



for Migrants, Expatriates and Repatriates

Sue Ellson BBus MPC CDAA ASA WV SPN

Independent LinkedIn Specialist, Author, Educator, Practitioner

14 December 2022

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

Welcome

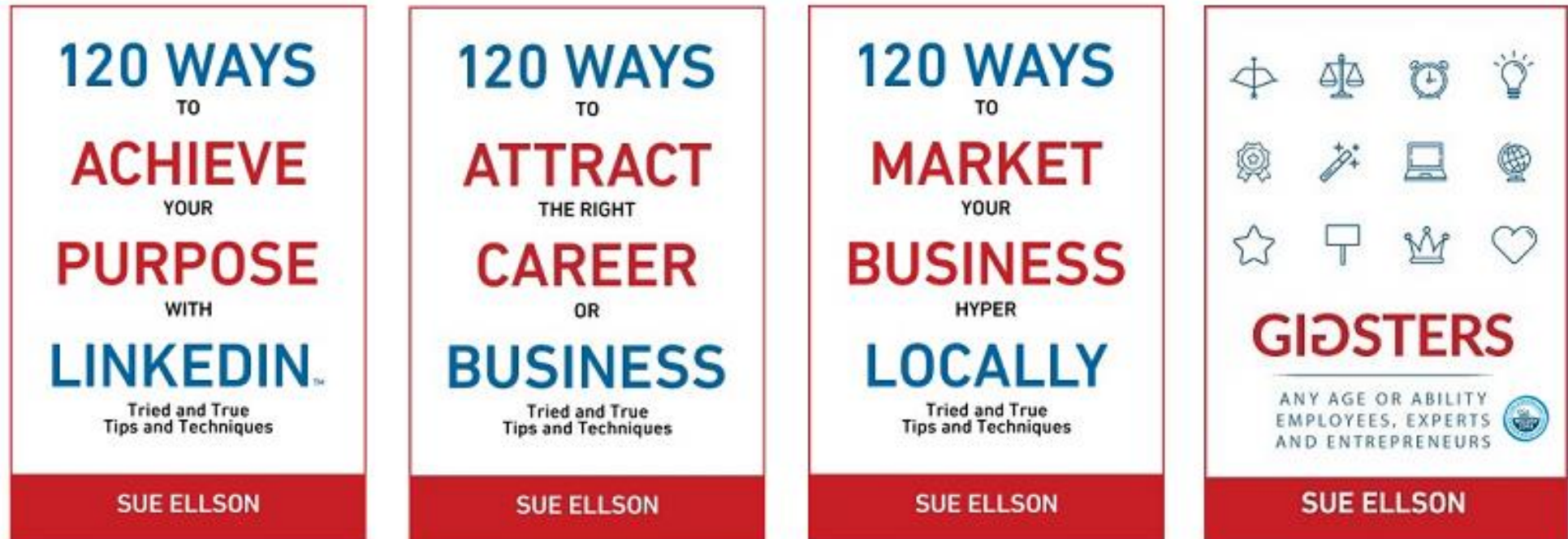
- ✓ top 10 techniques for Migrants, Expatriates and Repatriates
- ✓ top 10 ways to use LinkedIn for Migrants, Expatriates and Repatriates
- ✓ top 10 ways to manage your LinkedIn activity in
20 minutes per week

(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>

✓ <https://sueellson.com/services-and-pricing>

✓ you can say thank you by following me on social media!

Follow / Subscribe to Sue Elson Online



- ✓ LinkedIn Profile <https://www.linkedin.com/in/sueellson> (23,268 Connections, 26,027 Followers)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (635 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2> (150 Followers)
- ✓ Twitter <https://twitter.com/sueellson> (406 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (343 Followers)
- ✓ YouTube https://www.youtube.com/channel/UCOhckRXATKRvbqU6GNbys8A?sub_confirmation=1 (124 Subscribers)
- ✓ TikTok <https://www.tiktok.com/@sueellson> (19 Followers)
- ✓ Sue Elson Shares LinkedIn Newsletter (4,747 Subscribers)
<https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Elson Email Newsletter (1,854 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> and <https://sueellson.com/services-and-pricing>

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
– Follow on Social Media, LinkedIn Endorsement or Recommendation, Google Review



This Presentation

- ✓ for all genders, backgrounds, beliefs, locations
- ✓ for Migrants, Expatriates and Repatriates and anyone who supports them
- ✓ suggestions and recommendations are based on my experience
- ✓ ethical and focused on networking, attraction and relationship building techniques
- ✓ best job search strategies – networking, referrals, voluntary work
- ✓ best work or career strategy – be clear and secure relevant support (peer, mentor, professional)
- ✓ educational and more to review at...



This Presentation

It's time to hone your networking skills <https://www.hrmonline.com.au/how-tos/hone-your-networking-skills>

Online And Offline Marketing – How Networking And Referrals Can Secure Work

<https://sueellson.com/blog/online-and-offline-marketing-how-networking-and-referrals-can-secure-work-for-the-melbourne-career-expo/>

LinkedIn and Networking <https://sueellson.com/blog/linkedin-and-networking-for-adult-multicultural-education-services-ames-working-the-australian-way-wtaw/>

Networking – Free and Paid Online and Offline – What really works? <https://www.linkedin.com/pulse/networking-free-paid-online-offline-what-really-works-sue-ellson>

Networking Online? Five Ways To Reach Out Via LinkedIn <https://120ways.com/blog/networking-online-five-ways-to-reach-out-via-linkedin>

How to network in your local community <https://www.kochiesbusinessbuilders.com.au/networkinglocal/>

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

Networking for newcomers <https://www.openforum.com.au/networking-for-newcomers/>

Networking in Melbourne Australia https://web.archive.org/web/20150330145946/http://www.abrisa.org.au/pt/abrisa_news_029.pdf

How To Australian-ise Your Resume <https://sueellson.com/blog/how-to-australian-ise-your-resume-for-spotjobs-career-expo-melbourne>

Repatriation and Returning Home <https://newcomersnetwork.com/australia/information/repatriation-and-returning-home/>



Extra Resources

Other LinkedIn Insights Webinar Slides and Recordings

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

Blog

<https://sueellson.com/blog>

Publications

<https://sueellson.com/publications>

Presentations

<https://sueellson.com/presentations>

Podcasts, Radio and Audio Programs

<https://sueellson.com/podcasts-audio-and-radio-programs>

Videos

<https://sueellson.com/videos>

Today's slides and recording will be at <https://sueellson.com/blog/linkedin-for-migrants-expatriates-and-repatriates>



Specific Migrants, Expatriates and Repatriates Tips

- ✓ connect with everyone you meet, remember and/or like: remember your network = your net worth
- ✓ personalise invitation requests and ask for information rather than work or business
- ✓ remember that you need to choose the location where you would like to work
- ✓ look for people who may understand your situation
- ✓ LinkedIn is a database – it needs details – not included, can't be found
- ✓ LinkedIn is a network – ask for referrals but always follow up and **say thank you**
- ✓ remember that if you don't tell, you can't sell
- ✓ you need to keep track of what you are doing – spreadsheet to start – can systemise with processes and personalised templates but cannot automate
- ✓ recommend Open to Work (Recruiters) and Providing Services to be completed
- ✓ you need to understand the local culture and show your transferable skills and knowledge
- ✓ you will need the 'rights' to work in the location and ideally live close to work and/or schools



Why even bother with LinkedIn?



Why bother with LinkedIn?

- ✓ You will be Googled – by 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 – 75% will view before an interview and 95% before a job offer
- ✓ 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) <https://www.linkedin.com/pulse/google-my-business-free-website-seo-strategies-sue-ellson>
- ✓ 875 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 Migrants, Expatriates and Repatriates

– see how many you are already doing!



Top 10 techniques for Migrants, Expatriates and Repatriates

1. 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 (local if possible) and Endorsements


Open to

Add profile section


More

Top 10 techniques for Migrants, Expatriates and Repatriates

2. Customise your LinkedIn URL – optimises your name in Google Search Results and can be added to your email signature, your website, business 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/>

Top 10 techniques for Migrants, Expatriates and Repatriates

3. 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

Banner allow for face in middle on mobile devices

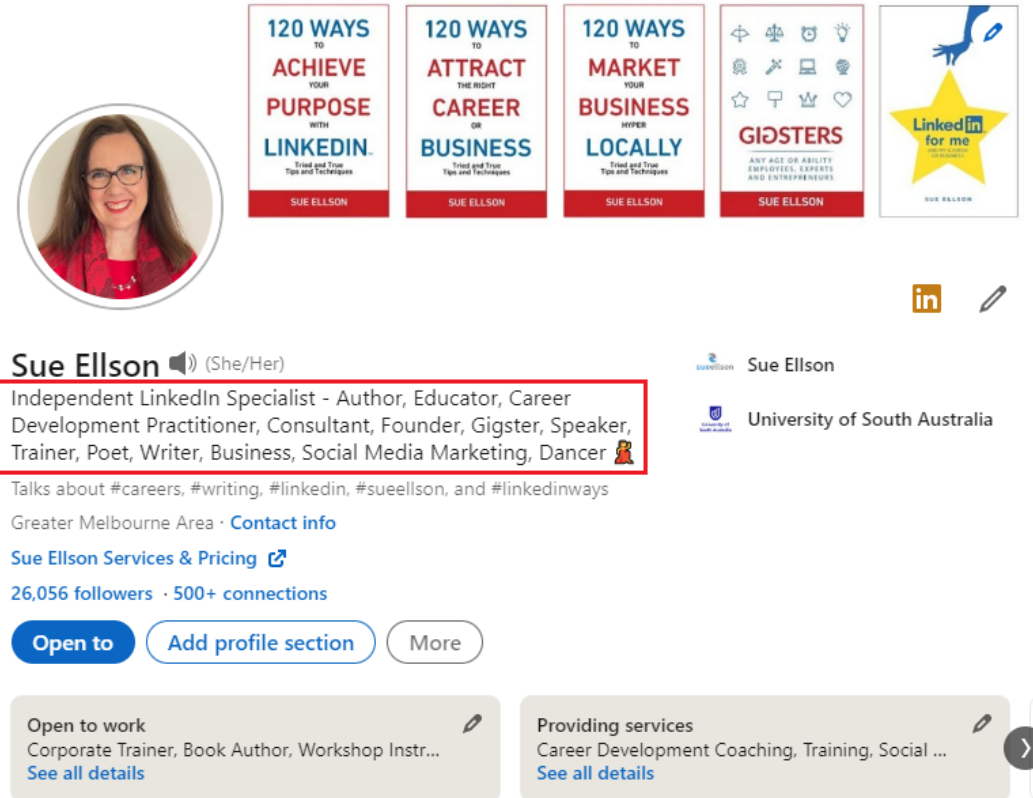
Photo – head and shoulders, high neck garment, eyes one third line, hair line at top of circle

Label – Specialist Engineering Project Manager

Keywords – Civil Constrution, PMP, PRINCE2, Stakeholder Management, Plan, Design, Implement, Change Transformation, Safety

Interests – Love to Climb [Emoji]

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



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 & Pricing](#)

26,056 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 Migrants, Expatriates and Repatriates

4. 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 (with or without your phone)

The screenshot shows Sue Ellson's LinkedIn profile. A red box highlights her profile picture. Another red box highlights the name 'Sue Ellson' and the pronouns '(She/Her)'. A third red box highlights the 'Sue Ellson Services & Pricing' link. A fourth red box highlights the 'Providing services' section, which lists 'Career Development Coaching, Training, Social ...' and a 'See all details' link. The profile includes a banner with five cards: '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 ANY AGE OR ABILITY EMPLOYEES, EXPERTS AND ENTREPRENEURS', and 'LinkedIn for me ANY AGE OR ABILITY EMPLOYEES, EXPERTS AND ENTREPRENEURS'. The profile also shows '26,056 followers · 500+ connections', an 'Open to' button, and an 'Add profile section' button.

Top 10 techniques for Migrants, Expatriates and Repatriates

5. Connect with everyone you meet online or offline FROM NOW ON and click Notification Bell if they are VIPs

Everyone you message

Everyone you like who visits your LinkedIn Profile

Ignore

Accept

Everyone you meet when you are out and about in person (including interviews)

People who Follow the Company Page where you work (if relevant) or other Company Pages

People who Engage with your Posts in the Newsfeed or your LinkedIn Articles

Relevant people from the 'People also viewed' section on a LinkedIn Profile and their Recommendations

People you know from your past – school, college, university, a course, a conference, your work

People in your industry including well known people, influencers, people who receive media coverage

People in professional associations, especially if there is a listing of members

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 engagement, quality of LinkedIn Profile and Activity, creepiness

My policy, in Australia, photo, detail, reasonable number of connections, not selling me stuff I don't want

You can follow LinkedIn Pages (especially if you would like to work there or sell products or services to them)

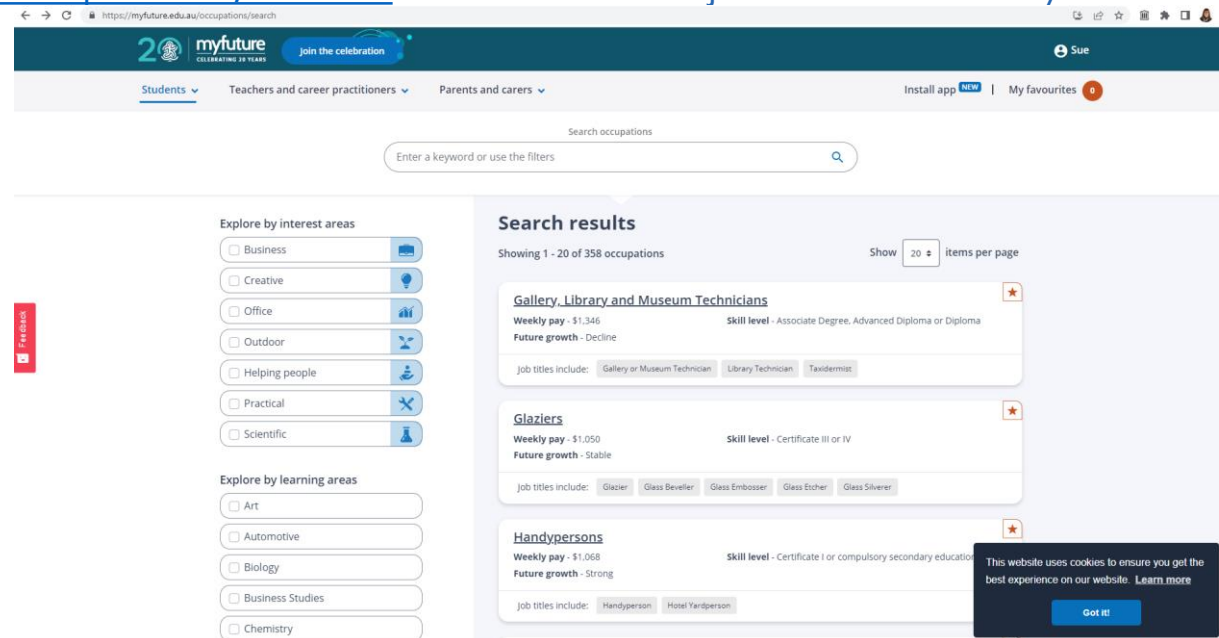
You can find more through a Google Advanced Search https://www.google.com.au/advanced_search

Top 10 techniques for Migrants, Expatriates and Repatriates

6. Join and/or Follow Professional Associations – you can Follow their Company Pages (even if you are not a member) and click the Notification Bell – if you are a member, make sure you add it in the Licenses/Certifications section and the Organizations section and your Contact Info Website. Include past memberships as well.

<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'



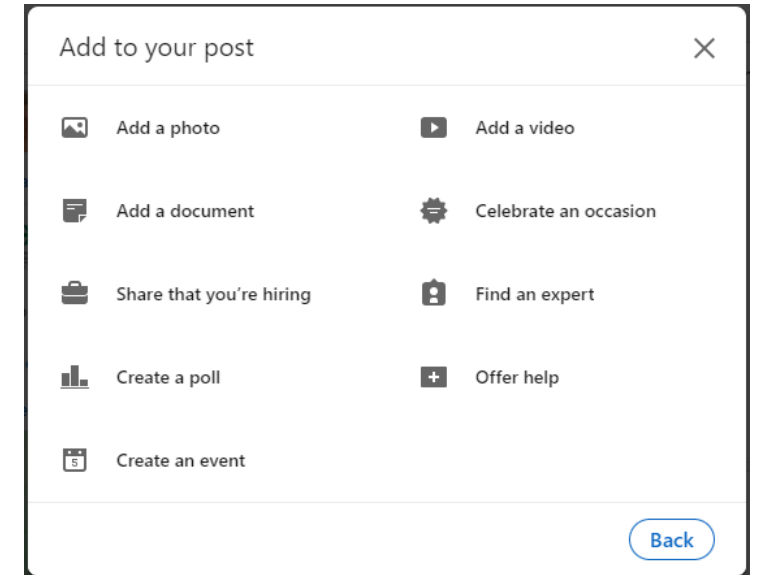
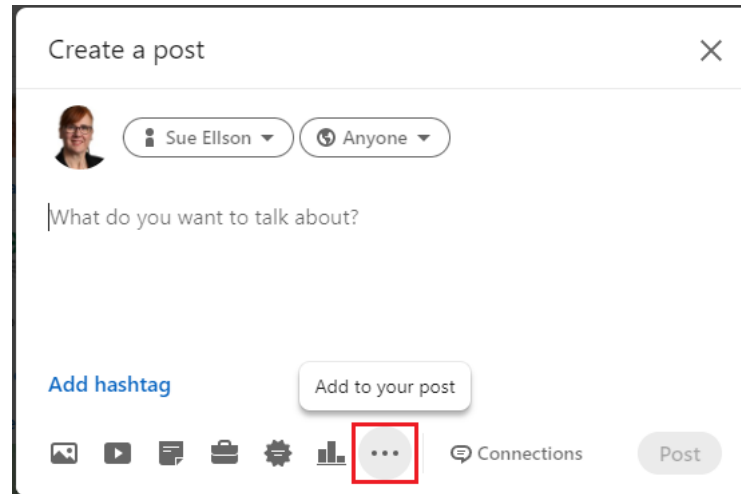
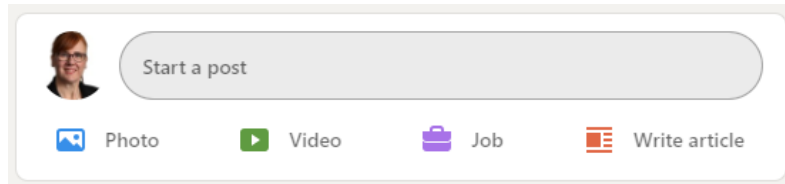
Top 10 techniques for Migrants, Expatriates and Repatriates

7. Consider how you will engage on LinkedIn – different options on mobile devices

Engage – like, comment, repost, 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, live videos, audio, messaging



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

Top 10 techniques for Migrants, Expatriates and Repatriates

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.

If you are part of a Company, consider providing content for the Company Page to share and make sure that the Company Page is fully updated (several new sections now available).

The screenshot displays a LinkedIn profile for Sue Ellson. At the top, there is a header with the name 'sueellson' and a notification bell icon. Below this, the profile name 'Sue Ellson' is followed by her title: 'Independent LinkedIn Specialist, Career Development Practitioner, Gigster, Author, Speaker, Trainer, Founder'. Her location is listed as 'Business Consulting and Services · Melbourne, Victoria' with a red box around '637 followers'. Below the location, it says '1 person from your school works here' with a red box around '1 employee'. There are three buttons: 'Following', 'Visit website', and 'More'. A navigation bar includes 'Home', 'About', 'Posts', 'Jobs', 'People', 'Insights', 'Events', and 'Videos'. The 'About' section contains a detailed bio: 'Sue Ellson BBus MPC CDAA ASA WV SPN is an Independent #LinkedIn Specialist, #Author, #Educator, #Practitioner, #Trainer, #Careers Adviser, #Writer, #Speaker, #DigitalMarketing, #Business Consultant and learning junkie (she attends up to four educational activities every week!) Through Newcomers Network she provides informati ... see more'. At the bottom, there is a 'See all details' link and a section titled 'Need some LinkedIn Assistance?' with a lightbulb icon and a 'Get started' button.

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

Top 10 techniques for Migrants, Expatriates and Repatriates

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 Migrants, Expatriates and Repatriates

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 -
 make sure you are getting at least 100 profile views per 90 days and your number of Connections is increasing.

	Sue Sample	Next Date	Next Date
1 LinkedIn Personal Statistics – collect every six months			
2 – Created by Sue Elson, Independent LinkedIn Specialist, Author, Educator, Practitioner, Consultant, Gigster			
3 https://sueellson.com	20/11/2022		
4 Items with an * are the most important baseline statistics to collect Last Update 20/11/2022			
5 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 1. Number of Connections* (max 30,000)	21,772		
9 https://www.linkedin.com/mynetwork			
10 60+ min, 500+ in time			
11			
12 2. Number of Followers* (max unlimited)	24,044		
13 https://www.linkedin.com/feed/followers			
14 More than Connections – if significantly more, shows thought leadership and influence			
15			
16 3. Number you are Following (max unlimited)	22,147		
17 https://www.linkedin.com/feed/followers			
18 More than Connections – if significantly more, shows where you would like to engage			
19			
20 4. Profile Views last 90 days* (Reverse stalk)	1,682		
21 https://www.linkedin.com/me/profile-views			
22 100+ per 90 days			
23			
24 5. Views of your Posts or Articles*			
25 Ideally 1,000+ views per Post			
26 Ideally 100+ views per Article			
27 https://www.linkedin.com/analytics/creator/?resultType=IMPRESSIONS&timeRange=past_7_days			
28 Impressions past 7 Days _____			
29			
30 6. Search Appearances last 7 days*	795		
31 https://www.linkedin.com/me/search-appearances			
32 50+ per 7 days			
33			
34 7. Number of Featured Skills and Endorsements* (max 50)			
35 https://www.linkedin.com/in/YOURURL			
36 Top 3 20+ votes			
37			
38 Skill 1 Name _____ Votes ____	93		
39 Skill 2 Name _____ Votes ____	173		
40 Skill 3 Name _____ Votes ____	147		
41			
42 8. Number of Recommendations* (Given & Received)			
43 https://www.linkedin.com/in/YOURURL			
44 6+ Received 6+ Given			
45 Received ____	85		
46 Given ____	64		

Consider cross-matching your list of LinkedIn Connections with your prospecting or CRM database list.

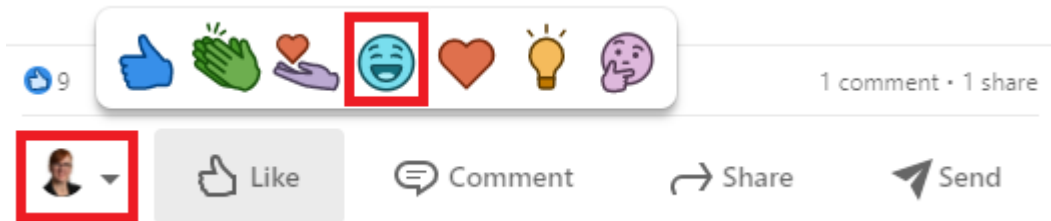
Check out your own Social Selling Index
<https://www.linkedin.com/sales/ssi>

Top 10 Ways To Use LinkedIn for Migrants, Expatriates and Repatriates



Top 10 Ways To Use LinkedIn For Migrants, Expatriates and Repatriates

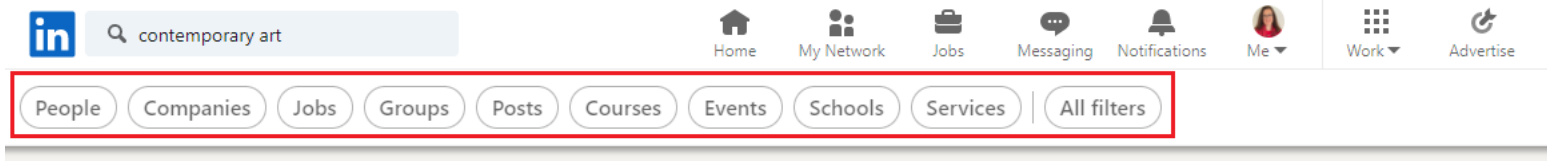
- 1. Increase your Engagement Ratio** – it is about you ‘listening’ as well as ‘speaking’ so be a ‘Personal Encourager’ and increase number of engagements per post you publish – people like it when you like their stuff! Even better if you Comment as well. Great if you can respond to all @Mentions, your Employer Content and it also helps the LinkedIn algorithm understand what you like. It may be helpful to ask to be an Administrator on the Company Page or at least an Analyst so you can see what is happening).



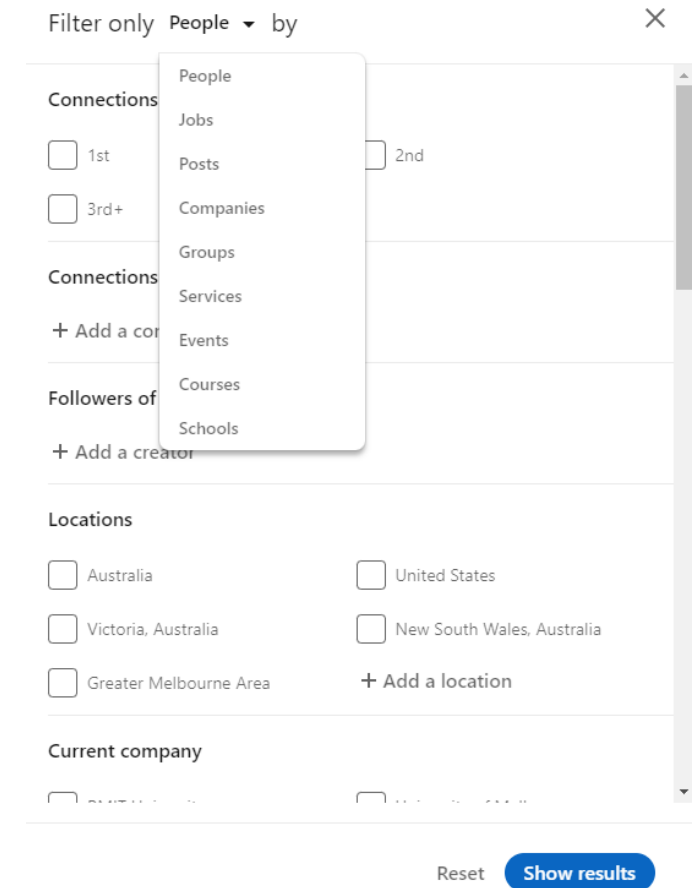
<https://www.linkedin.com/pulse/where-can-you-find-warm-leads-linkedin-sue-ellson-2c>

Top 10 Ways To Use LinkedIn For Migrants, Expatriates and Repatriates

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 in your target audience



Top 10 Ways To Use LinkedIn For Migrants, Expatriates and Repatriates

Google

Advanced Search

Find pages with...

all these words:

"procurement" and "logistics" and "sydney"

To do this in the search box.

Type the important words: tri-colour rat terrier

this exact word or phrase:

Put exact words in quotes: "rat terrier"

any of these words:

Type OR between all the words you want: miniature OR standard

none of these words:

Put a minus sign just before words that you don't want:
-rodent, -"Jack Russell"

numbers ranging from:

to

Put two full stops between the numbers and add a unit of measurement:
10..35 kg, £300..£500, 2010..2011

Then narrow your results by...

language:

any language

Find pages in the language that you select.

region:

any region

Find pages published in a particular region.

last update:

anytime

Find pages updated within the time that you specify.

site or domain:

linkedin.com

Search one site (like wikipedia.org) or limit your results to a domain like .edu, .org or .gov

terms appearing:

anywhere in the page

Search for terms in the whole page, page title or web address, or links to the page you're looking for.

SafeSearch:

Show explicit results

Tell SafeSearch whether to filter sexually explicit content.

file type:

any format

Find pages in the format that you prefer.

usage rights:

not filtered by licence

Find pages that you are free to use yourself.

Advanced Search

Remember to also use a Google Advanced Search https://www.google.com.au/advanced_search

Top 10 Ways To Use LinkedIn For Migrants, Expatriates and Repatriates

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). Carousel 1080x1080 squares. Can have auto transcript now.

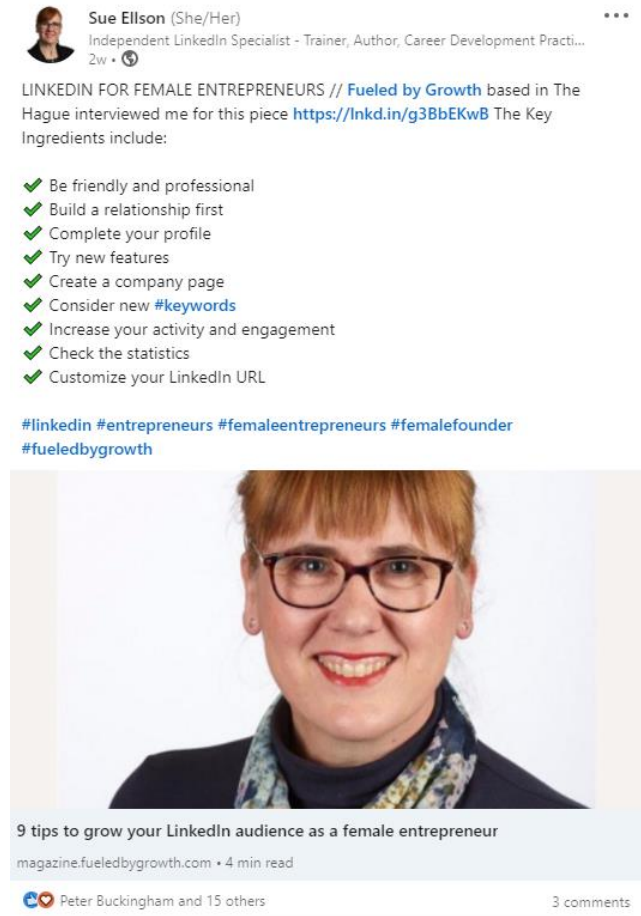
Consider

- 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>

https://www.linkedin.com/posts/sueellson_scroll-stopping-social-media-posts-by-sue-activity-7001767159806791680-fpji



Top 10 Ways To Use LinkedIn For Migrants, Expatriates and Repatriates

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 or Company Page and click on the **Notification Bell** so you can be informed when they Post.



Analytics

👁 Private to you



1,380 profile views

Discover who's viewed your profile.



9,902 post impressions

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



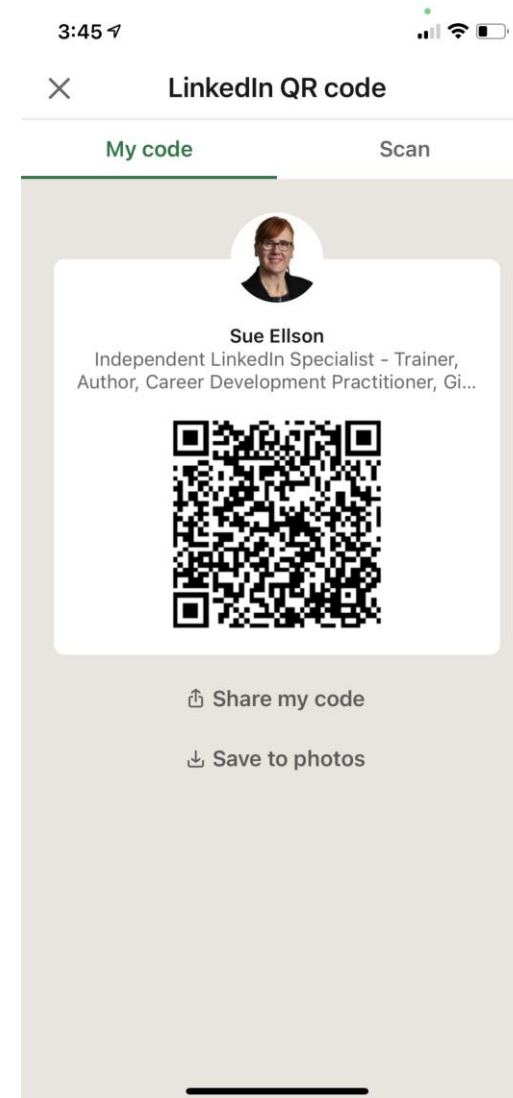
864 search appearances

See how often you appear in search results.

Top 10 Ways To Use LinkedIn For Migrants, Expatriates and Repatriates

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.

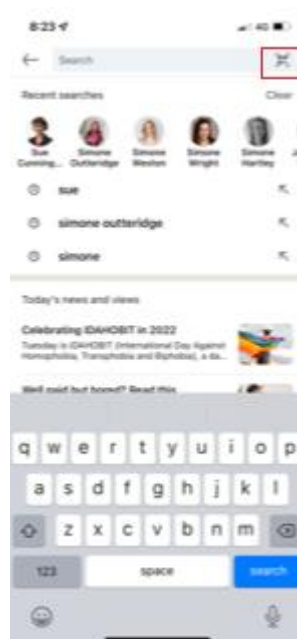
Connect with international people as well.



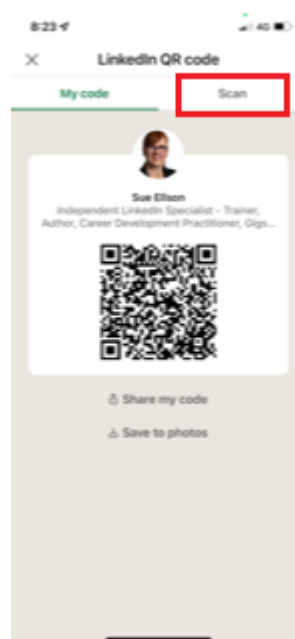
Connect with me on LinkedIn – part 1



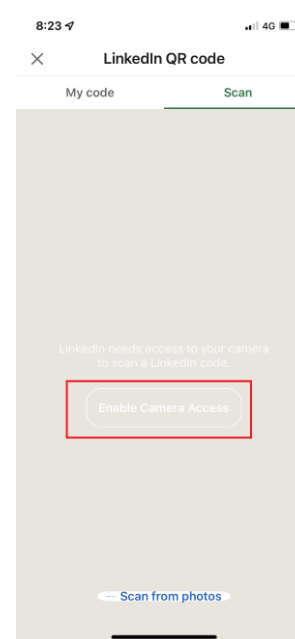
1. Open LinkedIn App and press in Search Box



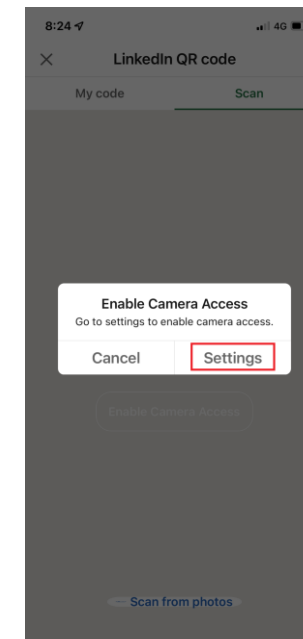
2. Press dots on top right hand side of screen



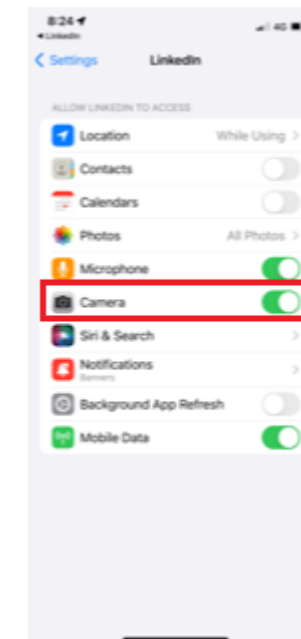
3. Press Scan



4. Press Enable Camera Access

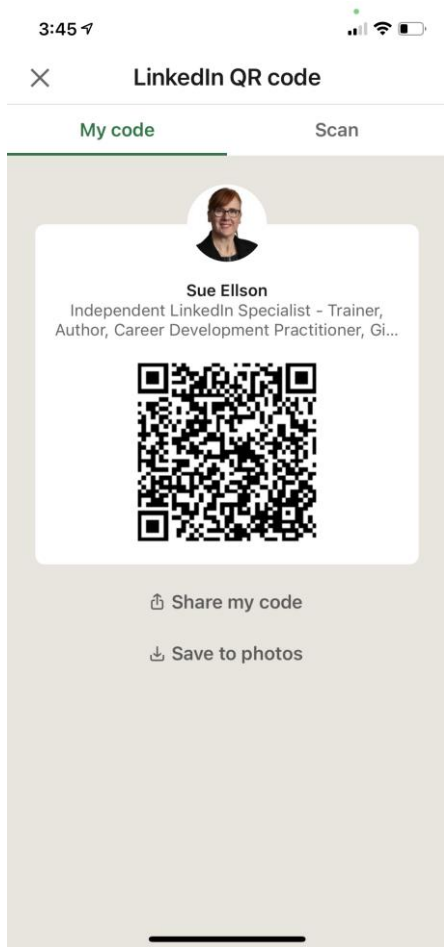


5. Select Settings on your Phone



6. In LinkedIn Settings, turn on Camera

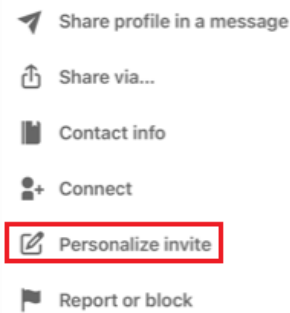
Connect with me on LinkedIn – part 2



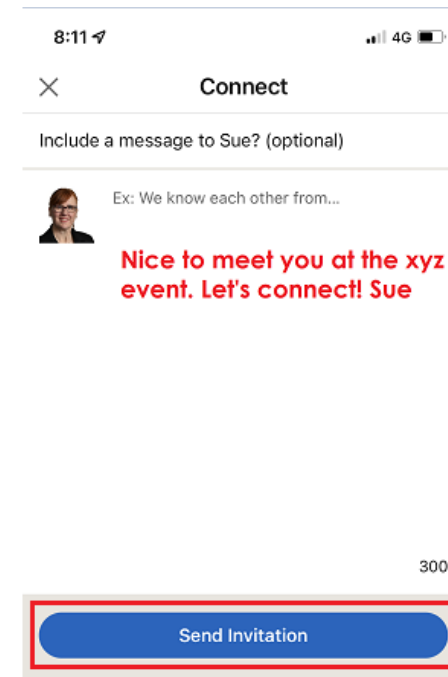
7. Use your phone to Scan this code on the screen



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 Migrants, Expatriates and Repatriates

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 a LinkedIn profile for 'Sue Ellson's Services'. On the left, a navigation menu includes 'Service page', 'New requests', 'Client projects', and 'Reviews status'. The main content area features a profile picture, the name 'Sue Ellson's Services', and an 'Admin view' button. Below this is an 'About' section with a detailed bio: 'After a 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 - 2022) and 120Ways.com (2014). I have written and published five books on LinkedIn, Careers and Business, Hyper Local Marketing and Gigsters. ... See more'. Location is listed as 'Greater Melbourne Area' and availability as 'Remote or in person'. The 'Services provided' section lists: Career Development Coaching, Training, Social Media Marketing, Writing, Marketing Consulting, Business Consulting, Public Speaking, Content Strategy, Search Engine Optimization (SEO), and Web Development. A 'Media' section at the bottom shows a video thumbnail of Sue Ellson, a woman with glasses wearing a red top, sitting in front of a large window with a city skyline view.

Top 10 Ways To Use LinkedIn For Migrants, Expatriates and Repatriates

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.

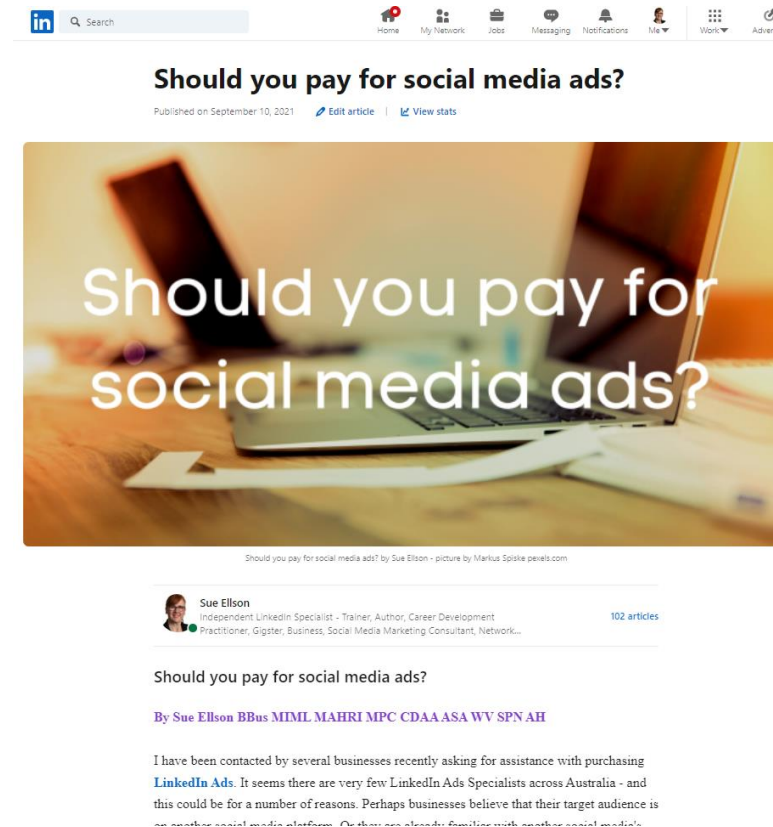


<https://www.linkedin.com/pulse/what-do-before-you-quit-your-job-sue-ellson>

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

Top 10 Ways To Use LinkedIn For Migrants, Expatriates and Repatriates

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



The screenshot shows a LinkedIn article page. At the top, there is a navigation bar with the LinkedIn logo, a search bar, and icons for Home, My Network, Jobs, Messaging, Notifications, Me, Work, and Advertise. The article title is "Should you pay for social media ads?". Below the title, it says "Published on September 10, 2021" and has links for "Edit article" and "View stats". The main image is a blurred photo of a laptop with the text "Should you pay for social media ads?" overlaid in white. Below the image, the author's name "Sue Ellson" is displayed, along with her profile picture and a list of skills: "Independent LinkedIn Specialist - Trainer, Author, Career Development Practitioner, Gigster, Business, Social Media Marketing Consultant, Network...". To the right of her name, it says "102 articles". The article text begins with "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..."

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

Top 10 Ways To Use LinkedIn For Migrants, Expatriates and Repatriates

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>



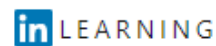
Top 10 Ways To Use LinkedIn For Migrants, Expatriates and Repatriates

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 Clients/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 3 days if you must)

3 in 3

Publications and Upcoming Events

Today's recording – LinkedIn for Migrants, Expatriates and Repatriates

<https://sueellson.com/blog/linkedin-for-migrants-expatriates-and-repatriates>

Publications

<https://sueellson.com/publications>

Presentations

<https://sueellson.com/presentations>

Video recordings

<https://sueellson.com/videos>

**Register for next LinkedIn Insight Webinar – LinkedIn for Medical, Health and Nursing Professionals
12pm AEDT (UTC+11) Wednesday 11 January 2023**

<https://www.linkedin.com/events/linkedinformedical-health-nursi7008582598897676288>

<https://linkedininsights15.eventbrite.com.au>

Professional Services

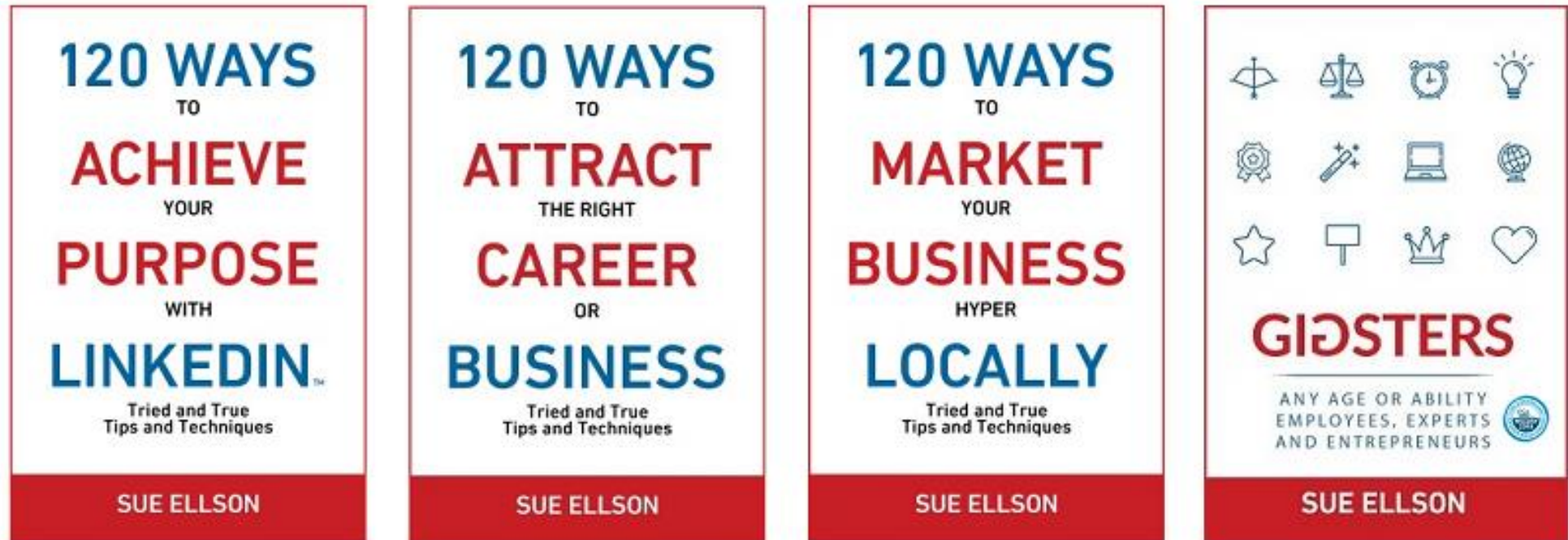
<https://sueellson.com/services-and-pricing>

LinkedIn Insight Webinars

- **LinkedIn for Medical, Health and Nursing Professionals** 12pm 11 January 2023
- **LinkedIn for Recruiters, Headhunters and Executive Search Professionals** 12pm 8 February 2023
- **LinkedIn for Social Media, Marketing and Digital Strategy Professionals** 12pm 8 March 2023
- **LinkedIn for Military, Defence and Emergency Services Professionals** 12pm 12 April 2023
- **LinkedIn for Real Estate and Commercial Property Professionals** 12pm 10 May 2023
- **LinkedIn for Politicians, Public Servants and Government Professionals** 12pm 14 June 2023
- **LinkedIn for Lawyers, Solicitors, Barristers and Legal Professionals** 12pm 12 July 2023
- **LinkedIn for Bankers and Finance Professionals** 12pm 9 August 2023
- **LinkedIn for Teachers, Tutors and Training Professionals** 12pm 13 September 2023
- **LinkedIn for Consultants and Advisors** 12pm 4 October 2023 (1st Wednesday)
- **LinkedIn for Scientists and Technical Professionals** 12pm 8 November 2023
- **LinkedIn for Managers and Senior Leadership Professionals** 12pm 13 December 2023

- **All Registration Links, Slides and Recordings from past webinars** since October 2021 at <https://sueellson.com/linkedin-insight-webinars-and-recordings>

Special Gift – Free Downloads



✓ latest offer <https://sueellson.com/latest-offer>

✓ <https://sueellson.com/services-and-pricing>

✓ you can say thank you by following me on social media!

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- ✓ LinkedIn Profile <https://www.linkedin.com/in/sueellson> (23,268 Connections, 26,027 Followers)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (635 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2> (150 Followers)
- ✓ Twitter <https://twitter.com/sueellson> (406 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (343 Followers)
- ✓ YouTube https://www.youtube.com/channel/UCOhckRXATKRvbqU6GNbys8A?sub_confirmation=1 (124 Subscribers)
- ✓ TikTok <https://www.tiktok.com/@sueellson> (19 Followers)
- ✓ Sue Elson Shares LinkedIn Newsletter (4,747 Subscribers) <https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Elson Email Newsletter (1,854 Subscribers) <http://eepurl.com/hjxQkP>



What has been most helpful to you today?

How to 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> (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