



5 Things Every Career Practitioner In Schools Needs To Know

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<https://staloysius.zoom.us/j/87369091895>

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Welcome

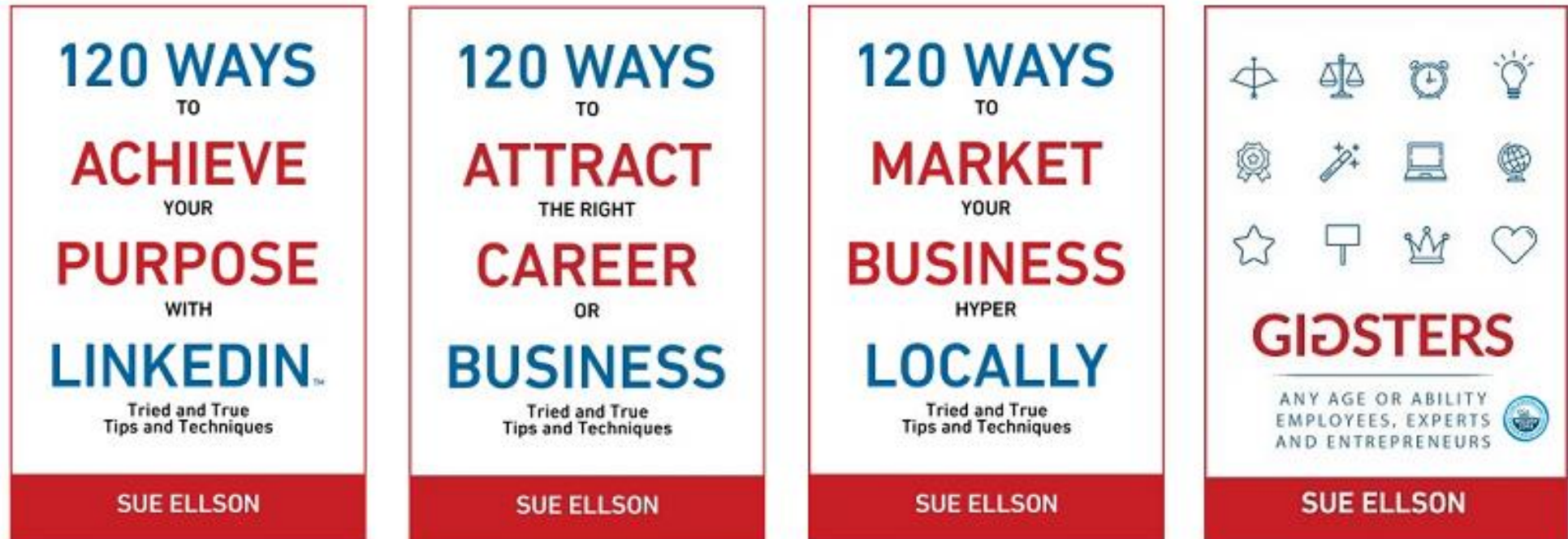
- ✓ 5 things every career practitioner in schools needs to know
- ✓ Extra resources
- ✓ How to Connect
- ✓ How to say Thank You

(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 Elson Online



- ✓ LinkedIn Profile <https://www.linkedin.com/in/sueellson> (23,072 Connections, 25,715 Followers)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (579 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2> (147 Followers)
- ✓ Twitter <https://twitter.com/sueellson> (406 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (332 Followers)
- ✓ YouTube https://www.youtube.com/c/Sueellson2?sub_confirmation=1 (103 Subscribers)
- ✓ TikTok <https://www.tiktok.com/@sueellson> (17 Followers)
- ✓ Sue Elson Shares LinkedIn Newsletter (4,649 Subscribers) <https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Elson Email Newsletter (1,846 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/about> <https://sueellson.com/clients>

1. Update Your Own LinkedIn Profile

✓ update your own LinkedIn Profile need to provide an example to students

✓ ensure that the Principal and senior leadership team have good quality LinkedIn Profiles

✓ ensure that the School has a 'University' page not a 'Company' page – this can be created at

<https://www.linkedin.com/company/setup/new>

(Educational Institution) or changed to a 'School' Page at

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



2. Clarify Your Statistics

✓ number of Followers, Employees and Alumni – real time record collected at least every six months

✓ **from now on** ensure that 80% of year 11 Students list your School in the Education section of their LinkedIn Profile

✓ review value of having a LinkedIn Group – hard to get people to join or receive updates – Toorak College Empower Network
<https://www.linkedin.com/groups/13649867>



3. Liaise With Others

- ✓ too often Marketing, Communications, Website, Careers etc do not communicate and share stories suitable for social media
- ✓ always take LOTS of photos to avoid 'shut eye shots'
- ✓ provide details and use photos that 'tell a story' on their own – provide details for sponsors, names of people to @mention and possible #hashtags as well



4. Student LinkedIn Profile Essentials

✓ Edit Public Profile URL – and add to the School Database
<https://www.linkedin.com/public-profile/settings>

✓ Select Your School in the Education Section – and if possible, include a description of the school, Established in XXXX, XYZ School.... and link. Also provide a video link for the Media section

✓ Encourage them to complete it in full – work experience, voluntary experience, awards (with descriptions) etc

✓ Encourage them to start networking and connect with as many people and companies as possible



5. General LinkedIn Strategies

- ✓ Engage with aligned content – Like Posts and add lengthy Comments
- ✓ Use it as a Research Tool – to find and connect internationally
- ✓ Use the Mobile App Features – Video Intro, Voice Intro, Highlighted link – connect using the Scan Code
- ✓ Goal is to consider it as a ‘version number’ created to attract aligned opportunities and adjust as needed as well as a branding tool
- ✓ Pre-cursor to yourname.com website



Extra Resources

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

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

<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

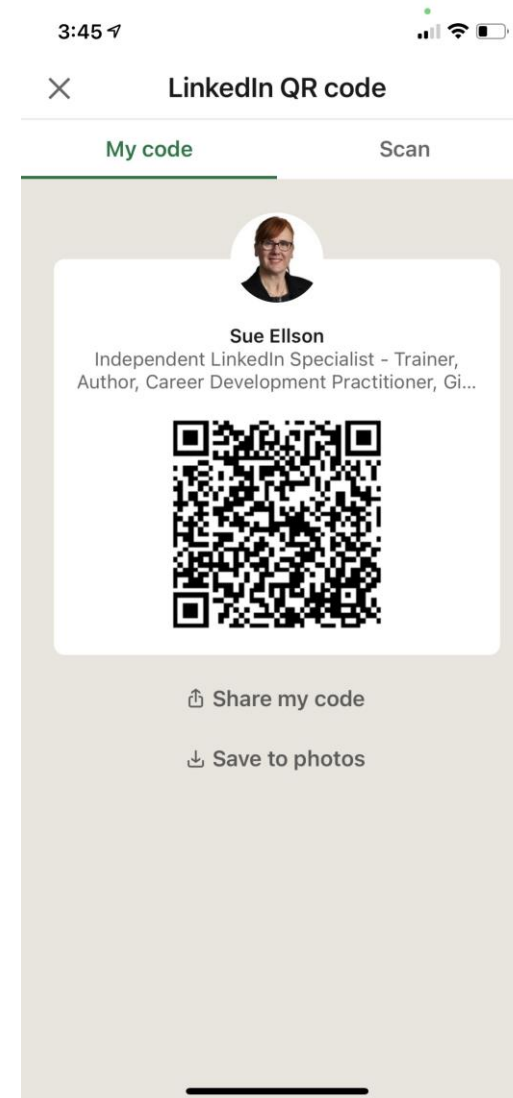
<https://sueellson.com/presentations/free-linkedin-insight-online-webinars-and-recordings>

<https://sueellson.com/blog/linkedin-for-business-coaches-and-career-specialists>



Connect With Me Now

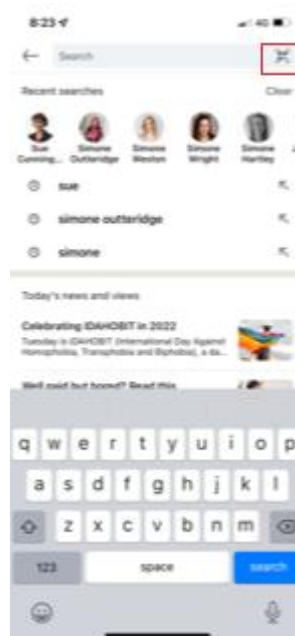
Add Connections – everyone you meet from now on and match it to your phone and other VIP contact lists – don't choose Connect or Follow, choose the three dots ... and Personalise the invite with a message about where you have met.



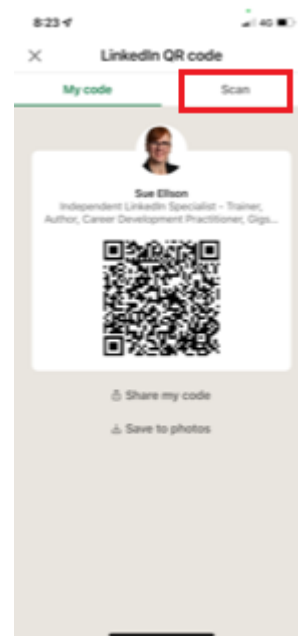
Connect with me on LinkedIn – part 1



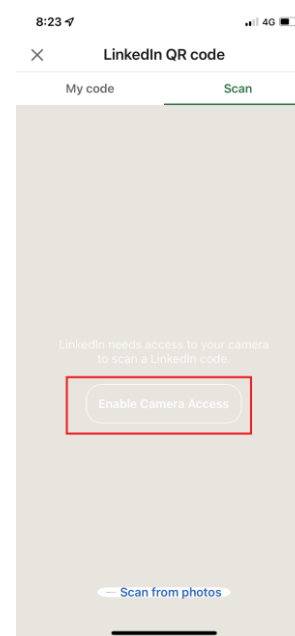
1. Open LinkedIn App and press in Search Box



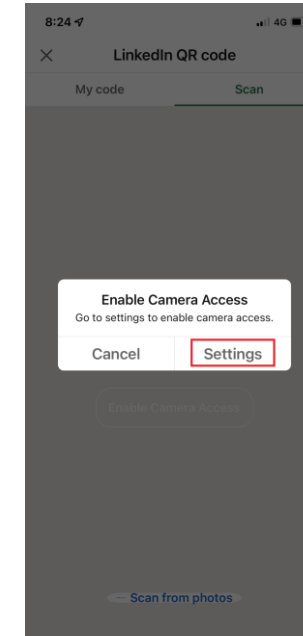
2. Press dots on top right hand side of screen



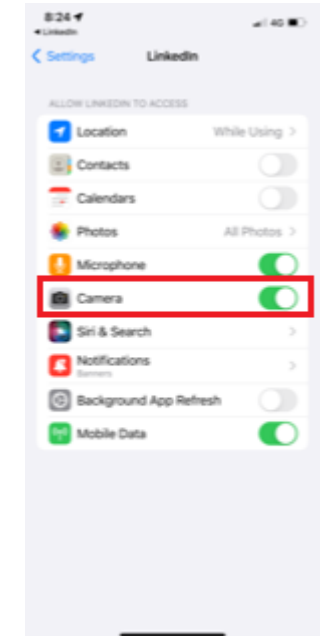
3. Press Scan



4. Press Enable Camera Access

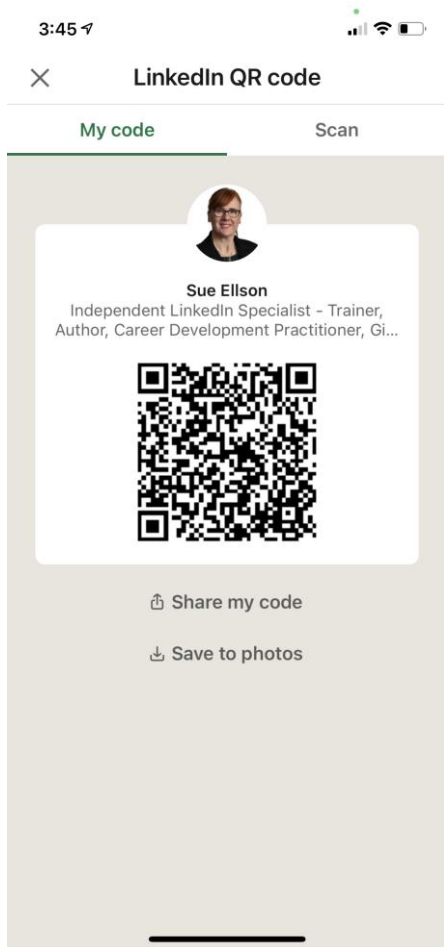


5. Select Settings on your Phone



6. In LinkedIn Settings, turn on Camera

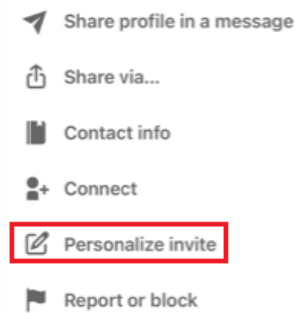
Connect with me on LinkedIn – part 2



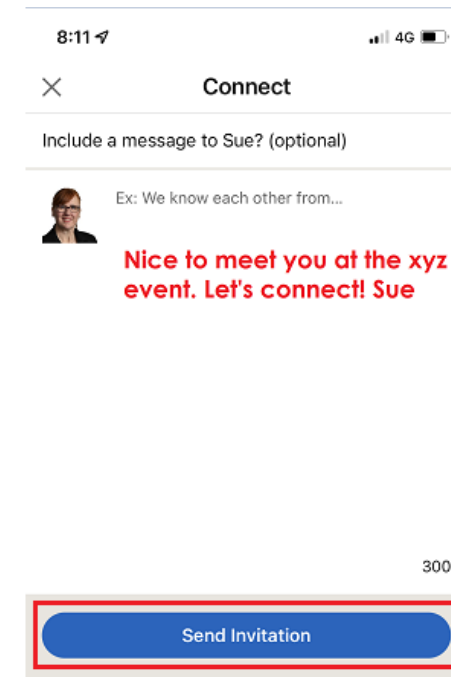
7. Use your phone to Scan this code on the screen



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

How to say thank you

- ✓ **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> (122 Google Reviews) or <https://sueellson.com/reviews>
- ✓ **Follow Sue Ellson's Socials or Contact directly** <https://sueellson.com/contact>



Google Review



Follow Socials / Contact