



**MELBOURNE
CAREER
EXPO**

15-17 July 2022

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Online Registration Essential

www.CareerExpo.com.au

10 Ways To Use LinkedIn to Secure the Work You Want

Melbourne Career Expo

Sue Ellson BBus MPC CDAA ASA MPC WV SPN

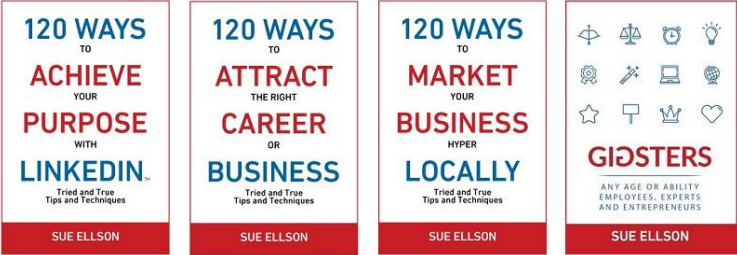
11:30am 17 July 2022

Melbourne Convention and Exhibition Centre



Sue Ellson BBus MPC CDAA ASA MPC WV SPN - Professional

1982 Started work at Westpac in Adelaide
 1987 Started digital literacy and training
 1994 Moved to Melbourne from Adelaide
 1994 Consulting – careers, business, marketing, training
 2001 First website online NewcomersNetwork.com
 2001 Member of the Australian Institute of Management
 2003 Joined LinkedIn 22,490 Connections, 24,892 Followers, 1,535/90 days, 934 searches/7 days
 2005 Member of the Australian Human Resources Institute
 2008 Independent LinkedIn Specialist, Member of Melbourne Press Club
 2012 Started CamberwellNetwork.com
 2014 Teaching at the Centre for Adult Education
 2015 Associate Member of Career Development Association of Australia
 2015 Member of Australian Society of Authors
 2016 Teaching at General Assembly and RMIT Short Courses
 2016 Wrote and published three books –
 120 Ways to Achieve Your Purpose With LinkedIn
 120 Ways To Attract The Right Career Or Business
 120 Ways to Market Your Business Hyper Locally
 2017 Teaching at Monash Training and Professional Development
 2018 Answering questions on Quora.com – Top Writer 2018
 2018 Member of Career Development Association of Australia (CDAA) and Writers Victoria
 2018 & 2019 Top 10 LinkedIn Expert in the Asia Pacific Region
 2019 Member of Small Press Network, Finalist The Australian Career Book Award for
 Fourth book Gigsters – Any Age or Ability Employees, Experts and Entrepreneurs
 2020 Fifth book LinkedIn for me and my career or business
 2022 Two more books – Poems for lovers to read to each other and Poems for me to truly be



Sue Ellson - Voluntary

- 1991 – 1992 Committee Member, Westbourne Park Netball Club
- 1991 – 1992 Fundraising Committee and Assistant Treasurer South Australian United Church Netball Association
- 1991 – 1993 Photographer Mitchell Park Football Club and Morphettville Park Football Club
- 1992 – 1993 Inaugural Secretary/Treasurer & Westpac Representative Australian Institute of Bankers SA Young Banker's Committee
- 1998 – 1998 Fundraising Committee Member, Templestowe Heights Pre School
- 1999 – 1999 Committee Member University of South Australia, Administrative Management Student and Staff Course
- 2001 – 2002 Committee Member, Cultural Tourism Industry Group
- 2001 – 2002 Promotions Executive and Deputy Chair, International Business Group Australian Institute of Management
- 2001 – 2002 Promotions Officer and President Templestowe Valley Pre School
- 2003 – 2007 Committee Member Victorian Community Committee for Harmony
- 2003 – 2009 Media, Communications and Committee Member Victorian Immigrant and Refugee Women's Coalition (VIRWC)
- 2004 – 2011 Parent Helper Scouts Australia (including two Jamborees and one Cuboree)
- 2007 – 2015 Convenor, International Human Resources Network Victoria Australian Human Resources Institute (AHRI)
- 2009 – 2012 Committee Member, Friends of Music Parent Helper Camberwell High School
- 2011 – 2012 Committee Member, Friends of Music Parent Helper Blackburn High School
- 2011 – 2014 Adviser and Facilitator, Camberwell Traders Association
- 2013 – 2014 Consultant to the Media Team St Paul's Anglican Church Canterbury
- 2013 – 2016 Volunteer Foster Carer RSPCA Victoria
- 2014 – 2015 Councillor Victorian State Council Australian Human Resources Institute (AHRI)
- 2001 – now Free Presentations, Training, Events for various organisations and social enterprises Newcomers & Camberwell Networks



#1

Complete your LinkedIn Profile

- fill in as many sections as possible right from the start of your work life
 - full history with achievements, tasks and descriptions
 - fill in Open to Work and/or Providing Services

<https://www.linkedin.com/pulse/what-linkedin-why-should-you-create-good-profile-sue-ellson>

#2

Include your Keywords

- primary keywords in headline (beneath name) and job titles
- secondary keywords in About, Experience, Skills, Education
- posts, articles, videos, newsletters, endorsements, recommendations

<https://www.linkedin.com/pulse/linkedin-keywords-what-primary-secondary-should-you-sue-ellson>

#3

Set up Job Alerts

- search by job title and filters and turn on
 - review other job seeker resources
- consider completing some LinkedIn Learning courses
(free with a local library card)

<https://www.linkedin.com/jobs> and <https://www.linkedin.com/learning>

#4

Start Networking

- Connect with everyone you have worked with
- Connect with friends, family, acquaintances through hobbies and interests
- Connect with people in related professional associations, industry leaders etc
- Connect with fellow students and alumni from secondary & tertiary education
- Follow the Companies and/or Schools where you would like to work
- Attend some online events (but also see who else is going and connect)

<https://www.linkedin.com/pulse/its-what-you-know-who-refers-sue-ellson>

<https://www.kochiesbusinessbuilders.com.au/networkinglocal>

#5

Start Engaging

- interact with your newsfeed reactions and comments
- interact with the posts on the Company or School pages
- provide endorsements, give and receive recommendations
- re-connect with people you know and ask for referrals

<https://www.linkedin.com/pulse/networking-free-paid-online-offline-what-really-works-sue-ellson>

<https://120ways.com/blog/networking-online-five-ways-to-reach-out-via-linkedin>

<https://www.linkedin.com/pulse/20140407042716-77832--authentic-networking-on-linkedin>

#6

Apply for jobs

- include an 'application document'
- tailor your resume and cover letter for each job
- visit the Life section of large Company pages

<https://www.linkedin.com/pulse/multiple-job-search-strategies-work-sue-ellson>

<https://www.linkedin.com/pulse/how-find-job-work-using-linkedin-sue-ellson>

<https://www.linkedin.com/pulse/tips-finding-remote-work-working-from-home-jobs-sue-ellson>

#7

Look for 'warm' leads

- who is looking at your LinkedIn Profile?
- who is engaging with aligned content?
- who do you know at the organisation for some inside information?

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

#8

Voluntary Work

- get out of the house and do something new
 - meet people, gain skills, get referrals
- add achievements to your resume and LinkedIn Profile

<https://www.linkedin.com/pulse/how-help-someone-career-when-wont-listen-your-advice-sue-ellson>

#9

Learn work search skills

- skills to get a job are different to skills to do a job
 - only need 60% competency to apply
 - find a helpful coach, mentor, peer support
- create a current job called 'Career Research – Job Title, Job Title etc' so that the algorithm sees you have a current job

<https://www.businessinsider.com.au/how-to-use-linkedin-to-find-a-job-2018-8>

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

<https://www.linkedin.com/pulse/tough-love-unemployed-job-seekers-between-30-50-years-sue-ellson>

<https://www.linkedin.com/pulse/tough-love-unemployed-job-seekers-over-50-years-age-sue-ellson>

#10

Say Thank You

- say thank you even if you miss out and keep the connection open
- consider writing a review, recommendation or letter of thanks to a referrer
 - say thank you to the friends and family who support you

<https://sueellson.com/blog/my-other-family>

Questions, Demonstration



Email QR Code

Email:

sueellson@sueellson.com

Subject:

Melbourne Career Expo Attendee

Message:

I would like the slides and recording link please



sueellson@sueellson.com or 0402 243 271

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