employment type
Please select

Learn more about [employment types](#).

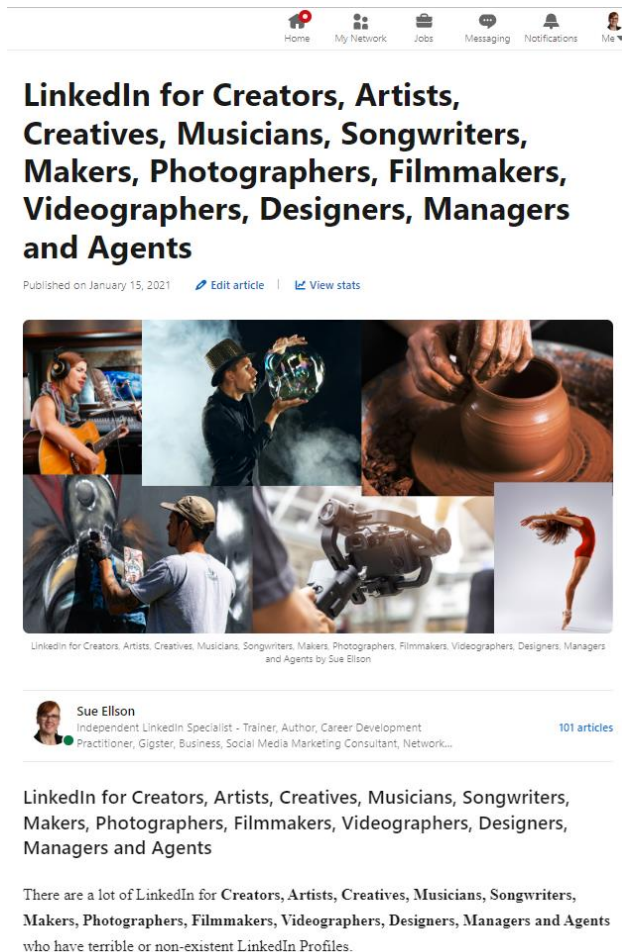
Company name*
Australia Council for

Australia Council for the Arts
Company • Government Administration



Top 10 Ways To Use LinkedIn For Creatives

8. Consider writing Articles – these can remain online indefinitely (but keep a copy)



The screenshot shows a LinkedIn article interface. At the top, there are navigation icons for Home, My Network, Jobs, Messaging, Notifications, and Me. The article title is "LinkedIn for Creators, Artists, Creatives, Musicians, Songwriters, Makers, Photographers, Filmmakers, Videographers, Designers, Managers and Agents". Below the title, it says "Published on January 15, 2021" and has options to "Edit article" and "View stats". The main content area features a collage of six images: a woman playing guitar, a man in a hat holding a glowing orb, hands shaping a clay pot, a man operating a camera, a close-up of a camera lens, and a ballerina in a red dress. Below the images, the author's name "Sue Ellison" is listed, along with her credentials: "Independent LinkedIn Specialist - Trainer, Author, Career Development Practitioner, Gigster, Business, Social Media Marketing Consultant, Network...". The article title is repeated at the bottom of the page.

9. Bring your artistic flair to LinkedIn – bring your story to life as only you know how. Incorporate as much colour and imagination as possible. Get in early before all other creatives do. Join the dots between your website, social media, reviews, directory links and other links (including media and other websites where you are listed)



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



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>

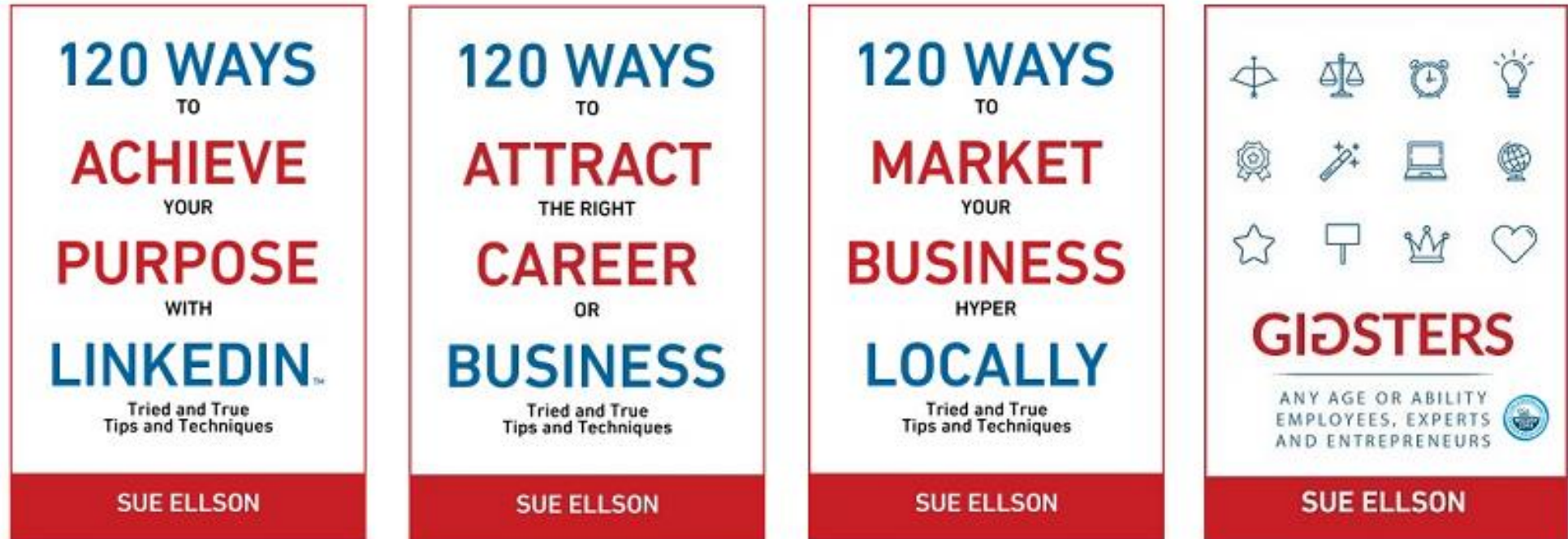
Video recordings

<https://sueellson.com/videos>

LinkedIn Insight Webinars and Recordings

- **LinkedIn for Migrants, Expatriates and Repatriates** 12pm 14 December 2022 Details to come or [View this now](#)
- **LinkedIn for Sales People** 12pm 9 November 2022 Details to come or [View this now](#)
- **LinkedIn for Career Changers** 12pm 12 October 2022 Details to come or [View this now](#)
- **LinkedIn for Trades People** 12pm 14 September 2022 Details to come or [View this now](#)
- **LinkedIn for Students and Future Graduates** 10 August 2022 Details to come or [View this now](#)
- **LinkedIn for Women** 12pm Wednesday 13 July 2022 Details to come or [View this now](#)
- **LinkedIn for Authors** 12pm Wednesday 8 June 2022 Details to come or [View this now](#)
- **LinkedIn for Early Career Professionals** 12pm Wednesday 11 May 2022 [LinkedIn Event](#) [Eventbrite](#)
- **LinkedIn for Creatives** 12pm 13 Apr 22 [LinkedIn Event](#) [Eventbrite](#)
- **LinkedIn for Education Professionals** 1pm 9 Mar 22 [LinkedIn Event](#) – [Recording](#)
- **LinkedIn for Human Resource Professionals** 12pm 9 Feb 22 [LinkedIn Event](#) – [Recording](#)
- **LinkedIn for Journalists and Media Professionals** 12pm 12 Jan 22 [LinkedIn Event](#) – [Recording](#)
- **LinkedIn for Board Directors and Senior Leaders** 12pm 8 Dec 21 [LinkedIn Event](#) – [Recording](#)
- **LinkedIn for CEO's and Business Owners 12pm** 3 Nov 21 [LinkedIn Event](#) – [Recording](#)
- **LinkedIn for Business Coaches and Career Specialists** 12pm 6 Oct 21 [LinkedIn Event](#) – [Recording](#)

Special Gift – Free Downloads



✓ download Sue Ellson's first four books at <https://www.researchgate.net/profile/Sue-Ellson>

✓ paid books at <https://120ways.com>

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- ✓ LinkedIn Profile <https://www.linkedin.com/in/sueellson> (21,710 Connections, 23,952 Followers)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (492 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2> (138 Followers)
- ✓ Twitter <https://twitter.com/sueellson> (393 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (295 Followers)
- ✓ YouTube https://www.youtube.com/channel/UCOhckRXATKRvbqU6GNbys8A?sub_confirmation=1 (60 Subscribers)
- ✓ Sue Ellson Shares LinkedIn Newsletter (4,489 Subscribers) <https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Ellson Email Newsletter (1,466 Subscribers) <http://eepurl.com/hjxQkP>

Any questions?

How to say thank you

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

✓ **Google Review** <https://g.page/sue-ellson-author/review> (currently 103 Reviews)



Google Review

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

(in case you need to ask for a freebie)