



**for Career Changers**

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

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12 October 2022

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

# Welcome

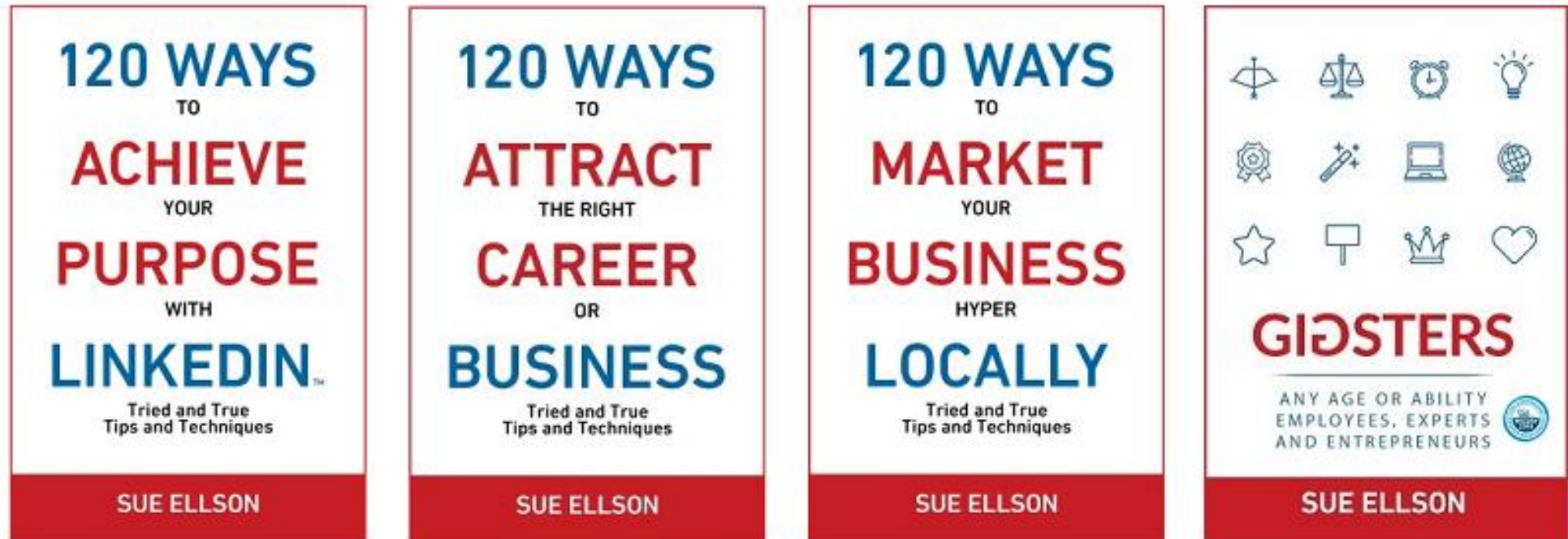
- ✓ top 10 techniques for Career Changers
- ✓ top 10 ways to use LinkedIn for Career Changers
- ✓ top 10 ways to manage your LinkedIn activity in 20 minutes per week

**(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>
  - usernames and passwords spreadsheet
  - LinkedIn statistics and backup spreadsheet
  - social media statistics spreadsheet
  - my first four books downloadable from ResearchGate

✓ how can you 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> (23,051 Connections, 25,672 Followers)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (574 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2> (143 Followers)
- ✓ Twitter <https://twitter.com/sueellson> (405 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (328 Followers)
- ✓ YouTube [https://www.youtube.com/channel/UCOhckRXATKRvbqU6GNbys8A?sub\\_confirmation=1](https://www.youtube.com/channel/UCOhckRXATKRvbqU6GNbys8A?sub_confirmation=1) (101 Subscribers)
- ✓ TikTok <https://www.tiktok.com/@sueellson> (17 Followers)
- ✓ Sue Ellson Shares LinkedIn Newsletter (4,643 Subscribers)  
<https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Ellson Email Newsletter (1,846 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 – **what are you going from and to in the chat?**
- ✓ this presentation is for people of all backgrounds and it is 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. Information correct at time of publication
- ✓ 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'** – pro bono webinar
  - LinkedIn Endorsement for 'LinkedIn' or Recommendation, Google Review, Follow on Socials, Donate to a charity





# This Presentation

- ✓ for all genders, backgrounds, beliefs, locations
- ✓ for Career Changers
- ✓ for anyone who supports Career Changers
- ✓ suggestions and recommendations are based on my experience
- ✓ educational and more to review at...

## Career Development for over 40's

Event Friday 21 October 2022 in Melbourne 10am – 2pm \$135

<https://www.cae.edu.au/courses/career-development-for-the-over-40s-am43-sc>

<https://www.linkedin.com/pulse/how-choose-your-next-job-career-sue-ellson>

<https://article.tutorsfield.com.au/2022/10/02/what-is-most-important-when-choosing-a-job>

<https://sueellson.medium.com/context-the-critical-decider-of-your-career-right-now-a2abb438e8f2>

<https://www.linkedin.com/pulse/can-unemployment-good-you-sue-ellson>



Le Vy, Pexels.com

# Extra Resources

<https://sueellson.com/blog/mature-age-workers-and-ageism-in-the-workplace> including additional resources

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

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

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

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

Other LinkedIn Insights Webinar Slides and Recordings

<https://sueellson.com/presentations/free-linkedin-insight-online-webinars-and-recordings>

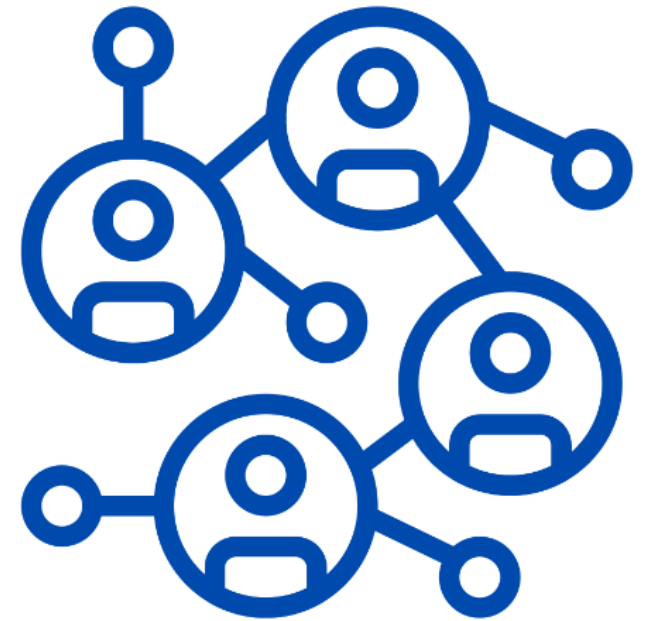
**Today's slides and recording will be at** <https://sueellson.com/blog/linkedin-for-career-changers>





# Specific Career Changers Tips

- ✓ connect with everyone you meet, remember and/or like, find people in your new area of interest too
- ✓ remember that your photo, headline (three lines of text underneath your name), your About / Summary and your current position are the four main parts of your profile – **you do not need a second LinkedIn Profile**
- ✓ all experience, paid and unpaid is worth adding to your LinkedIn Profile – and put transferable skills and keywords wherever you can
- ✓ 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
- ✓ many career changers are anxious that they do not have any experience  
- networking, referrals and voluntary work can be the three best ways to find work



# Why even bother with LinkedIn?



# Why bother with LinkedIn?

- ✓ You will be Googled – by recruiters, decision-makers, prospects, customers, clients, friends, family, colleagues, 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? Yourbusiness.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)
- ✓ 850 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

# Top 10 techniques for Career Changers

– see how many you are already doing!



# Top 10 techniques for Career Changers

## 1. Connect with everyone you meet online or offline FROM NOW ON

Everyone you message.

Everyone you like who visits your LinkedIn Profile.

Everyone you meet when you are out and about in person.

You can create your own personal database and you can do it live via your phone too.

You can Ignore connection requests if you don't want to connect with someone. 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 Career Changers

## 2. Complete your LinkedIn Profile in detail

- Save your LinkedIn Profile details (PDF will do most) and Get a Copy of your Data before changing your Profile <https://www.linkedin.com/mypreferences/d/download-my-data>
- make sure your headline has all of your keywords – think about who you would like to find your profile <https://www.linkedin.com/pulse/linkedin-headline-formula-label-keywords-interest-sue-ellson>
- describe your Achievements (without commercially sensitive information) <https://www.linkedin.com/pulse/how-write-add-achievements-your-linkedin-profile-sue-ellson>
- review your skills and put the most important ones in the top three selection even if you don't have as many endorsements
- complete as many sections as possible <https://www.linkedin.com/pulse/linkedin-profile-updates-cheat-sheet-sue-ellson>
- the key locations for your new career keywords are
  1. Headline (can use the word 'Future' or 'Aspiring')
  2. Current Job Title
  3. Past Job Title
  4. Throughout as many other sections as possible (including Education)
- ask for Recommendations (you have reviews elsewhere, why not have them on LinkedIn too?)

Open to


Add profile section

More





# Top 10 techniques for Career Changers

**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 Career Changers

**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

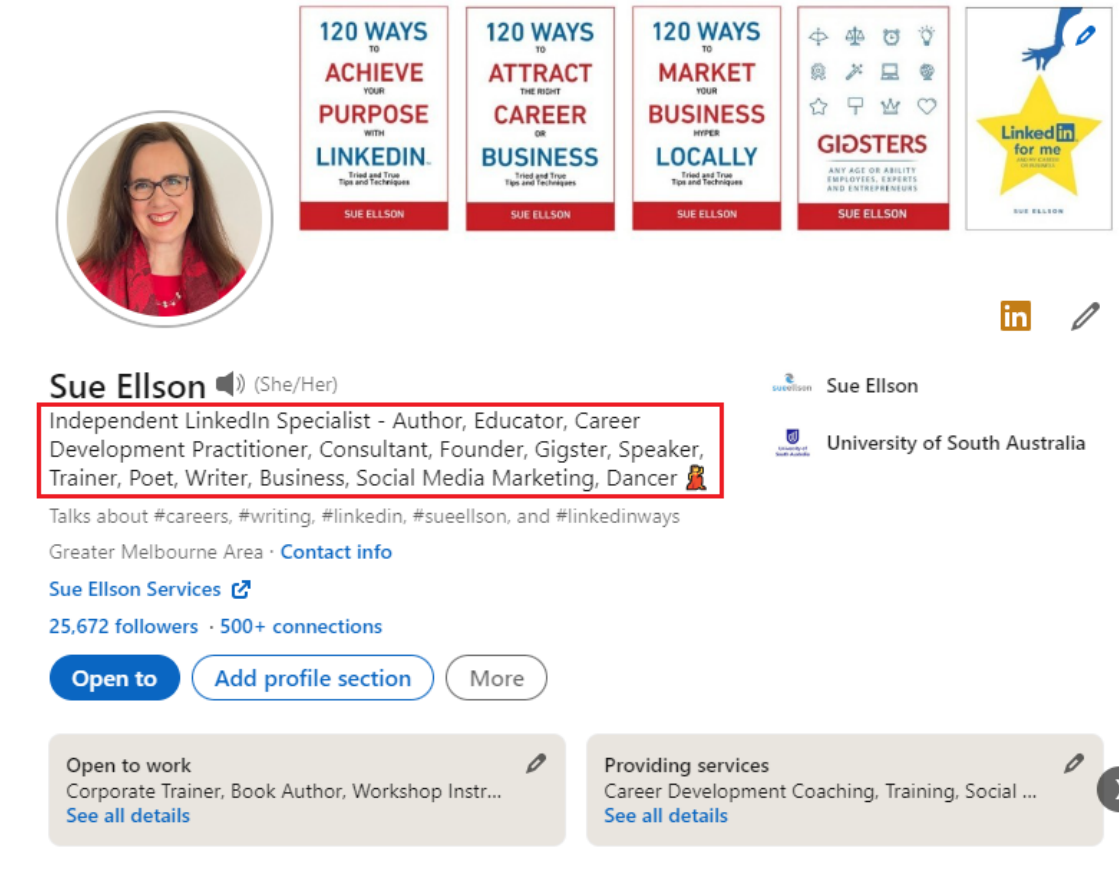
**Photo** – head and shoulders, high neck garment, eyes one third line, hair at top of circle

**Label** – Aspiring Artist and Painter

**Keywords** – Contemporary Impressionism, Commissions, Art Gallery Exhibitions, Oils, Acrylics, Custom Design, Murals, Drawings, Book Illustrations

**Interests** – Foodie 😊

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



# Top 10 techniques for Career Changers

## 5. Add your multimedia bling via the LinkedIn Mobile Phone App

- video introduction on your face
- audio announcement of your name
- video link in the Featured Section

\* Can also add media images in the Providing Services Section from the Open To button

The screenshot shows Sue Ellson's LinkedIn profile. A red box highlights her profile picture. Another red box highlights the speaker icon next to her name. A third red box highlights the 'Sue Ellson Services' link. A fourth red box highlights the 'Open to' button. The profile includes a banner with five book covers: '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', 'GIGSTERS', and 'LinkedIn for me'. The bio states she is an Independent LinkedIn Specialist with various roles. The 'Providing services' section lists Career Development Coaching, Training, and Social Media Marketing.

**Sue Ellson** (She/Her)

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

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

Greater Melbourne Area · [Contact info](#)

[Sue Ellson Services](#)

25,672 followers · 500+ connections

[Open to](#) [Add profile section](#) [More](#)

**Open to work**  
Corporate Trainer, Book Author, Workshop Instr...  
[See all details](#)

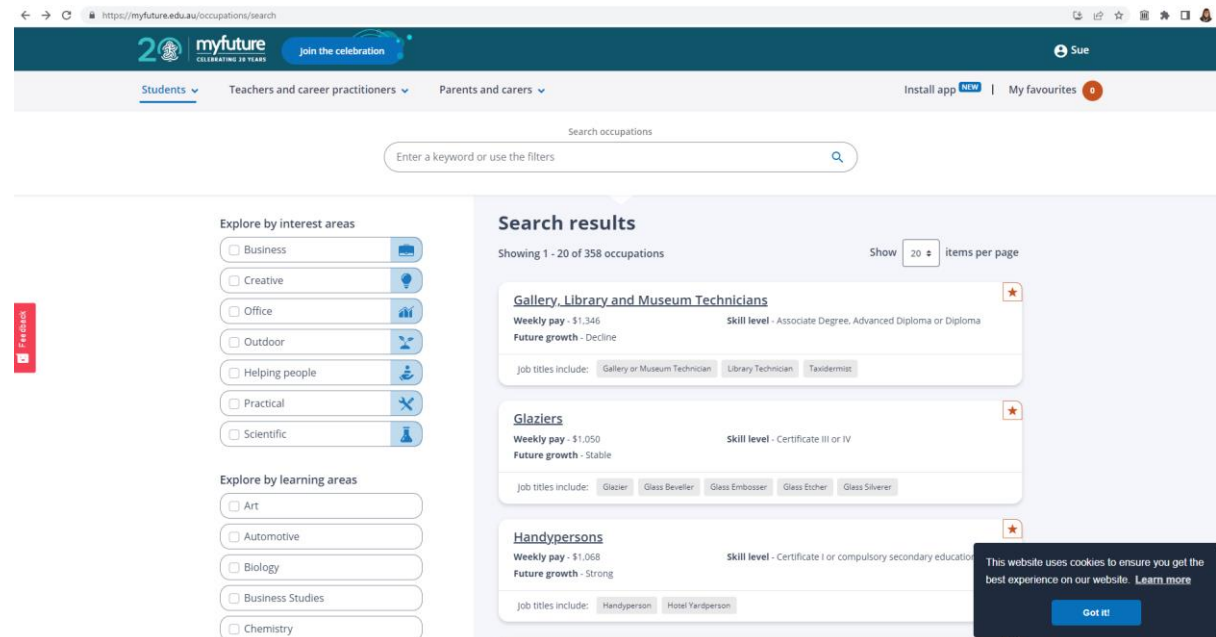
**Providing services**  
Career Development Coaching, Training, Social ...  
[See all details](#)

# Top 10 techniques for Career Changers

**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. If you are still a student, it is cheaper to join

<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'



The screenshot shows the myfuture.edu.au website interface. The header includes the myfuture logo, navigation links for Students, Teachers and career practitioners, and Parents and carers, along with an 'Install app' button and a 'My favourites' button. A search bar is present with the placeholder text 'Enter a keyword or use the filters'. The main content area is divided into two sections: 'Explore by interest areas' and 'Explore by learning areas'. The 'Explore by interest areas' section lists various categories with checkboxes and icons: Business, Creative, Office, Outdoor, Helping people, Practical, and Scientific. The 'Explore by learning areas' section lists: Art, Automotive, Biology, Business Studies, and Chemistry. The 'Search results' section displays a list of occupations. The first result is 'Gallery, Library and Museum Technicians', showing a weekly pay of \$1,346, a skill level of Associate Degree, Advanced Diploma or Diploma, and a future growth of Decline. The second result is 'Glaziers', showing a weekly pay of \$1,050, a skill level of Certificate III or IV, and a future growth of Stable. The third result is 'Handypersons', showing a weekly pay of \$1,068, a skill level of Certificate I or compulsory secondary education, and a future growth of Strong. A cookie notice is visible at the bottom right of the page.

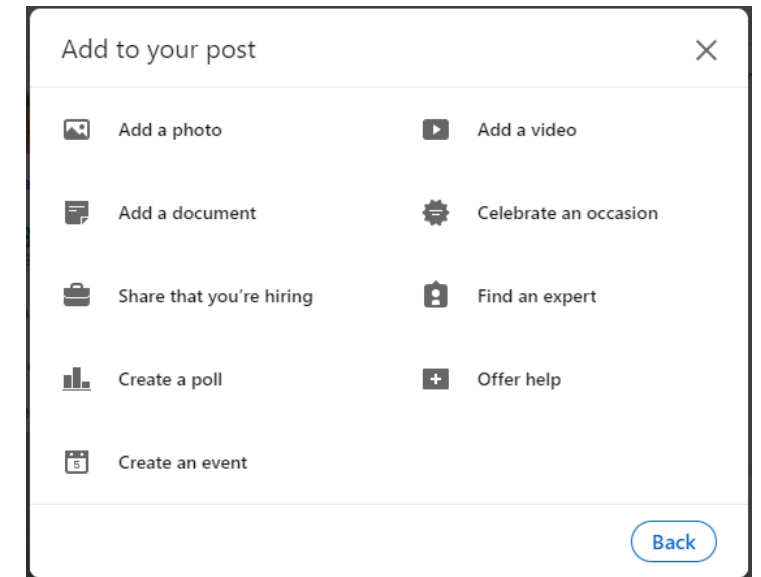
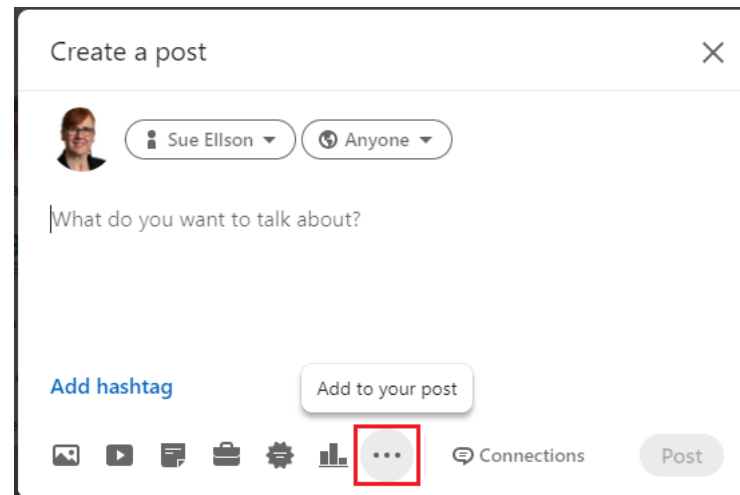
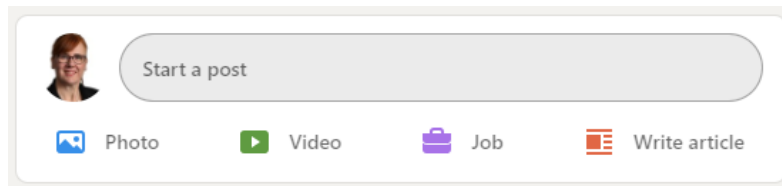
# Top 10 techniques for Career Changers

## 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

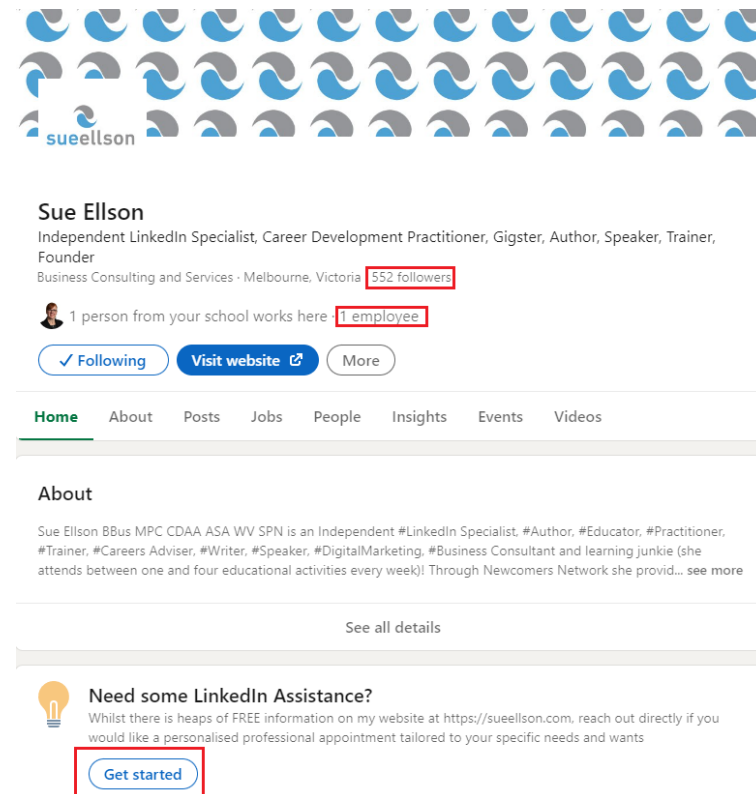
**Create** – prepare your own content and share as posts (newsfeed), articles (blog), events, newsletters, lives, audio, messaging



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

# Top 10 techniques for Career Changers

**8. Consider creating a Company Page for your Name (solo) or Business Name (enterprise)** – 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. Can also include a Lead Generation form)



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



# Top 10 techniques for Career Changers

**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 Career Changers

**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

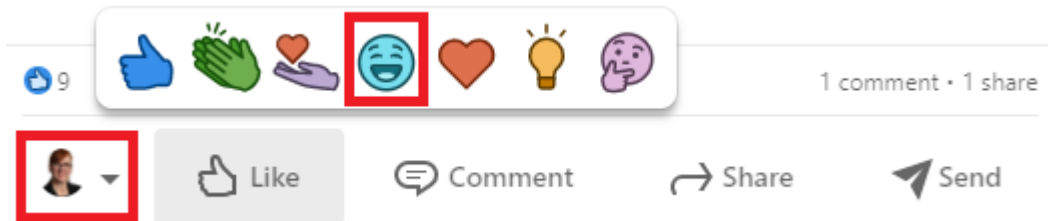
	A	B	C	D
1	<b>LinkedIn Personal Statistics – collect every six months</b>	<b>Sue Sample</b>	<b>Next Date</b>	<b>Next Date</b>
2	– by Sue Ellson			
3	<a href="https://sueellson.com">https://sueellson.com</a>	10/05/2022		
4				
5	<b>1. Find out when you joined LinkedIn</b> (go to the last page of results)	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 Career Changers



# Top 10 Ways To Use LinkedIn For Career Changers

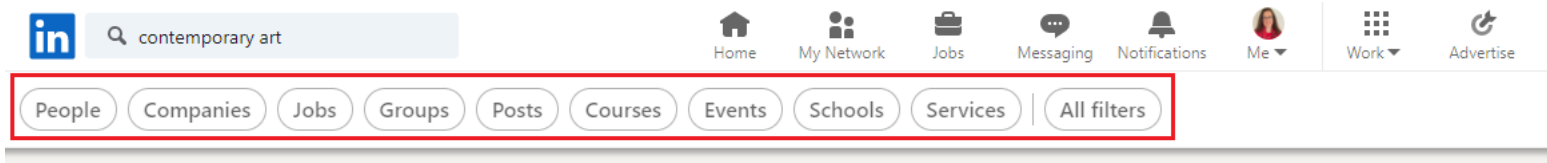
1. **Increase your Engagement Ratio** – it is about you ‘listening’ as well as ‘speaking’ so be a ‘Personal Encourager’ and increase number of engagements per post you publish – people like it when you like their stuff! Even better if you Comment as well. Great if you can respond to all @Mentions, your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



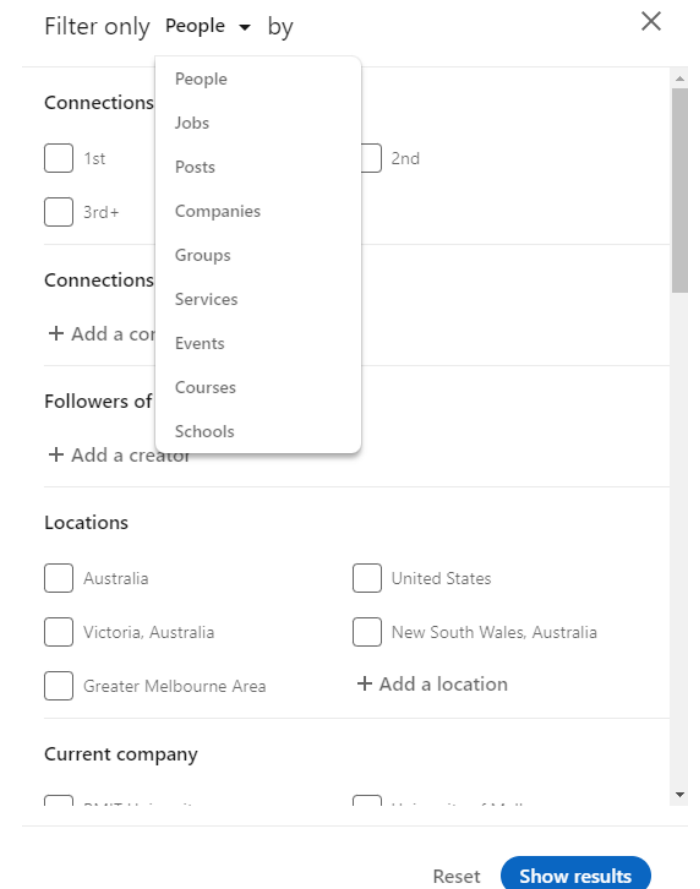
<https://www.linkedin.com/pulse/where-can-you-find-warm-leads-linkedin-sue-ellson-2c>

# Top 10 Ways To Use LinkedIn For Career Changers

## 2. Search for people, content and companies



- once you type in a query in the search box, press Enter
- now you can see a lot more filters and then choose All filters too
- **people** – connect
- **content** – engage – the longer the comments the better
- **companies** – follow and engage, particularly those close to where you live



# Top 10 Ways To Use LinkedIn For Career Changers

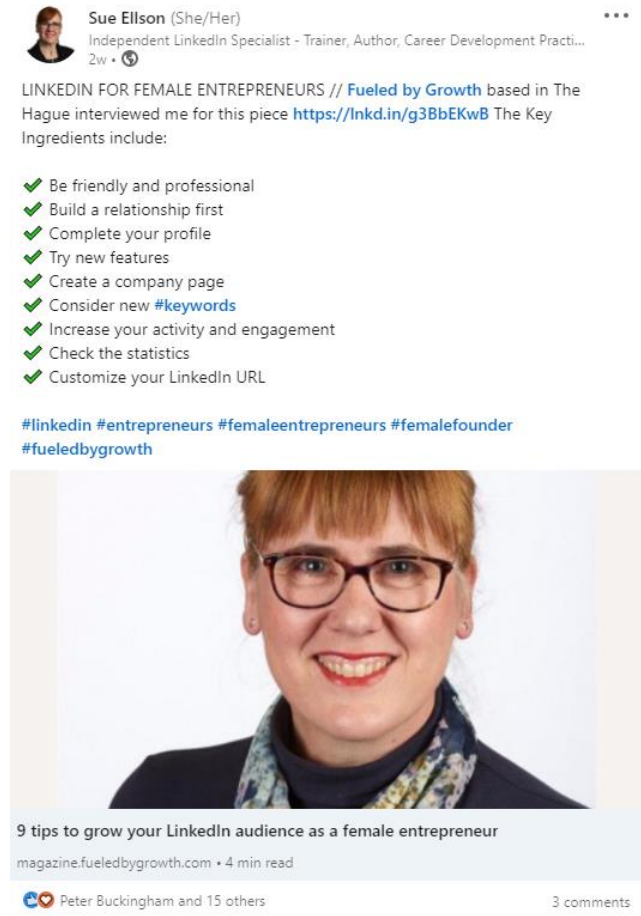
3. **Incorporate various features into your LinkedIn Content Strategy** – use relevant emojis (but not too many), use @mentions, #hashtags, add your video to YouTube, wait, edit the transcript and upload the .srt file so that you can have Captions on your video content (via desktop or laptop only), consider saving PowerPoint Presentations to PDF and upload a document (provides a slide show).

Consider

- events
- newsletters
- polls
- articles
- video
- audio

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

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





# Top 10 Ways To Use LinkedIn For Career Changers

**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 on their profile 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



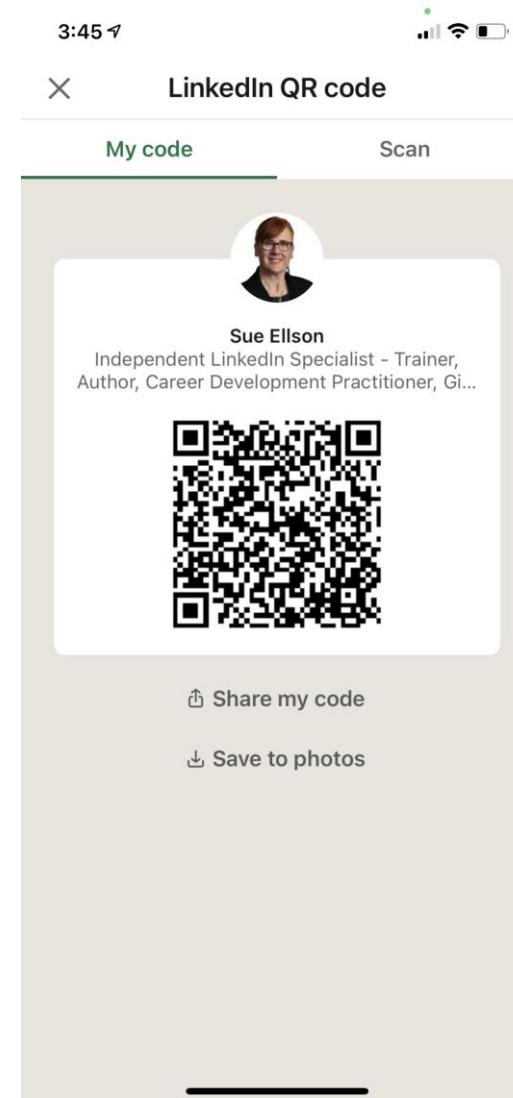
**803 search appearances**

See how often you appear in search results.

# Top 10 Ways To Use LinkedIn For Career Changers

**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.

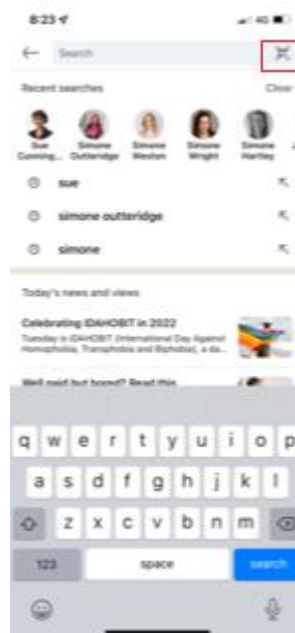
Connect with international people as well.



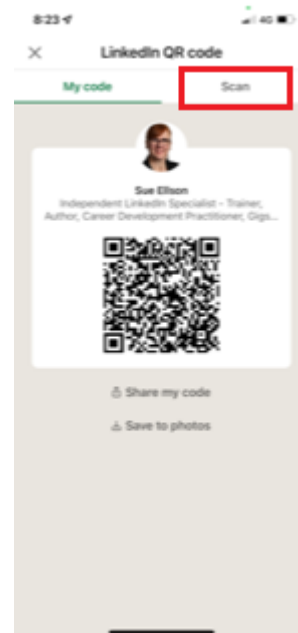
# Connect with me on LinkedIn – part 1



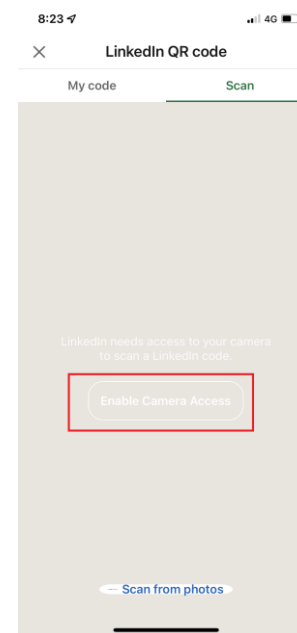
1. Open LinkedIn App and press in Search Box



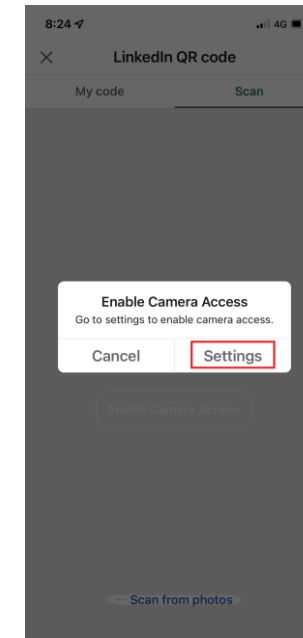
2. Press dots on top right hand side of screen



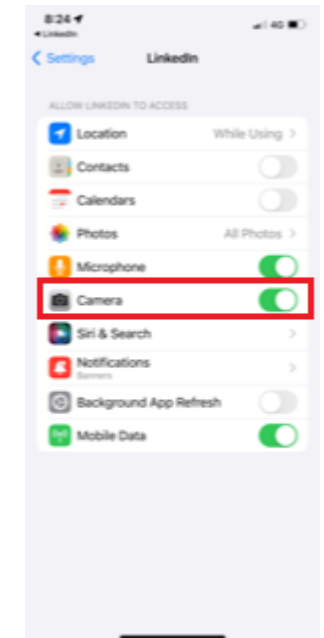
3. Press Scan



4. Press Enable Camera Access

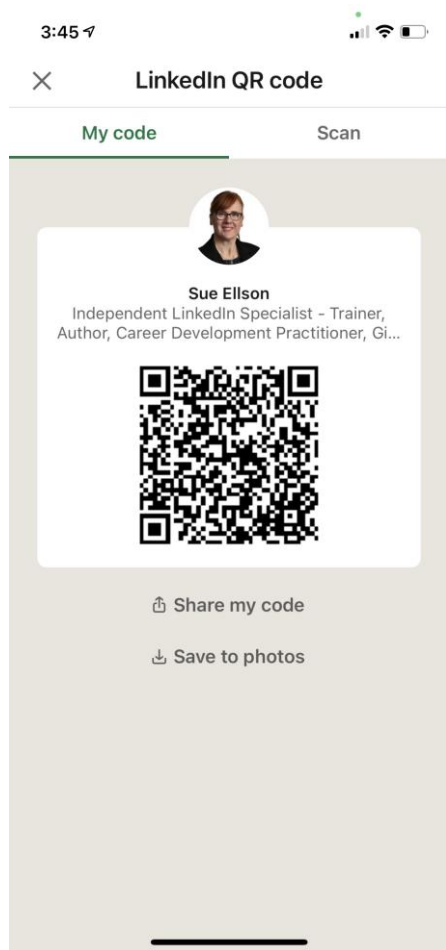


5. Select Settings on your Phone



6. In LinkedIn Settings, turn on Camera

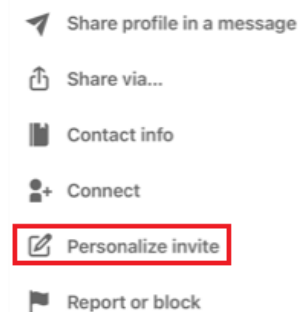
# Connect with me on LinkedIn – part 2



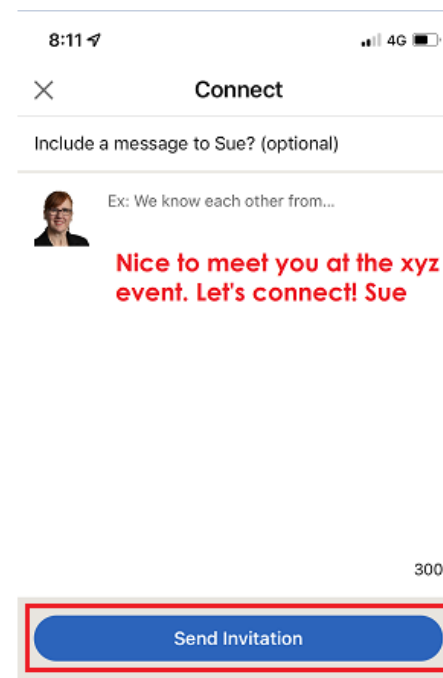
7. Use your phone to Scan this code on the screen



8. Press the three dots next to the Message button



9. Select Personalize Invite

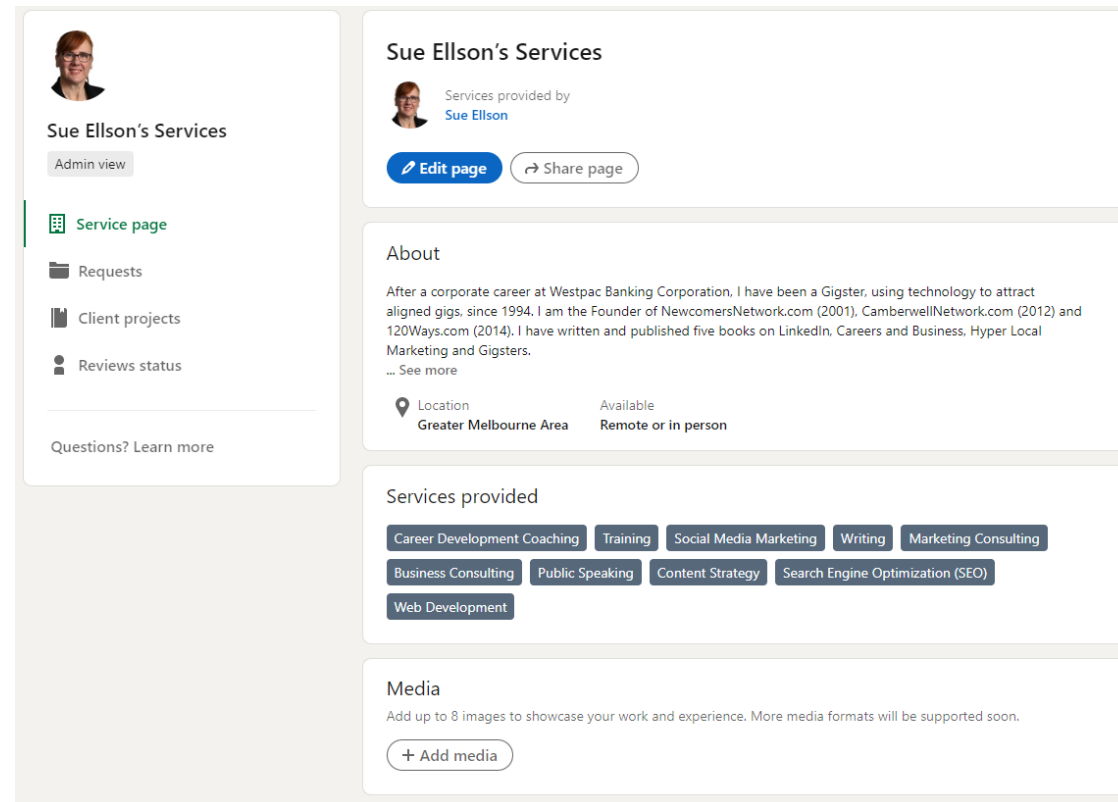


10. Type up a brief message, Send Invitation to Connect

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 Career Changers

**6. Set your goals** – who do you want to reach, serve, support etc – decide on this before choosing what you publish on LinkedIn - fill in 'Open to – Providing Services' as well as 'Open to Work' if it is relevant



The screenshot displays the 'Sue Ellson's Services' page on LinkedIn. On the left is a sidebar with a profile picture of Sue Ellson, the title '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 Sue's profile picture and name, followed by 'Edit page' and 'Share page' buttons. The 'About' section contains a paragraph about her career and founding of several websites, with a 'See more' link. Below this is the 'Location' (Greater Melbourne Area) and 'Available' status (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. The 'Media' section at the bottom has 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 Career Changers

**7. Abide by Social Media Policy** – what Recommendations does your Employer or Professional Association have for your LinkedIn Profile?

Recommend being friendly and professional rather than personal.

Have a strategy in place for negative trolls, nasty people, unwanted Connection requests and triggering comments.

Be respectful before you leave an organisation. Don't burn bridges, remain friendly. Ease the transition if at all possible.



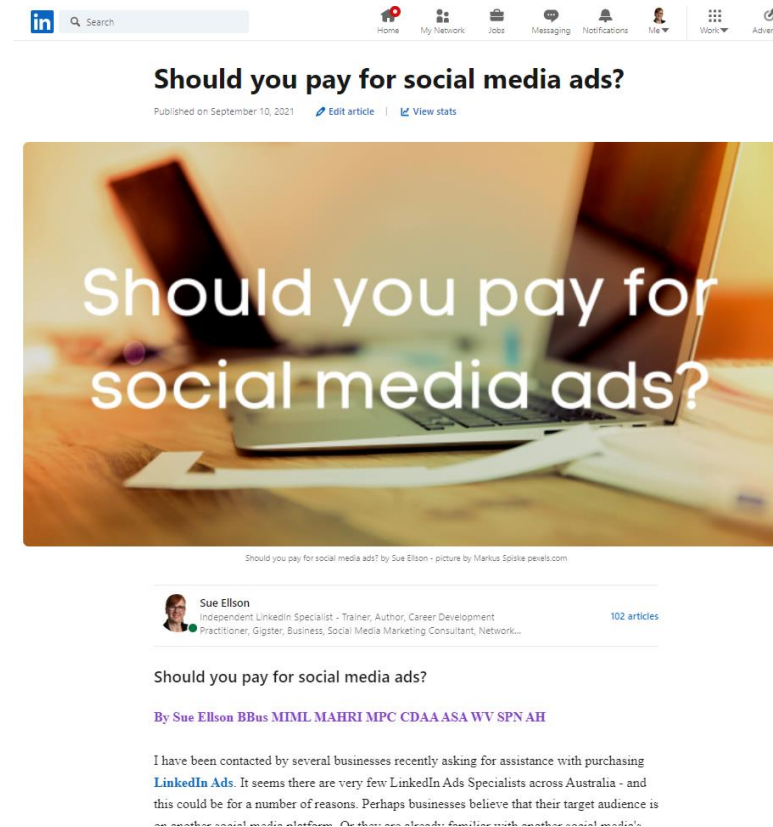
<https://www.linkedin.com/pulse/what-do-before-you-quit-your-job-sue-ellson>

<https://www.linkedin.com/pulse/what-do-before-you-sack-someone-sue-ellson>



# Top 10 Ways To Use LinkedIn For Career Changers

**8. Consider writing Articles** – these can remain online indefinitely (but keep a copy) – even if you do not have a lot of experience, you can still be a part of the conversation



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

# Top 10 Ways To Use LinkedIn For Career Changers

9. If you are going to be self employed or in business, review your entire online presence

- bring your story to life as only you know how
- you can start with a LinkedIn Profile and a free Google website, all for FREE

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

<https://sueellson.com/blog/how-to-be-found-on-page-one-of-google-search-results-for-your-name-keywords-and-company>

<https://www.linkedin.com/pulse/google-my-business-free-website-seo-strategies-sue-ellson>



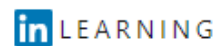
# Top 10 Ways To Use LinkedIn For Career Changers

## 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** – a student or local library card can give you 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 and act upon your Notifications  
– 2 minutes
3. Review and act upon your Network Connection requests, Event and Newsletter Invitations and Company Follow Invites  
– 2 minutes
4. Visit and Engage with the content of your Connections/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 from this  
session to do in  
three hours from now  
(or days if you must)

3 in 3

# Publications and Upcoming Events

**Today's recording – LinkedIn for Career Changers**

<https://sueellson.com/blog/linkedin-for-career-changers>

**Publications**

<https://sueellson.com/publications>

**Video recordings**

<https://sueellson.com/videos>

**Register for next LinkedIn Insight Webinar – LinkedIn for Sales People 9 November 2022 12pm**

<https://www.linkedin.com/events/linkedinforsalespeople-educatio6985445734938537985>

<https://linkedininsights14.eventbrite.com.au>

**Presentations by Sue Ellson in 2022**

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

**Professional Services**

<https://sueellson.com/services> - 10% savings if you mention this webinar

# 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 [LinkedIn Event](#) or [View this now](#)
- **LinkedIn for Career Changers** 12pm 12 October 2022 [LinkedIn Event](#) - [Recording](#)
- **LinkedIn for Trades People** 12pm 14 September 2022 [LinkedIn Event](#) - [Recording](#)
- **LinkedIn for Career Changers** 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](#)



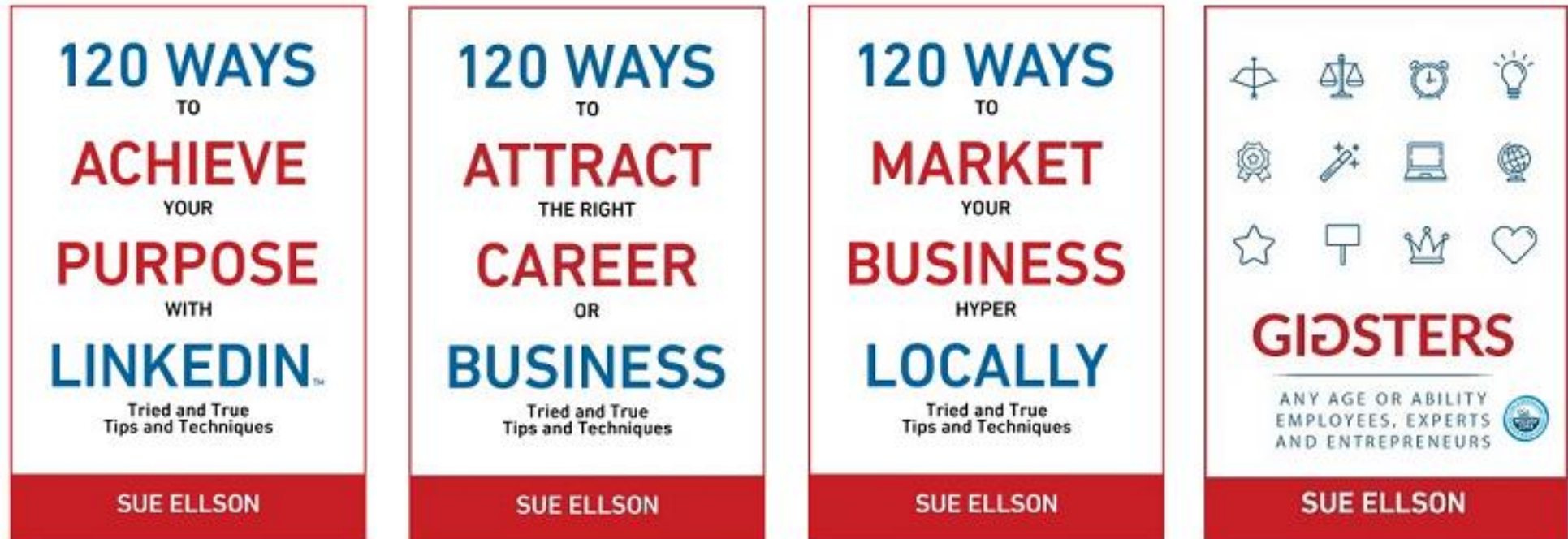
# Follow / Subscribe to Sue Ellson Online



- ✓ LinkedIn Profile <https://www.linkedin.com/in/sueellson> (23,051 Connections, 25,672 Followers)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (574 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2> (143 Followers)
- ✓ Twitter <https://twitter.com/sueellson> (405 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (328 Followers)
- ✓ YouTube [https://www.youtube.com/channel/UCOhckRXATKRvbqU6GNbys8A?sub\\_confirmation=1](https://www.youtube.com/channel/UCOhckRXATKRvbqU6GNbys8A?sub_confirmation=1) (101 Subscribers)
- ✓ TikTok <https://www.tiktok.com/@sueellson> (17 Followers)
- ✓ Sue Ellson Shares LinkedIn Newsletter (4,643 Subscribers)  
<https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Ellson Email Newsletter (1,846 Subscribers)  
<http://eepurl.com/hjxQkP>



# Special Gift – Free Downloads



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

✓ how can you 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?

## Say thank you

- ✓ Add a comment in the Zoom chat now
- ✓ Connect on LinkedIn and endorse Skills or write a Recommendation <https://www.linkedin.com/in/sueellson>
- ✓ Write a Review at <https://g.page/sue-ellson-author/review> (115 Google Reviews) or <https://sueellson.com/reviews>
- ✓ Create a social media post with a link to the slides and recording and @mention Sue Ellson  
<https://sueellson.com/blog/linkedin-for-career-changers>
- ✓ Follow Sue Ellson's Socials or Contact directly <https://sueellson.com/contact>



Google Review



Follow Socials / Contact