



for Early Career Professionals

Sue Ellson BBus MIML MPC CDAA ASA WV SPN

Independent LinkedIn Specialist, Author, Educator, Practitioner

11 May 2022

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

Welcome

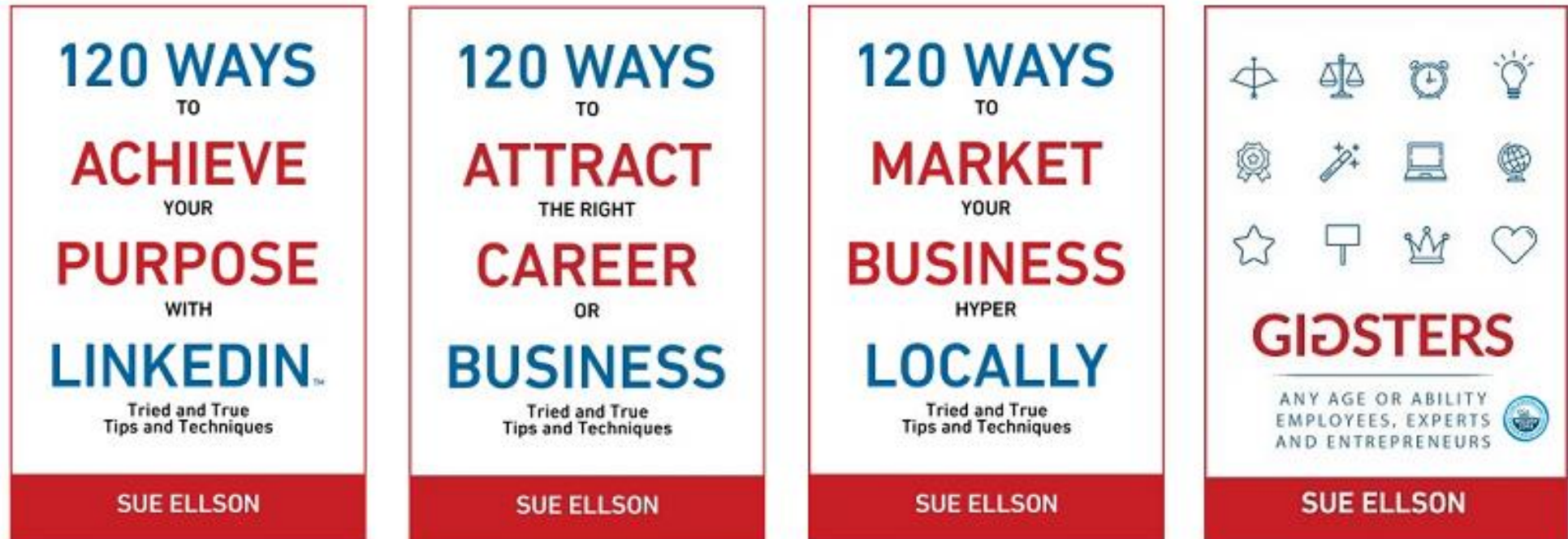
- ✓ top 10 techniques for Early Career Professionals
- ✓ top 10 ways to use LinkedIn for Early Career Professionals
- ✓ top 10 ways to manage your LinkedIn activity in 20 minutes per week

(please have the LinkedIn App ready on your phone)

Here to give you awesome value and proactive action items!



Special Gift – Free Downloads



- ✓ latest offer <https://sueellson.com/latest-offer>
- LinkedIn statistics and backup spreadsheet
- Usernames and passwords spreadsheet
- my first four books downloadable from ResearchGate

Follow / Subscribe to Sue Ellson Online



- ✓ LinkedIn Profile <https://www.linkedin.com/in/sueellson> (21,797 Connections, 24.101 Followers)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (502 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2> (140 Followers)
- ✓ Twitter <https://twitter.com/sueellson> (392 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (304 Followers)
- ✓ YouTube https://www.youtube.com/channel/UCOhckRXATKRvbqU6GNbys8A?sub_confirmation=1 (64 Subscribers)
- ✓ Sue Ellson Shares LinkedIn Newsletter (4,581 Subscribers) <https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Ellson Email Newsletter (1,493 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 – whilst I am screen sharing, you will not appear on the recording
- ✓ 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'

Early Career Professionals

- ✓ tertiary education graduates
- ✓ first 10 years of career
- ✓ change of career
- ✓ future leaders
- ✓ ambitious
- ✓ continuous learners
- ✓ still developing technical and leadership skills
- ✓ great networkers: network = net worth
- ✓ connected to tertiary alumni and professional association/s

Why even bother with LinkedIn?



Why bother with LinkedIn?

- ✓ You will be Googled – by employers, colleagues, fellow students (past and present), 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)
- ✓ 810 million members worldwide and 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 and to build your experience portfolio, reputation, brand etc and to be kept up to date on what is happening in your areas of expertise

Top 10 techniques for Early Career Professionals

– see how many you are already doing!



Top 10 techniques for Early Career Professionals

1. Connect with your fellow alumni – from any secondary or tertiary education and join any alumni associations, LinkedIn Groups etc. before you forget!

If it is more than two years, you may also be able to connect to teachers, tutors and lecturers on LinkedIn (and then write them a Recommendation or Endorse their skills)

LinkedIn for students and future graduates

<https://www.linkedin.com/pulse/linkedin-students-future-graduates-sue-ellson>

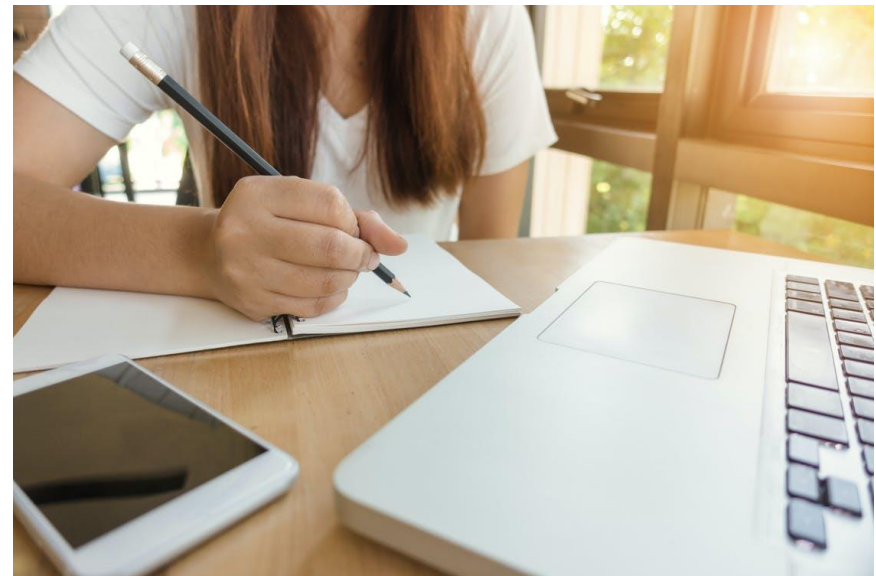
LinkedIn Tips and Tricks for Students

<https://www.youtube.com/watch?v=YyBpa4tKipQ>

2. Add details of your Education to your LinkedIn Profile



– this includes subjects completed, topics discussed even if you did not complete your course. The goal is to appear in the best search results and be part of the ‘alumni.’

P.S. I dropped out of my TAFE course and my career took off but I have not stopped learning and have attended between one and four events every week since 2001!



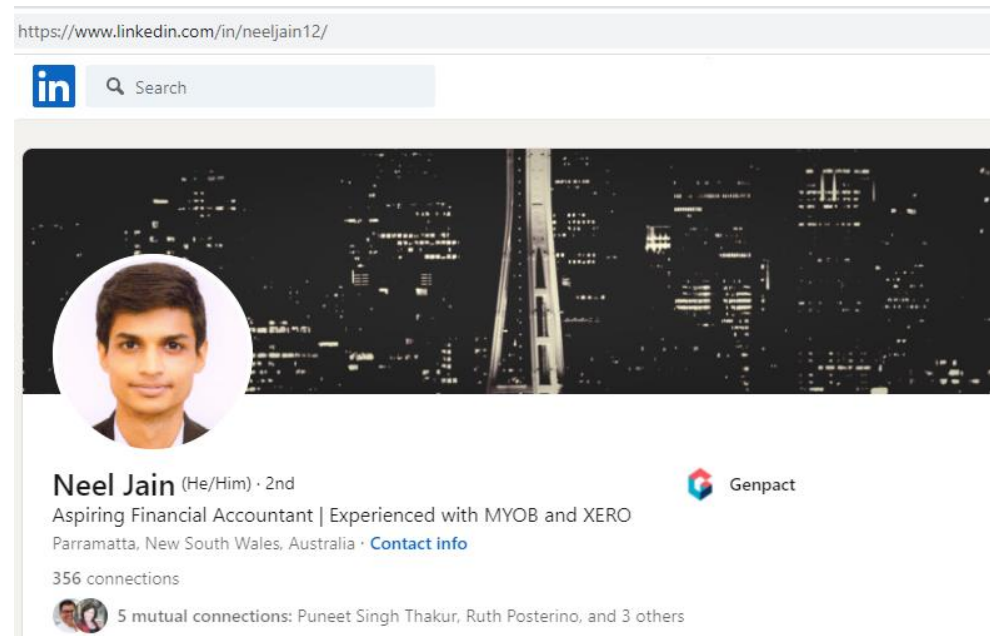
Top 10 techniques for Early Career Professionals

3. Customise your LinkedIn 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 

4. Edit your headline – you can massage your message and not lie but still be found in search queries with words like

- Aspiring Accountant
- Future Scientist
- Prospective Artist
- Striving Solicitor



LinkedIn Headline Formula

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

Top 10 techniques for Early Career Professionals

5. 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



Sue Ellson  

6. Join and/or Follow Professional Associations – you can Follow their Company Pages (even if you are not a member) – if you are a member, make sure you add it in the Licenses/Certifications section and the Organizations section and your Contact Info Website Links (cheaper to join as a student and may be able to access free mentoring)

How to showcase your professional membership on LinkedIn

<https://sueellson.com/blog/how-to-showcase-your-professional-membership-on-linkedin>

Featured

Link

LinkedIn
For Early Career Professionals with Sue Ellson

LinkedIn for Early Career Professionals Wed 11 May 22 1...
linkedin.com

Please register even if you cannot attend live so you can receive a copy of the recording

LinkedIn for Early Career Professionals - with Sue Ellson, Independent LinkedIn Specialist...

Link

LinkedIn
For Creatives with Sue Ellson

LinkedIn for Creatives - Sue Ellson
Sue Ellson

Video recording, PowerPoint slides, Service Details and how to say Thank You to Sue Ellson free information

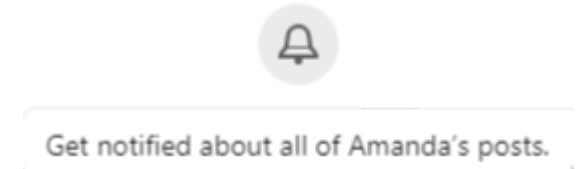
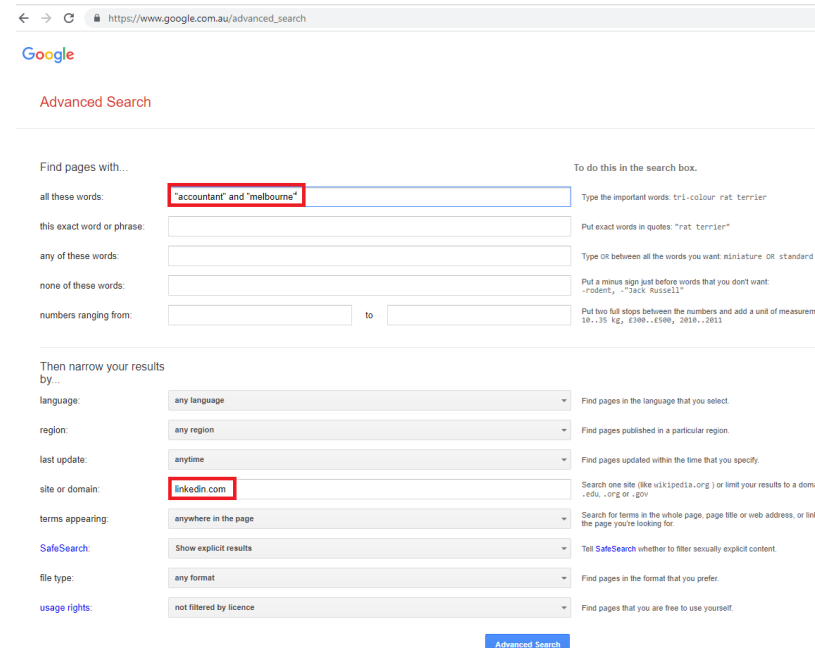
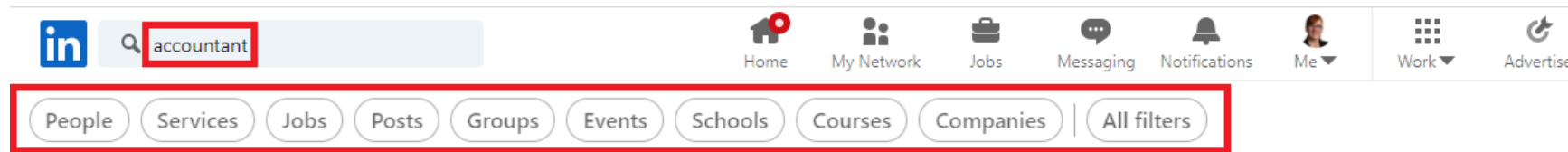
Link

LinkedIn Predictions 2022 with Sue Ellson Independent Linked...
YouTube

<https://sueellson.com/blog/linkedin-predictions-2022> LinkedIn Predictions 2022 with Sue Ellson Independent LinkedIn Specialist #sueellson #linkedin #linkedinpredictions...

Top 10 techniques for Early Career Professionals

7. Find, Connect, Follow, React and Comment - Remember you can do research on LinkedIn and find people and enterprises globally via a Google Advanced Search https://www.google.com.au/advanced_search



20 Ways Your Employees Can Support Your Business On LinkedIn and why they should (employee advocacy) ★ 14
<https://www.linkedin.com/pulse/20-ways-your-employees-can-support-business-linkedin-why-sue-ellson>

Top 10 techniques for Early Career Professionals

8. Share your own story include your skills, talk about your achievements, showcase your work – remember you are at the beginning of this career and your story and content matters (and you can be more than ‘one label’ nowadays).

LinkedIn for Women (Summary Piece)

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

Top Tips for a Professional LinkedIn Social Media Profile Photograph

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

How to write a LinkedIn Profile Summary for your purpose

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

How to write and add achievements to your LinkedIn Profile

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

What to do for your career whilst you are at home

<https://www.linkedin.com/pulse/what-do-your-career-whilst-you-home-sue-ellson>

For those who have had less work experience

<https://www.linkedin.com/in/miamaguire> (Year 12 student)

Top 10 techniques for Early Career Professionals

9. 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 around major topics 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>

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 Early Career Professionals

10. Keep an eye on your Statistics – and download your data at least every six months
<https://www.linkedin.com/psettings/member-data> and <https://sueellson.com/latest-offer> for the spreadsheet

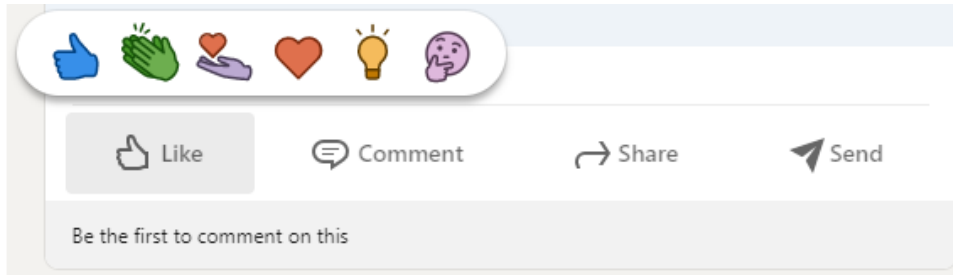
	A	B	C	D
1	LinkedIn Personal Statistics – collect every six months	Sue Sample	Next Date	Next Date
2	– by Sue Ellson			
3	https://sueellson.com	10/05/2022		
4				
5	1. Find out when you joined LinkedIn (go to the last page of results)	21/12/2003		
6	https://www.linkedin.com/psettings/data-log			
7				
8	2. Number of Connections (max 30,000)	21,772		
9	https://www.linkedin.com/mynetwork			
10	60+ min, 500+ in time			
11				
12	3. Number of Followers (max unlimited)	24,044		
13	https://www.linkedin.com/feed/followers			
14	More than Connections – if significantly more, shows thought leadership			
15				
16	4. Number you are Following (max unlimited)	22,147		
17	https://www.linkedin.com/feed/followers			
18	More than Connections – if significantly more, shows you are interested in certain topics			
19				
20	5. Profile Views per 90 days (Reverse stalk)	1,682		
21	https://www.linkedin.com/me/profile-views			
22	100+ per 90 days			
23				
24	6. Search Results for 7 days	795		
25	https://www.linkedin.com/me/search-appearances			
26	50+ per 7 days			
27				
28	7. Number of Featured Skills and Endorsements (max 50)			
29	https://www.linkedin.com/in/YOURURL			
30	Top 3 20+ votes			
31				
32	Skill 1 Writing	93		
33	Skill 2 LinkedIn Training	173		
34	Skill 3 Consulting	147		

Top 10 Ways To Use LinkedIn for Early Career Professionals



Top 10 Ways To Use LinkedIn For Early Career 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

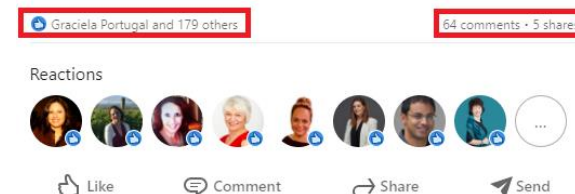
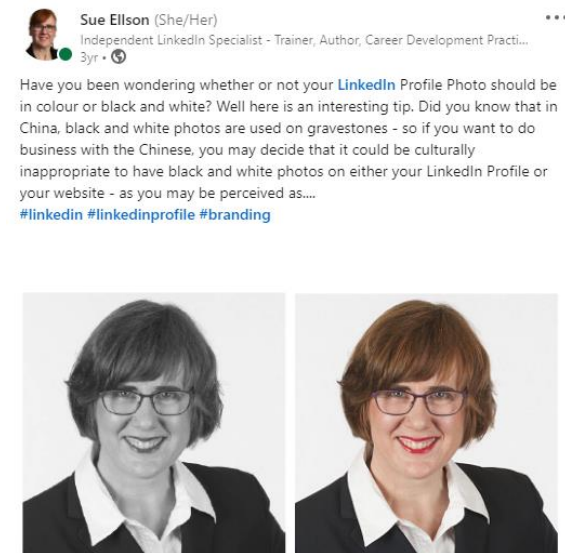


- 2. Provide information for social media posts for your employer**

– 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>

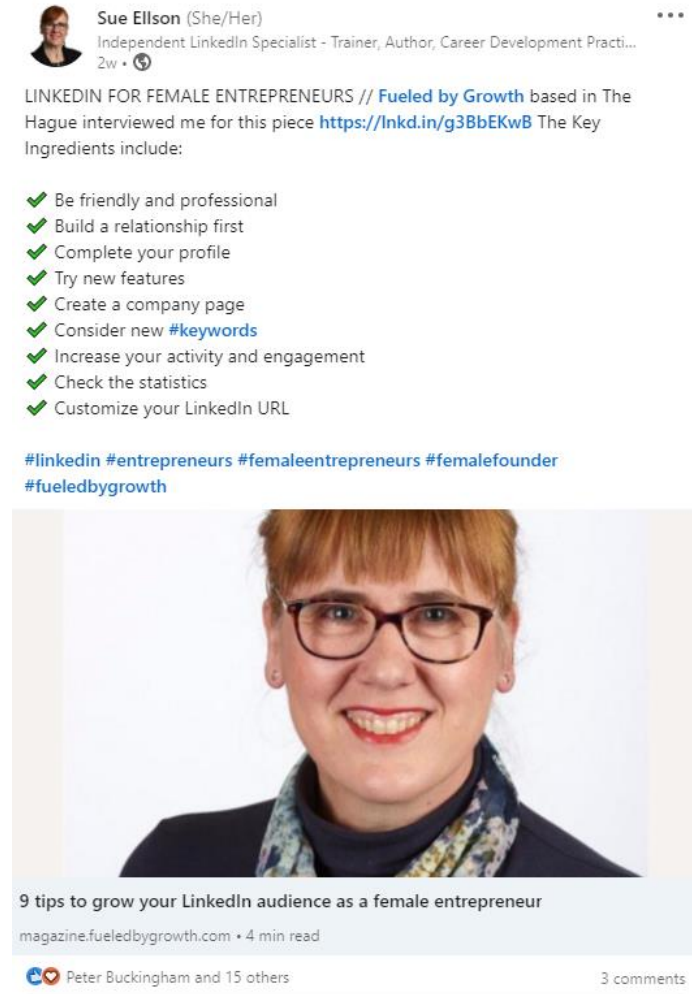


Top 10 Ways To Use LinkedIn For Early Career Professionals

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).

Consider

- events
- newsletters
- polls



The screenshot shows a LinkedIn post from Sue Ellison, an Independent LinkedIn Specialist. The post is titled 'LINKEDIN FOR FEMALE ENTREPRENEURS // Fueled by Growth based in The Hague interviewed me for this piece <https://lnkd.in/g3BbEKwB> The Key Ingredients include:'. Below the title is a list of 9 tips, each preceded by a green checkmark. The tips are: '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', and 'Customize your LinkedIn URL'. Below the list are several hashtags: #linkedin, #entrepreneurs, #femaleentrepreneurs, #femalefounder, and #fueledbygrowth. A video thumbnail shows Sue Ellison smiling. Below the video, the text reads '9 tips to grow your LinkedIn audience as a female entrepreneur' and 'magazine.fueledbygrowth.com • 4 min read'. At the bottom, it says 'Peter Buckingham and 15 others' and '3 comments'.

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

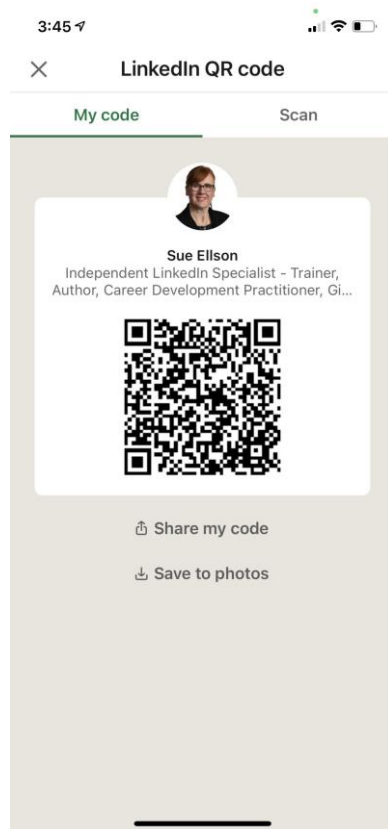
#linkedin #entrepreneurs #femaleentrepreneurs #femalefounder #fueledbygrowth

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 Early Career 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' and/or 'Voluntary Experience' depending on your Personal Objectives.

Make sure you reach out to your 'VIPs' at least once a year to maintain the relationship.

Analytics

Private to you



1,717 profile views

Discover who's viewed your profile.



1,335 post impressions

Check out who's engaging with your posts.
Past 7 days



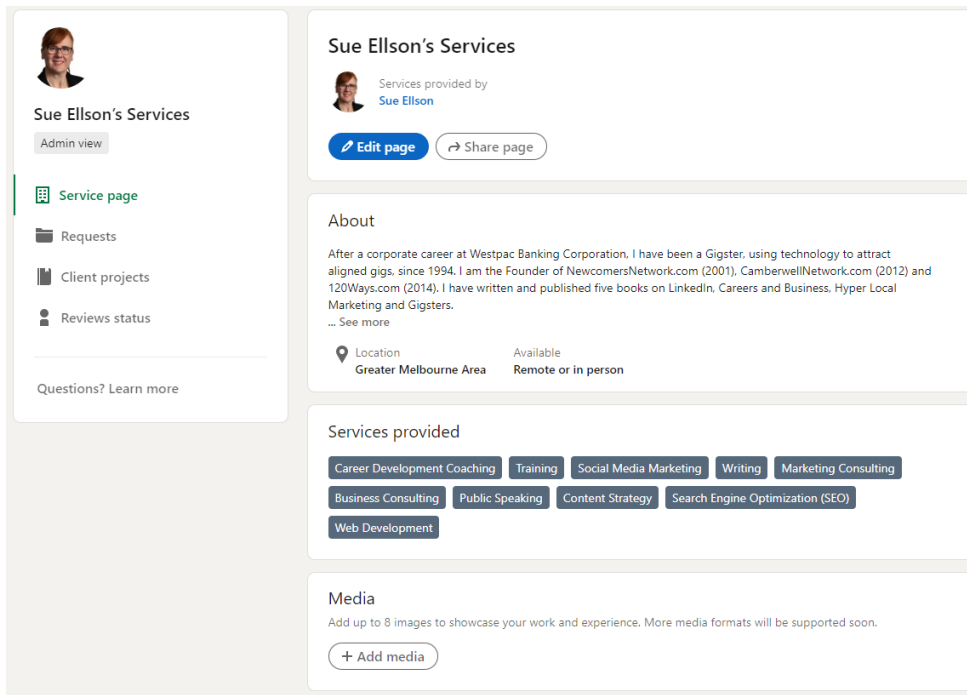
795 search appearances

See how often you appear in search results.

Top 10 Ways To Use LinkedIn For Early Career Professionals

6. Set your goals – who do you want to reach, serve, support etc – decide on this before choosing what you publish on LinkedIn – if you have a side hustle, may be necessary to discuss this with your employer – may also like to fill in ‘Open to – Providing Services.’

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, unwanted Connection requests and triggering comments.



The screenshot shows a LinkedIn profile for Sue Ellson's Services. The profile includes a profile picture, the name 'Sue Ellson's Services', and an 'Admin view' button. The main content area is titled 'Sue Ellson's Services' and features an 'About' section with a detailed bio: 'After a corporate career at Westpac Banking Corporation, I have been a Gigster, using technology to attract aligned gigs, since 1994. I am the Founder of NewcomersNetwork.com (2001), CamberwellNetwork.com (2012) and 120Ways.com (2014). I have written and published five books on LinkedIn, Careers and Business, Hyper Local Marketing and Gigsters. ... See more'. Below the bio, the location is listed as 'Greater Melbourne Area' and the availability is 'Remote or in person'. The 'Services provided' section lists various skills: Career Development Coaching, Training, Social Media Marketing, Writing, Marketing Consulting, Business Consulting, Public Speaking, Content Strategy, Search Engine Optimization (SEO), and Web Development. There is also a 'Media' section with an 'Add media' button.



Top 10 Ways To Use LinkedIn For Early Career Professionals

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



Should you pay for social media ads?

Published on September 10, 2021 | [Edit article](#) | [View stats](#)



Should you pay for social media ads? by Sue Ellson - picture by Marius Spiske perels.com



Sue Ellson
Independent LinkedIn Specialist - Trainer, Author, Career Development Practitioner, Gigster, Business, Social Media Marketing Consultant, Network...

102 articles

Should you pay for social media ads?

By Sue Ellson BBus MIML MAHRI MPC CDAA ASA WV SPN AH

I have been contacted by several businesses recently asking for assistance with purchasing **LinkedIn Ads**. It seems there are very few LinkedIn Ads Specialists across Australia - and this could be for a number of reasons. Perhaps businesses believe that their target audience is on another social media platform. Or they are already familiar with another social media's

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 Early Career Professionals 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/Enterprise
– 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>

Video recordings

<https://sueellson.com/videos>

Next LinkedIn Insight Webinar – LinkedIn for Authors 8 June 2022

<https://www.linkedin.com/events/linkedinforauthors-0onlinewebin6928277575010045952>

Presentations by Sue Ellson in 2022

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

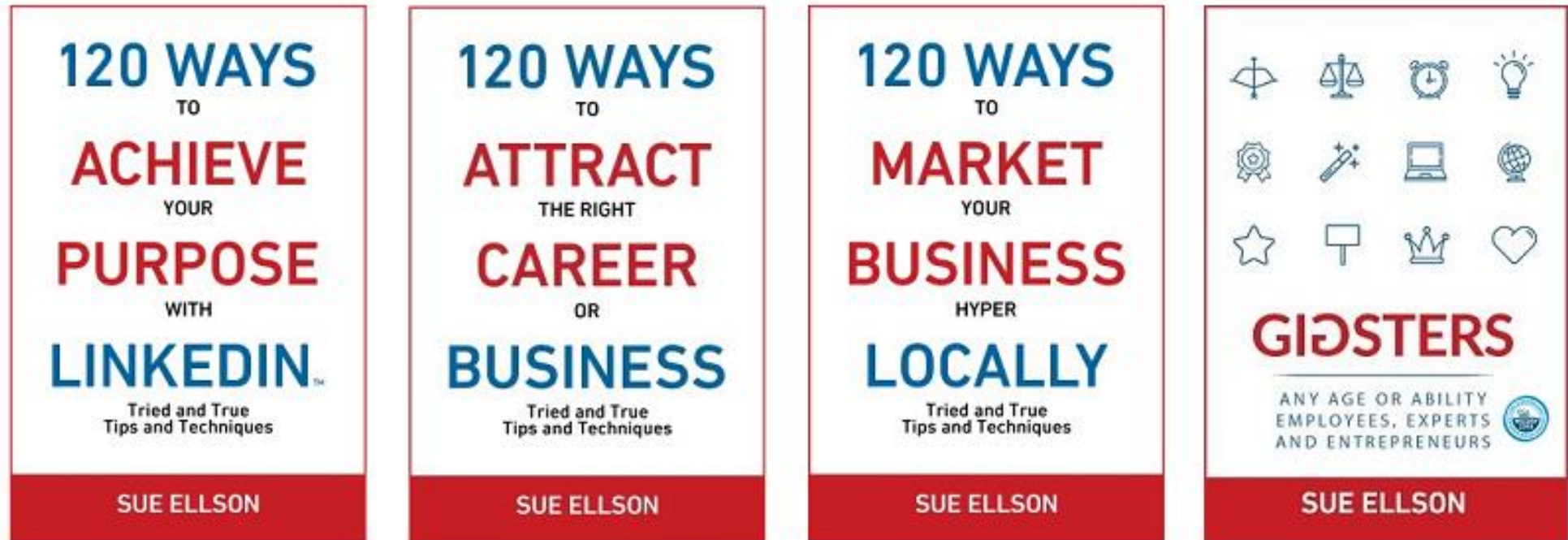
Professional Services

<https://sueellson.com/services> - \$175 per hour up to two people – online can be recorded

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 [LinkedIn](#) or [Eventbrite](#)
- **LinkedIn for Early Career Professionals** 12pm Wednesday 11 May 2022 [LinkedIn Event](#) – [Recording](#)
- **LinkedIn for Creatives** 12pm Wednesday 13 April 22 [LinkedIn Event](#) [Eventbrite](#) – [Recording](#)
- **LinkedIn for Education Professionals** 1pm Wednesday 9 March 2022 [LinkedIn Event](#) – [Recording](#)
- **LinkedIn for Human Resource Professionals** 12pm Wednesday 9 February 2022 [LinkedIn Event](#) – [Recording](#)
- **LinkedIn for Journalists and Media Professionals** 12pm Wednesday 12 January 2022 [LinkedIn Event](#) – [Recording](#)
- **LinkedIn for Board Directors and Senior Leaders** 12pm Wednesday 8 December 2021 [LinkedIn Event](#) – [Recording](#)
- **LinkedIn for CEO's and Business Owners** 12pm Wednesday 3 November 2021 [LinkedIn Event](#) – [Recording](#)
- **LinkedIn for Business Coaches and Career Specialists** 12pm Wednesday 6 October 2021 [LinkedIn Event](#) – [Recording](#)

Special Gift – Free Downloads



- ✓ latest offer <https://sueellson.com/latest-offer>
- LinkedIn statistics and backup spreadsheet
- Usernames and passwords spreadsheet
- my first four books downloadable from ResearchGate

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- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (502 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2> (140 Followers)
- ✓ Twitter <https://twitter.com/sueellson> (392 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (304 Followers)
- ✓ YouTube https://www.youtube.com/channel/UCOhckRXATKRvbqU6GNbys8A?sub_confirmation=1 (64 Subscribers)
- ✓ Sue Ellson Shares LinkedIn Newsletter (4,581 Subscribers) <https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Ellson Email Newsletter (1,493 Subscribers) <http://eepurl.com/hjxQkP>

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> (currently 108 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)