



**for Students and Future Graduates**

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

Independent LinkedIn Specialist, Author, Educator, Practitioner

10 August 2022

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

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

# Welcome

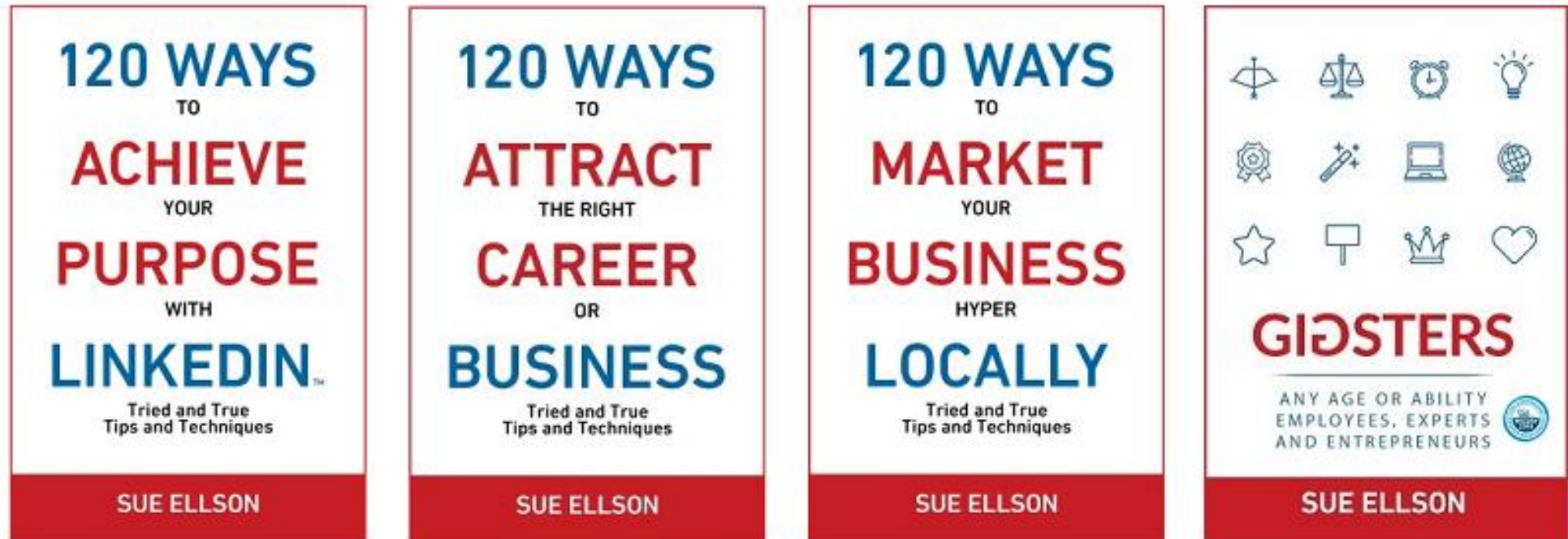
- ✓ top 10 techniques for Students and Future Graduates
- ✓ top 10 ways to use LinkedIn for Students and Future Graduates
- ✓ top 10 ways to manage your LinkedIn activity in 20 minutes per week

(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

✓ different ways you can say thank you  
<https://www.linkedin.com/pulse/sorry-we-dont-have-budget-sue-ellson-1c>

# Follow / Subscribe to Sue Ellson Online



- ✓ LinkedIn Profile <https://www.linkedin.com/in/sueellson> (22,653 Connections, 25,113 Followers)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (552 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2> (141 Followers)
- ✓ Twitter <https://twitter.com/sueellson> (397 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (318 Followers)
- ✓ YouTube [https://www.youtube.com/channel/UCOhckRXATKRvbqU6GNbys8A?sub\\_confirmation=1](https://www.youtube.com/channel/UCOhckRXATKRvbqU6GNbys8A?sub_confirmation=1) (74 Subscribers)
- ✓ TikTok <https://www.tiktok.com/@sueellson> (9 Followers)
- ✓ Sue Ellson Shares LinkedIn Newsletter (4,637 Subscribers)  
<https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Ellson Email Newsletter (1,853 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/about>

# Quick Points

- ✓ acknowledge traditional owners of land where we are all based – **share your location in the chat if you like!**
- ✓ this presentation is for 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 guests who registered to attend
- ✓ 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 one way to say 'thank you'**

# This Presentation

- ✓ for all genders, backgrounds, beliefs, locations
- ✓ for students and future graduates
- ✓ for anyone who supports students and future graduates
- ✓ suggestions and recommendations are based on my experience
- ✓ educational and more to read at...



Anastasiya Gepp, Pexels.com



# Extra Resources



LinkedIn Tips and Tricks for Students <https://www.youtube.com/watch?v=YyBpa4tKipQ>

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

<https://sueellson.com/blog/how-to-choose-your-next-job-or-career>

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

<https://www.slideshare.net/sueellson/how-to-find-school-college-and-university-students-staff-and-alumni-on-linkedin-and-online-by-sue-ellson-for-educateplus>

<https://www.educateplus.edu.au/webinar-how-to-find-school-college-and-university-students-staff-and-alumni-on-linkedin-and-online> (paywall)

<https://www.linkedin.com/pulse/how-find-school-college-university-students-staff-alumni-sue-ellson>

<https://insights.digistorm.com/en-au/linkedin-for-existing-and-prospective-school-parents>

<https://university.linkedin.com> LinkedIn for Higher Education Professionals with links to resources for students

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

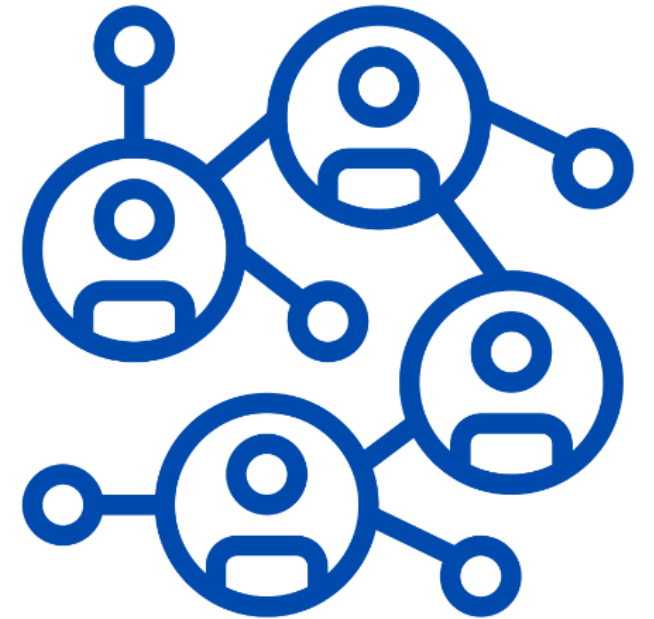
<https://www.linkedin.com/pulse/tough-love-unemployed-job-seekers-under-30-years-age-sue-ellson>

**Today's presentation will be at** <https://sueellson.com/blog/linkedin-for-students-and-future-graduates>



# Specific Students and Future Graduates Tips

- ✓ mention all subjects either studying or completing so you can be part of the alumni even if you don't complete a course
- ✓ all experience, paid and unpaid is worth adding to your LinkedIn Profile
- ✓ connect with everyone you remember and like from any study
- ✓ include digital experience and real life experience
- ✓ it's a database – it needs details – not included, can't be found
- ✓ it's a network – and this provides more security than any one source of income
- ✓ remember that if you don't tell, you can't sell



# Why even bother with LinkedIn?



# Why bother with LinkedIn?

- ✓ You will be Googled – by friends, family, colleagues, recruiters, decision-makers, fellow students (past and present), peers in the industry, current, future and past employees, your neighbours, people at parties etc – LinkedIn is highly optimised for your name if you edit your Public URL
- ✓ 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 Business Profile <https://business.google.com> (free website)
- ✓ 830 million members worldwide and over 17 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 – 59% between 25-34 <https://www.statista.com/statistics/273505/global-linkedin-age-group>
- ✓ 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 and keep a record of what you've done ★ 11

# Top 10 techniques for Students and Future Graduates

– see how many you are already doing!



# Top 10 techniques for Students and Future Graduates

## 1. **Decide who you will connect with** – it is your choice.

You can Ignore connection requests.

Create your own selection criteria – location, industry, likelihood of being sold to, quality of LinkedIn Profile and Activity, creepiness.

My policy, in Australia, photo, detail, reasonable number of connections, not selling

- you can connect with individuals
- you can follow Company Pages (especially if you would like to work there)
- you can find more through a Google Advanced Search  
[https://www.google.com.au/advanced\\_search](https://www.google.com.au/advanced_search)

Ignore

Accept

# Top 10 techniques for Students and Future Graduates

## 2. Complete your LinkedIn Profile in detail

- describe your Achievements (without commercially sensitive information)

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

- complete as many sections as possible

<https://www.linkedin.com/pulse/linkedin-profile-updates-cheat-sheet-sue-ellson>

- include subjects studying and/or completed even if you didn't complete the course

- Make sure your school, college or university has a School Page – if not, ask an admin from the school, college or university of the existing or unclaimed LinkedIn Company Page to fill this out

<https://www.linkedin.com/help/linkedin/ask/CP-primary>


Open to

Add profile section


More

# Top 10 techniques for Students and Future Graduates

**3. Customise your LinkedIn URL** – optimises your name in Google Search Results and can be added to your email signature, website, resumé, CV, 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) 

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



# Top 10 techniques for Students and Future Graduates

**4. Edit your headline and banner** – what 'label' do you want to be remembered for? Do you have multiple purposes? What do you want to be found for? What are your interests? 220 Characters

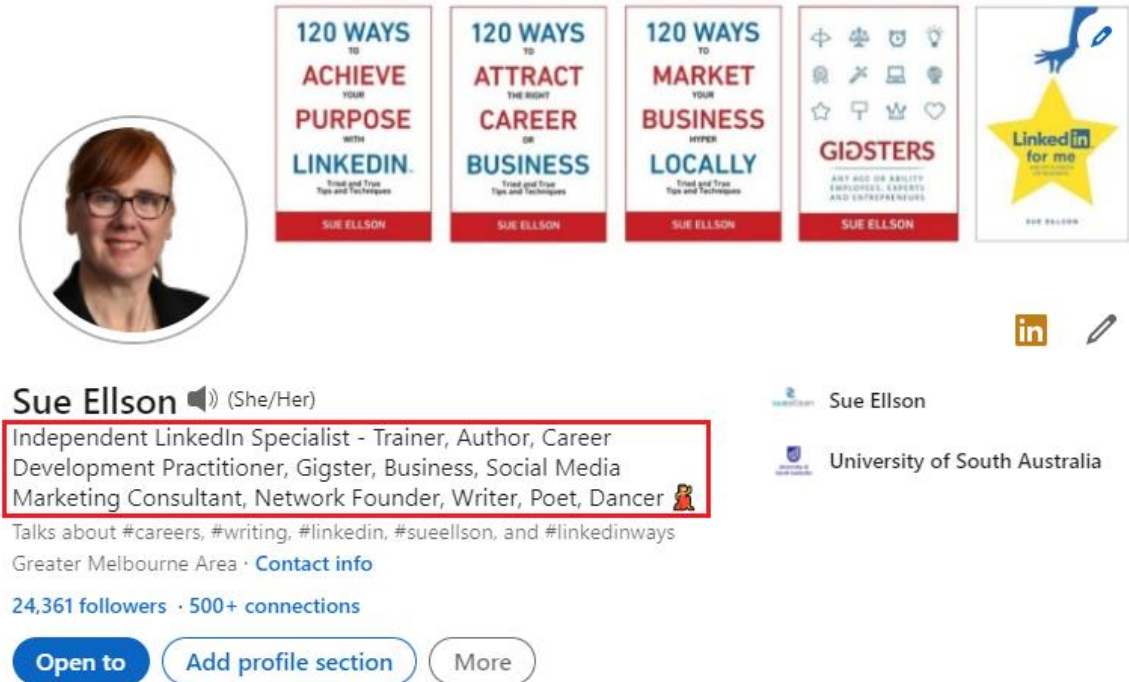
**Photo** – head and shoulders, high neck garment, eyes one third line, hair at top of circle

**Label** - Aspiring Accountant

**Keywords** – Tax, Audit, Reporting, GST, BAS, Budgeting, Planning, Strategy, CPA, Xero, Quickbooks, SAP

**Interests** – Surfer 🏄

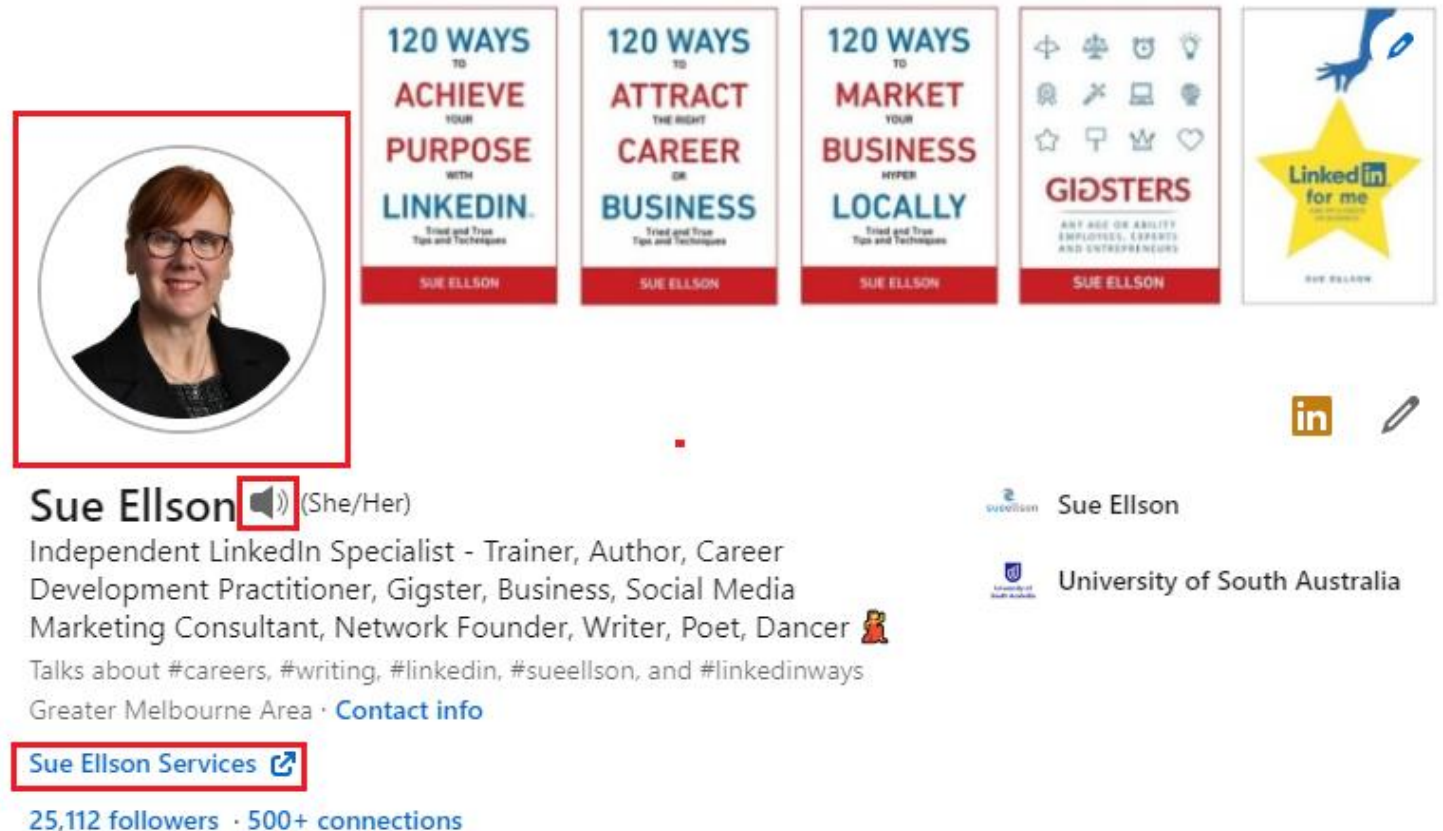
<https://www.linkedin.com/pulse/linkedin-headline-formula-label-keywords-interest-sue-ellson>



# Top 10 techniques for Students and Future Graduates

## 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



The screenshot displays Sue Ellson's LinkedIn profile. On the left is a circular profile picture of Sue Ellson, a woman with red hair and glasses, wearing a dark blazer. To the right of the profile picture are five featured images: four book covers titled '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', and 'GIGSTERS', all by Sue Ellson; and a fifth image titled 'LinkedIn for me' featuring a yellow star and a hand icon. Below the profile picture, the name 'Sue Ellson' is followed by a speaker icon and '(She/Her)'. Her bio reads: 'Independent LinkedIn Specialist - Trainer, Author, Career Development Practitioner, Gigster, Business, Social Media Marketing Consultant, Network Founder, Writer, Poet, Dancer'. Below the bio is a link to 'Sue Ellson Services' with an external link icon. At the bottom, it shows '25,112 followers · 500+ connections'. On the right side of the profile, there are icons for the LinkedIn mobile app and a pencil icon for editing, followed by the text 'Sue Ellson' and 'University of South Australia'.

**Sue Ellson** (She/Her)

Independent LinkedIn Specialist - Trainer, Author, Career Development Practitioner, Gigster, Business, Social Media Marketing Consultant, Network Founder, Writer, Poet, Dancer

Talks about #careers, #writing, #linkedin, #sueellson, and #linkedinways

Greater Melbourne Area · [Contact info](#)

[Sue Ellson Services](#)

25,112 followers · 500+ connections

[in](#)

[Sue Ellson](#)

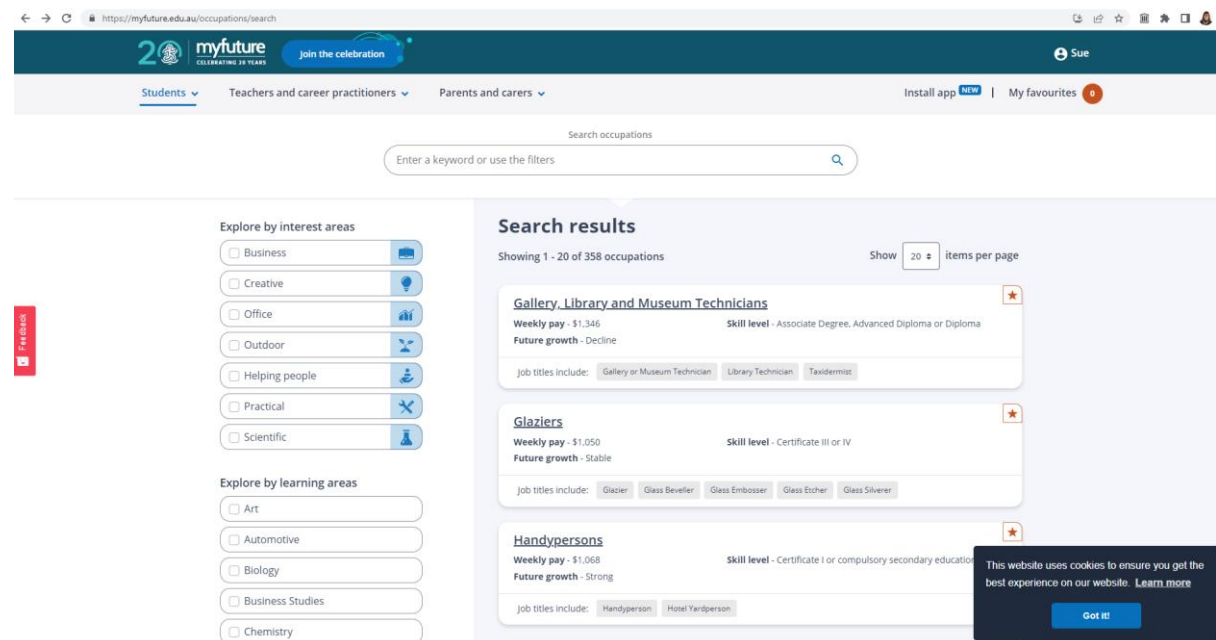
[University of South Australia](#)

# Top 10 techniques for Students and Future Graduates

**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 – whilst you are still studying, you can access free or low cost membership – so pay up for 12 months so your first year outside of study is a lot more affordable

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

<https://myfuture.edu.au/occupations/search> and choose a job then 'Industry Websites'



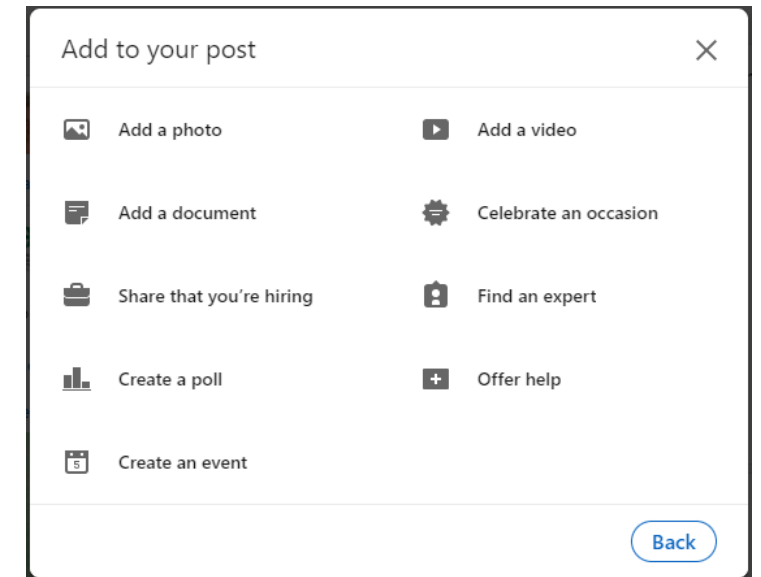
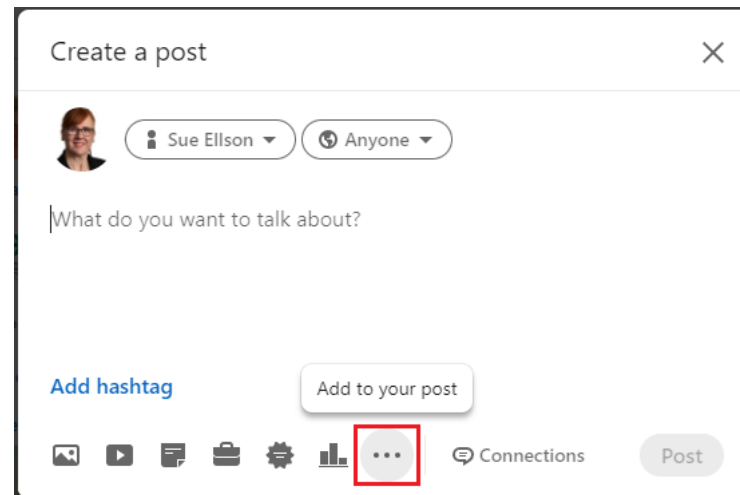
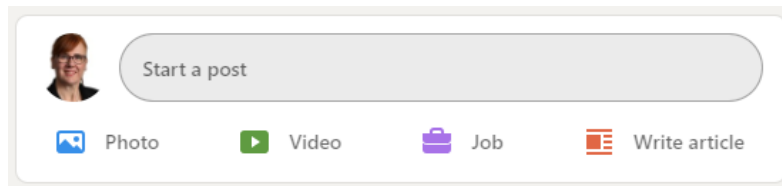
# Top 10 techniques for Students and Future Graduates

## 7. Consider how you will engage on LinkedIn

**Engage** – like, comment, share, endorse skills and write recommendations for your connections

**Curate** – find content elsewhere and share as a post

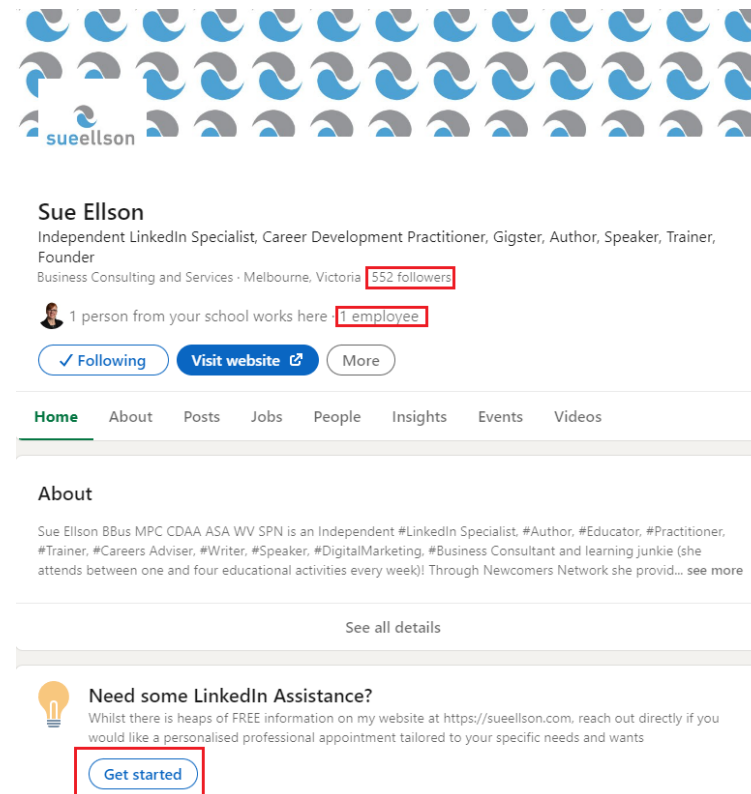
**Create** – prepare your own content and share as posts (newsfeed), articles (blog), events, newsletters, lives, audio, messaging



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

# Top 10 techniques for Students and Future Graduates

**8. Consider creating a Company Page for your Name** – this is a way to ‘collect’ all of your work in one location and for you, even as an enterprise of one, to build your number of Followers. Definitely needed if you have your own enterprise or side hustle (can also include Lead Generation form)



<https://www.linkedin.com/pulse/how-maximise-your-company-profile-linkedin-sue-ellson>

# Top 10 techniques for Students and Future Graduates

**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>

**Can hide your profile**

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

**Can temporarily deactivate / hibernate no need to delete** <https://www.linkedin.com/psettings/>

<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 Students and Future Graduates

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

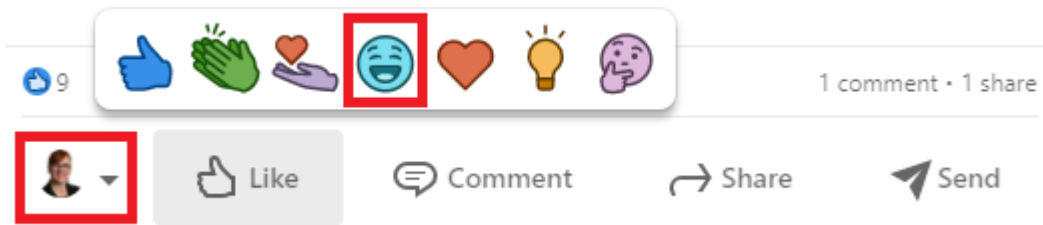


# Top 10 Ways To Use LinkedIn for Students and Future Graduates



# Top 10 Ways To Use LinkedIn For Students and Future Graduates

1. **Increase your Engagement Ratio** – it is about you ‘listening’ as well as ‘speaking’ so be a ‘Personal Encourager’ and increase number of engagements per post you publish – people like it when you like their stuff! Even better if you Comment as well. Great if you can respond to all @Mentions, your School or Employer Content and it also helps the LinkedIn algorithm understand what you like

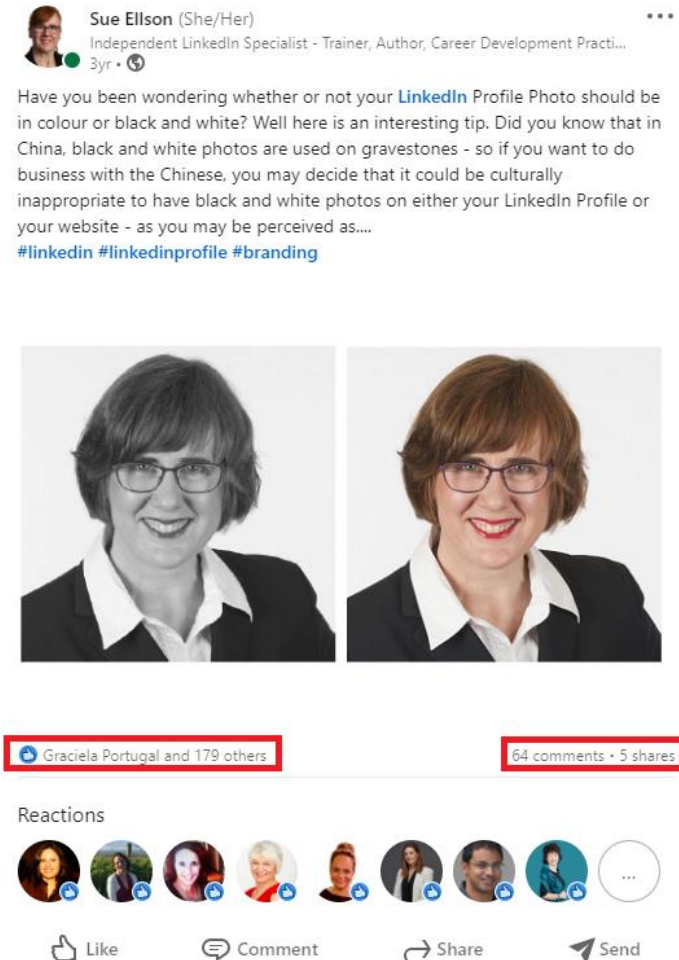


# Top 10 Ways To Use LinkedIn For Students and Future Graduates

## 2. Provide information for social media posts

– 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? Do you support your school, college or university posts? Can you provide details of information you have found that others may find of interest?



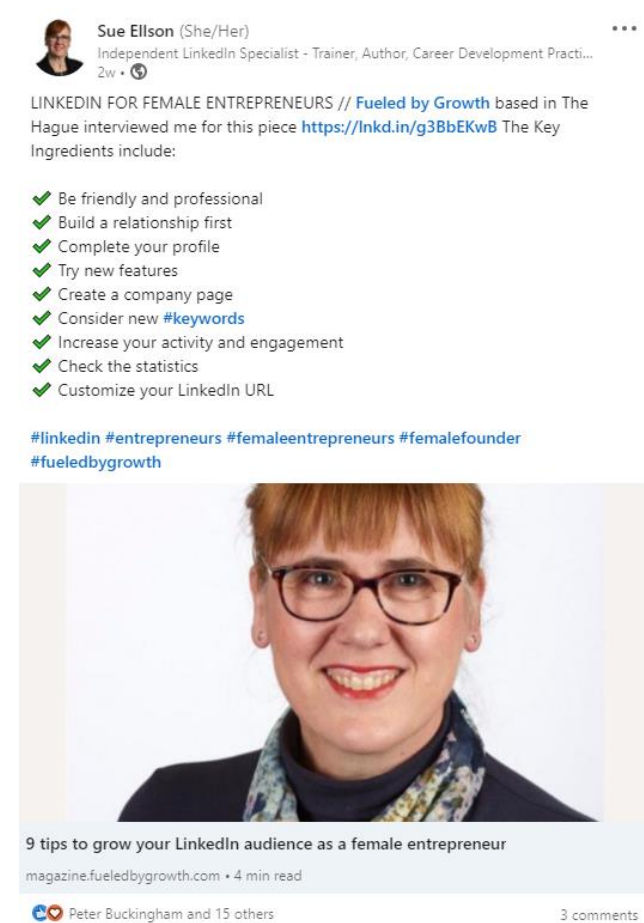
<https://www.linkedin.com/pulse/20-ways-encourage-linkedin-post-go-viral-sue-ellson>

# Top 10 Ways To Use LinkedIn For Students and Future Graduates

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
- articles
- video
- audio



# Top 10 Ways To Use LinkedIn For Students and Future Graduates

**4. 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 or visit their LinkedIn Profile and click on the Notification Bell so you can be informed when they Post.



## Analytics

 Private to you



**1,608 profile views**

Discover who's viewed your profile.



**8,253 post impressions**

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

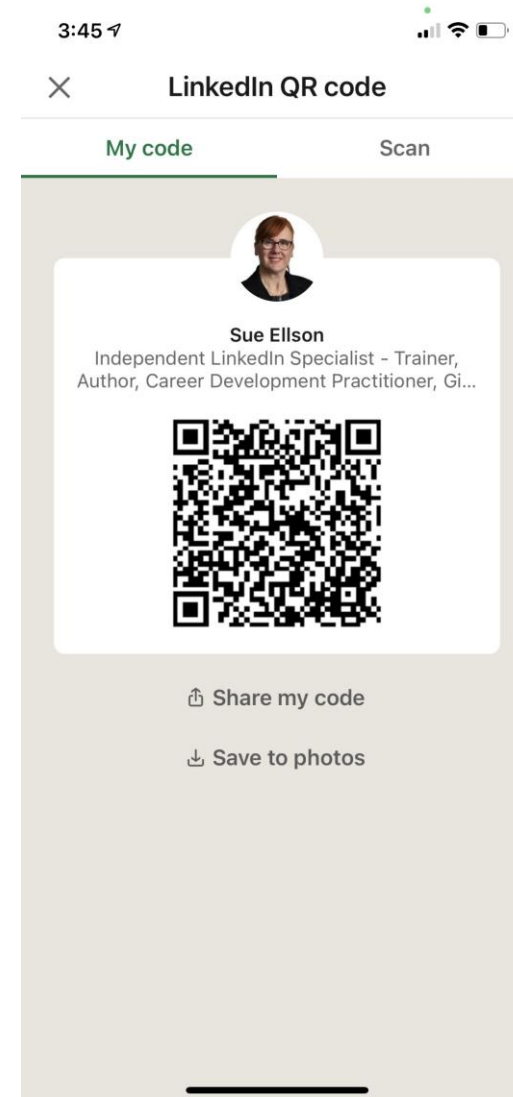


**803 search appearances**

See how often you appear in search results.

# Top 10 Ways To Use LinkedIn For Students and Future Graduates

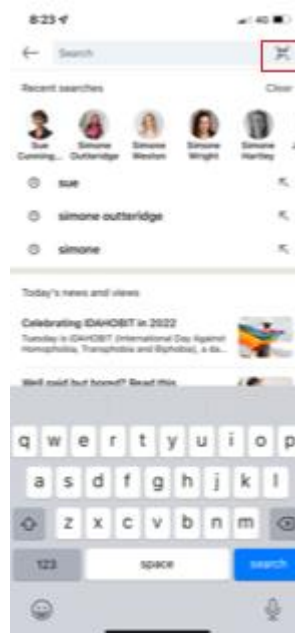
**5. Add Connections** – everyone you meet from now on and match it to your phone and other VIP contact lists – don't choose Connect or Follow, choose the three dots ... and Personalise the invite with a message about where you have met – international as well



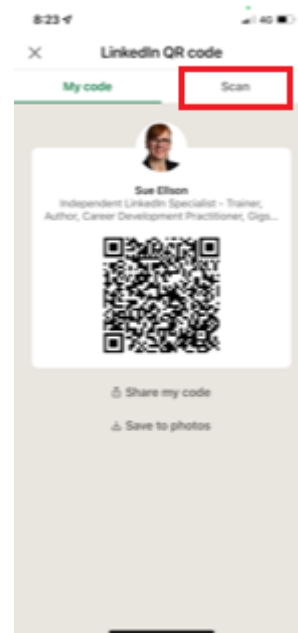
# Connect with me on LinkedIn – part 1



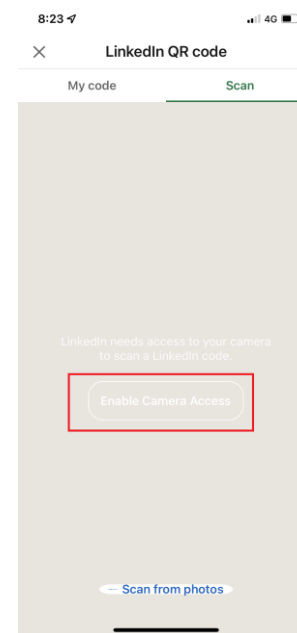
1. Open LinkedIn App and press in Search Box



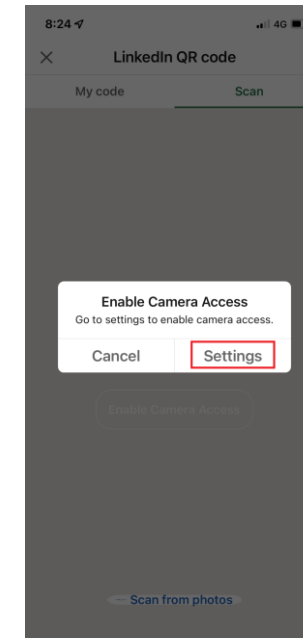
2. Press dots on top right hand side of screen



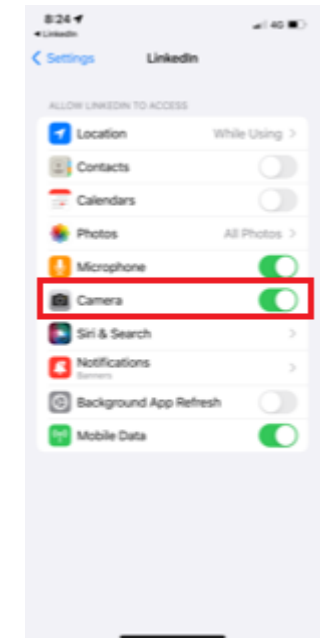
3. Press Scan



4. Press Enable Camera Access



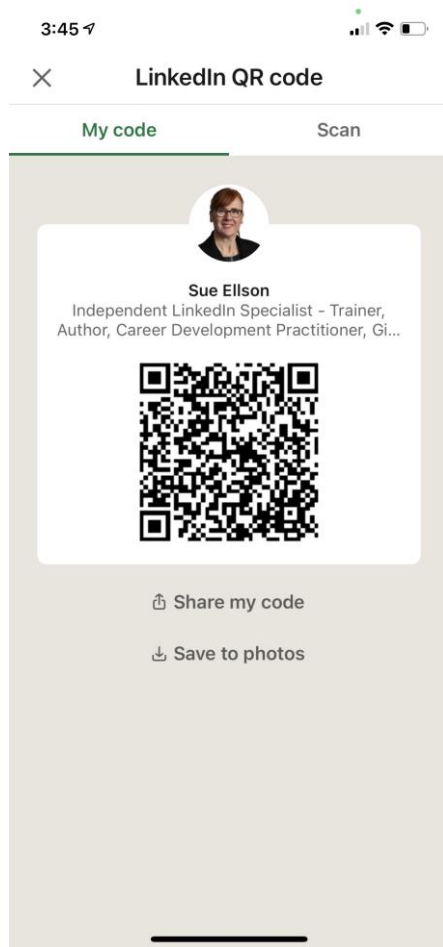
5. Select Settings on your Phone



6. In LinkedIn Settings, turn on Camera



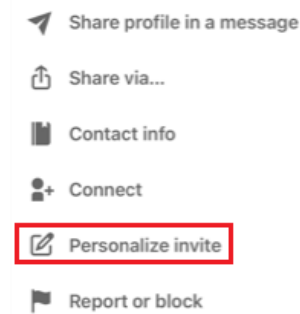
# Connect with me on LinkedIn – part 2



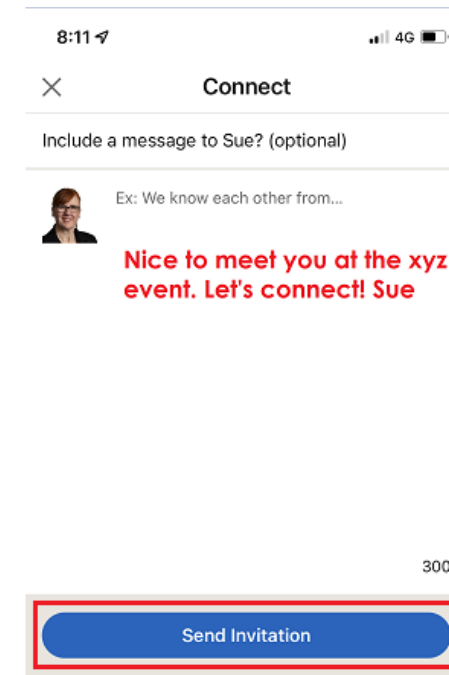
7. Use your phone to Scan this code on the screen



8. Press the three dots next to the Message button



9. Select Personalize Invite



10. Type up a brief message, Send Invitation to Connect

From now on, please connect with everyone you meet in person using your LinkedIn App on your phone

# Top 10 Ways To Use LinkedIn For Students and Future Graduates

**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.’

The screenshot displays a LinkedIn profile for 'Sue Ellson's Services'. On the left is a sidebar with a profile picture of Sue Ellson, the name 'Sue Ellson's Services', an 'Admin view' button, and a menu with 'Service page' (highlighted), 'Requests', 'Client projects', and 'Reviews status'. Below the menu is a link 'Questions? Learn more'. The main content area on the right includes a header with the name 'Sue Ellson's Services', a sub-header 'Services provided by Sue Ellson', and buttons for 'Edit page' and 'Share page'. Below this is an 'About' section with a paragraph about her career and founding of several networks, followed by a 'Location' field set to 'Greater Melbourne Area' and an 'Available' field set to 'Remote or in person'. The 'Services provided' section lists various skills in tags: Career Development Coaching, Training, Social Media Marketing, Writing, Marketing Consulting, Business Consulting, Public Speaking, Content Strategy, Search Engine Optimization (SEO), and Web Development. At the bottom is a 'Media' section with a note about adding images and an 'Add media' button.

**Sue Ellson's Services**

Services provided by Sue Ellson

[Edit page](#) [Share page](#)

**About**

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

**Location**  
Greater Melbourne Area

**Available**  
Remote or in person

**Services provided**

Career Development Coaching Training Social Media Marketing Writing Marketing Consulting

Business Consulting Public Speaking Content Strategy Search Engine Optimization (SEO)

Web Development

**Media**

Add up to 8 images to showcase your work and experience. More media formats will be supported soon.

[+ Add media](#)

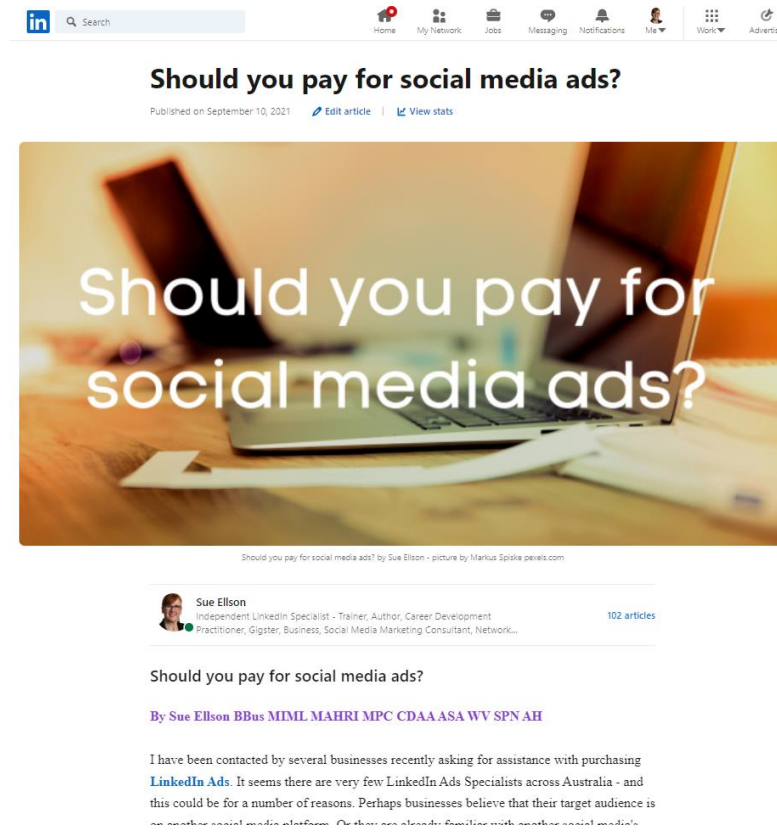
# Top 10 Ways To Use LinkedIn For Students and Future Graduates

**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.



# Top 10 Ways To Use LinkedIn For Students and Future Graduates

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



# Top 10 Ways To Use LinkedIn For Students and Future Graduates

## 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. Join the dots between your website, social media, reviews, directory links and other links (including media and other websites where you are listed)



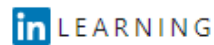
# Top 10 Ways To Use LinkedIn For Students and Future Graduates

## 10. Remember that Consistency is Key, abide by the LinkedIn User Agreement and keep learning!

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>

**Keep learning** - school email or library card gives free access to <https://www.linkedin.com/learning>  
micro credentials



Welcome

Choose an account

 RMIT University	→
 Personal account	→

# 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 – two reactions (likes) and one lengthy comment
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 School/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 (once every three months, publish an article)
7. Reflect on your statistics, activity and results and make plans for next week (consider providing endorsements, writing recommendations, giving kudos etc) – 3 minutes



**Subscribe to Sue Ellson Shares LinkedIn Newsletter**

<https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>



# Where to from here?

## Please choose three things to do in three days



# Publications and Upcoming Events

**Today's recording – LinkedIn for Students and Future Graduates**

<https://sueellson.com/blog/linkedin-for-students-and-future-graduates>

**Publications**

<https://sueellson.com/publications>

**Video recordings**

<https://sueellson.com/videos>

**Register for next LinkedIn Insight Webinar – LinkedIn for Tradespeople 14 September 2022 12pm**

<https://www.linkedin.com/events/linkedinfortradespeoplewithsuee6962259628139188224>

**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 – also do group presentations for schools, colleges and universities – recommend second last year (Year 11) in secondary school and first year and first term at university (not just graduation) \$700 includes recording

# 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 [LinkedIn Event](#) or [Eventbrite](#)
- **LinkedIn for Students and Future Graduates** 12pm 10 August 2022 [LinkedIn Event](#) – [Recording](#)
- **LinkedIn for Women** 12pm Wednesday 13 July 2022 [LinkedIn Event](#) - [Recording](#)
- **LinkedIn for Authors** 12pm Wednesday 8 June 2022 [LinkedIn Event](#) - [Recording](#)
- **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](#)

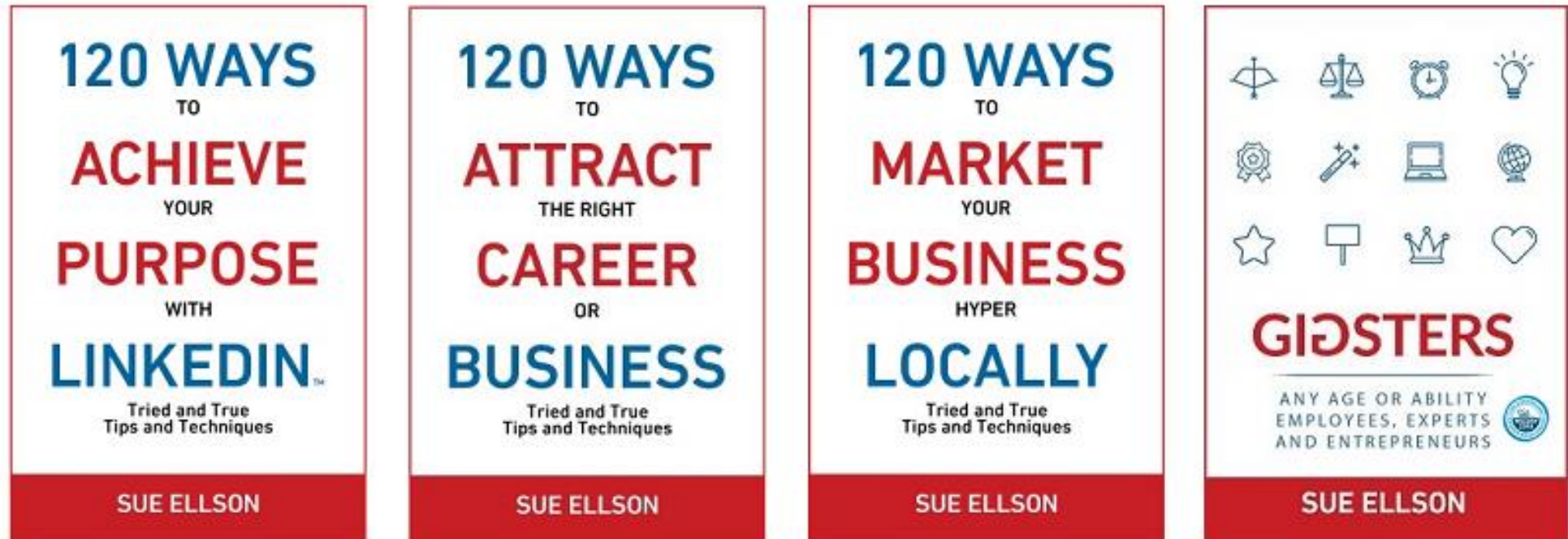
# Follow / Subscribe to Sue Ellson Online



- ✓ LinkedIn Profile <https://www.linkedin.com/in/sueellson> (22,653 Connections, 25,113 Followers)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (552 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2> (141 Followers)
- ✓ Twitter <https://twitter.com/sueellson> (397 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (318 Followers)
- ✓ YouTube [https://www.youtube.com/channel/UCOhckRXATKRvbqU6GNbys8A?sub\\_confirmation=1](https://www.youtube.com/channel/UCOhckRXATKRvbqU6GNbys8A?sub_confirmation=1) (74 Subscribers)
- ✓ TikTok <https://www.tiktok.com/@sueellson> (9 Followers)
- ✓ Sue Ellson Shares LinkedIn Newsletter (4,637 Subscribers)  
<https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Ellson Email Newsletter (1,853 Subscribers)  
<http://eepurl.com/hjxQkP>



# 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

✓ different ways you can say thank you  
<https://www.linkedin.com/pulse/sorry-we-dont-have-budget-sue-ellson-1c>

# What has been most helpful to you today?

# What questions do you have?

## Choose your way to say thank you



- ✓ Add a comment in the Zoom chat now
- ✓ Create a social media post with a link to the slides and recording and @mention Sue Ellson  
<https://sueellson.com/blog/linkedin-for-students-and-future-graduates>
- ✓ Connect on LinkedIn and endorse Skills or write a Recommendation <https://www.linkedin.com/in/sueellson>
- ✓ Write a Google Review <https://g.page/sue-ellson-author/review> (currently 114 Reviews)
- ✓ Follow Sue Ellson's Socials or Contact directly <https://sueellson.com/contact>



Google Review



Follow Socials / Contact