



for Medical, Health and Nursing Professionals

Sue Ellson BBus MPC CDAA ASA WV SPN

Independent LinkedIn Specialist, Author, Educator, Practitioner

11 January 2023

sueellson@sueellson.com

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

Welcome

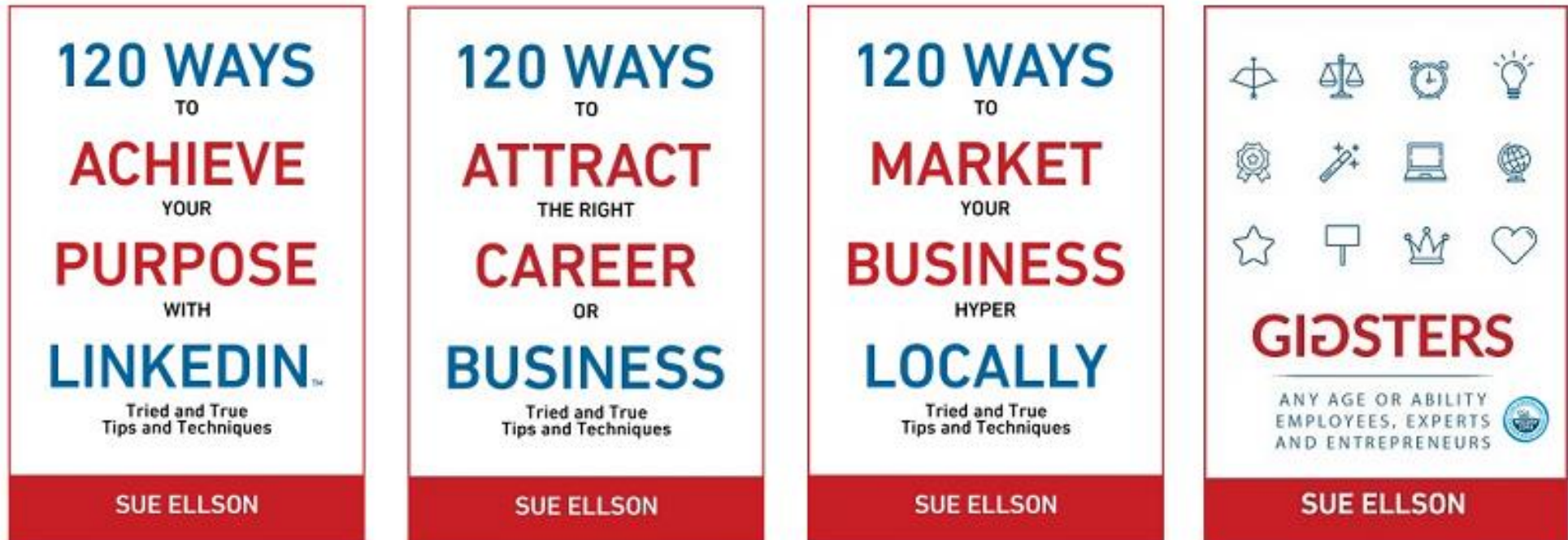
- ✓ top 10 techniques for Medical, Health and Nursing Professionals
- ✓ top 10 ways to use LinkedIn for Medical, Health and Nursing Professionals
- ✓ top 10 ways to manage your LinkedIn activity in 20 minutes per week

(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>

✓ keep up to date by following me on social media

Follow / Subscribe to Sue Ellson Online



- ✓ LinkedIn Profile <https://www.linkedin.com/in/sueellson> (23,339 Connections, 26,168 Followers)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (649 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2> (151 Followers)
- ✓ Twitter <https://twitter.com/sueellson> (412 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (355 Followers)
- ✓ YouTube <https://www.youtube.com/@sueellson> (136 Subscribers – goal is 1,000+!)
- ✓ TikTok <https://www.tiktok.com/@sueellson> (20 Followers)
- ✓ Sue Ellson Shares LinkedIn Newsletter (4,816 Subscribers)
<https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Ellson Email Newsletter (1,912 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
- ✓ 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 10 hours work
– Follow on Social Media, LinkedIn Endorsement or Recommendation, Google Review



This Presentation

- ✓ for all genders, backgrounds, beliefs, locations
- ✓ for Medical, Health and Nursing Professionals 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 about what you want and secure relevant support (peer, mentor, professional)
- ✓ educational and informative
- ✓ assuming some of you will be in a clinical setting and others running your own operations



Your Current Focus

Please choose one of the following and pop in the chat so I can tailor this presentation

M – Medical

H – Health (includes natural and allied health)

N – Nursing

A – Administration

O – Other

Also where you work please

F – Facility – employed by hospital, surgery, practice

S – Support Service – government, agency, community group, consultancy

E – Entrepreneur with your own specialty that you own or are in partnership



You can ask questions at any time as I would really like to make this as relevant as possible for you!

You can ask 'everyone' or 'just me' in the chat or contact me directly afterwards...

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>

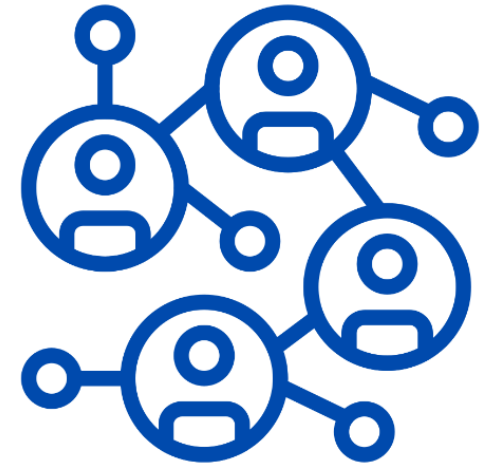
Today's slides and recording will be at

<https://sueellson.com/blog/linkedin-for-medical-health-and-nursing-professionals>



Specific Medical, Health and Nursing Professionals Tips

- ✓ connect with everyone you meet professionally and/or personally: remember your network = your net worth (this would not include patients but can include work colleagues, others in the industry, referral sources etc)
- ✓ abide by any specific requirements for your profession (e.g. advertising)
- ✓ consider working close to home <https://www.linkedin.com/pulse/working-close-home-sue-ellson/>
- ✓ 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 and you can't be verified
- ✓ prospective patients and clients will Google you and LinkedIn is highly optimised
- ✓ it is different to other social media – mostly professional and educational purposes
- ✓ consider connecting with others in your field locally and internationally and mention your international experience and/or other languages
- ✓ discuss your expertise in words other people can understand (not all technical) – help us understand what you do



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 you 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 Medical, Health and Nursing Professionals

– see how many you are already doing!



Top 10 techniques for Medical, Health and Nursing Professionals

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 sensitive personal 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 Medical, Health and Nursing Professionals

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, website 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 Medical, Health and Nursing Professionals

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

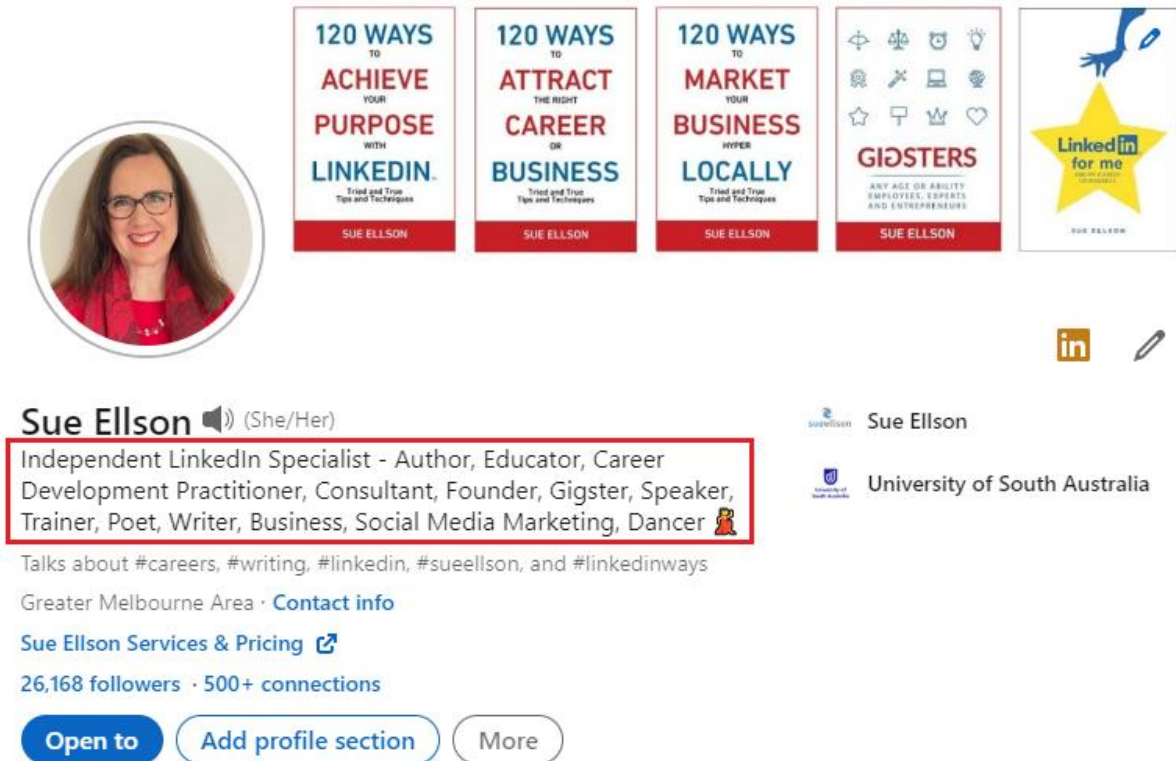
Photo – head and shoulders, high neck garment, eyes one third line, hair line at top of circle

Label – Accredited Practising Dietitian

Keywords – Maternal & Paediatric Food Nutrition & Diet Advice, Science Based Research & Education, Training, Social Media

Interests – Love to Create [Emoji]

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



Top 10 techniques for Medical, Health and Nursing Professionals

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 'Sue Ellson' name and the '(She/Her)' pronouns. 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. Above the profile picture, five book covers are displayed: '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', 'GI0STERS', and 'LinkedIn for me'. Below the profile picture, the text 'Sue Ellson' is followed by '(She/Her)' and a speaker icon. The bio reads: 'Independent LinkedIn Specialist - Author, Educator, Career Development Practitioner, Consultant, Founder, Gigster, Speaker, Trainer, Poet, Writer, Business, Social Media Marketing, Dancer'. Below the bio, it says 'Talks about #careers, #writing, #linkedin, #sueellson, and #linkedinways' and 'Greater Melbourne Area · Contact info'. The 'Sue Ellson Services & Pricing' link is highlighted with a red box. Below this, it says '26,168 followers · 500+ connections'. At the bottom, there are three buttons: 'Open to', 'Add profile section', and 'More'. Below these buttons, there are two sections: 'Open to work' (Corporate Trainer, Book Author, Workshop Instr...) and 'Providing services' (Career Development Coaching, Training, Social ...). The 'Providing services' section is highlighted with a red box.

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](#)

26,168 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 Medical, Health and Nursing Professionals

5. Connect with people you meet online or offline FROM NOW ON and click Notification Bell if they are VIPs (not including patients or medical clients)

Everyone you message

Ignore

Accept

Everyone you like who visits your LinkedIn Profile and is aligned

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

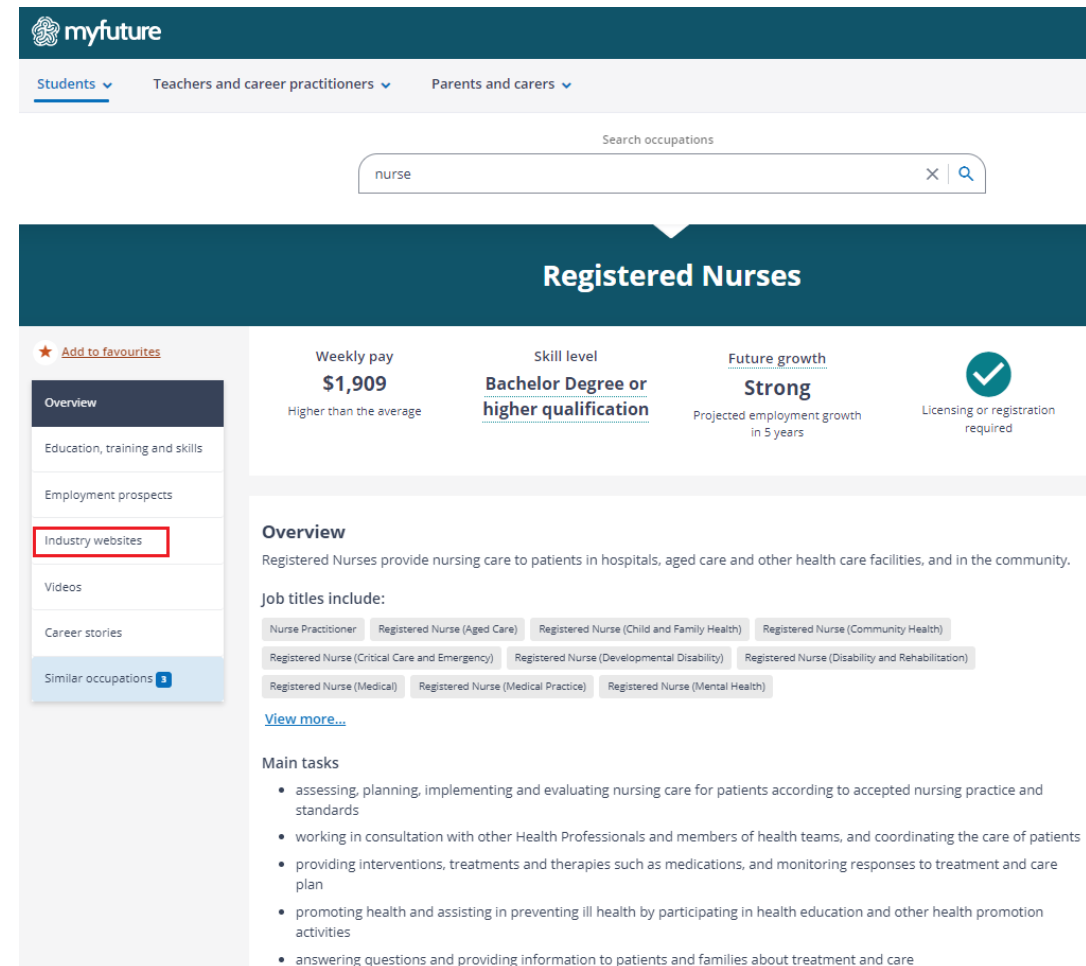
Top 10 techniques for Medical, Health and Nursing Professionals

6. Join and/or Follow Professional Associations and/or Unions – 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'



The screenshot shows the myfuture website interface. At the top, there's a navigation bar with 'myfuture' logo and dropdown menus for 'Students', 'Teachers and career practitioners', and 'Parents and carers'. Below this is a search bar with the text 'Search occupations' and a search button. The search results for 'nurse' are displayed, showing a detailed profile for 'Registered Nurses'. The profile includes a sidebar with links to 'Overview', 'Education, training and skills', 'Employment prospects', 'Industry websites' (highlighted with a red box), 'Videos', 'Career stories', and 'Similar occupations'. The main content area shows key statistics: 'Weekly pay \$1,909' (Higher than the average), 'Skill level Bachelor Degree or higher qualification', 'Future growth Strong' (Projected employment growth in 5 years), and a checkmark indicating 'Licensing or registration required'. Below this, there's an 'Overview' section describing the role of Registered Nurses, followed by a list of 'Job titles include:' such as 'Nurse Practitioner', 'Registered Nurse (Aged Care)', 'Registered Nurse (Child and Family Health)', 'Registered Nurse (Community Health)', 'Registered Nurse (Critical Care and Emergency)', 'Registered Nurse (Developmental Disability)', 'Registered Nurse (Disability and Rehabilitation)', 'Registered Nurse (Medical)', 'Registered Nurse (Medical Practice)', and 'Registered Nurse (Mental Health)'. A 'View more...' link is provided. The 'Main tasks' section lists several responsibilities, including assessing, planning, implementing and evaluating nursing care, working in consultation with other health professionals, providing interventions, promoting health, and answering questions.

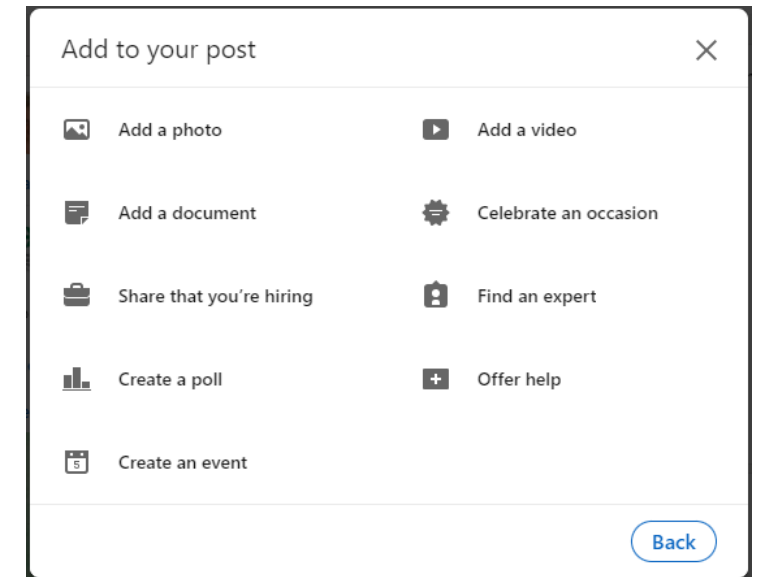
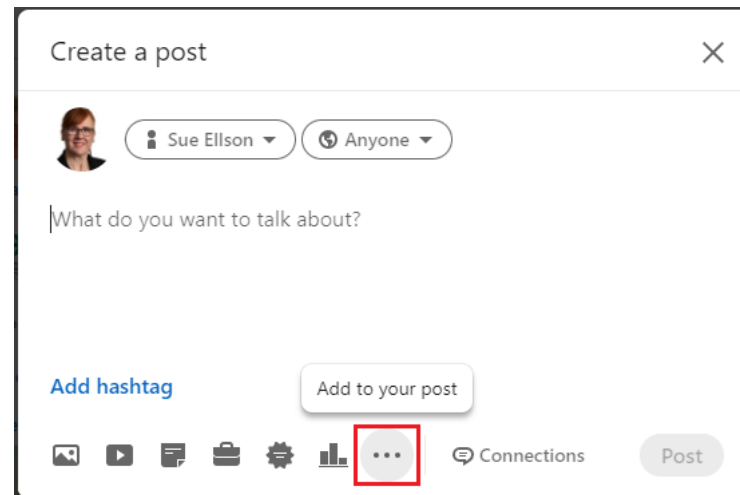
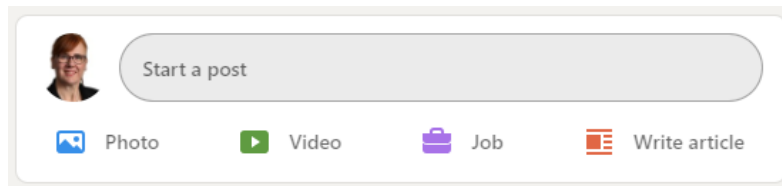
Top 10 techniques for Medical, Health and Nursing Professionals

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

Engage – react (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

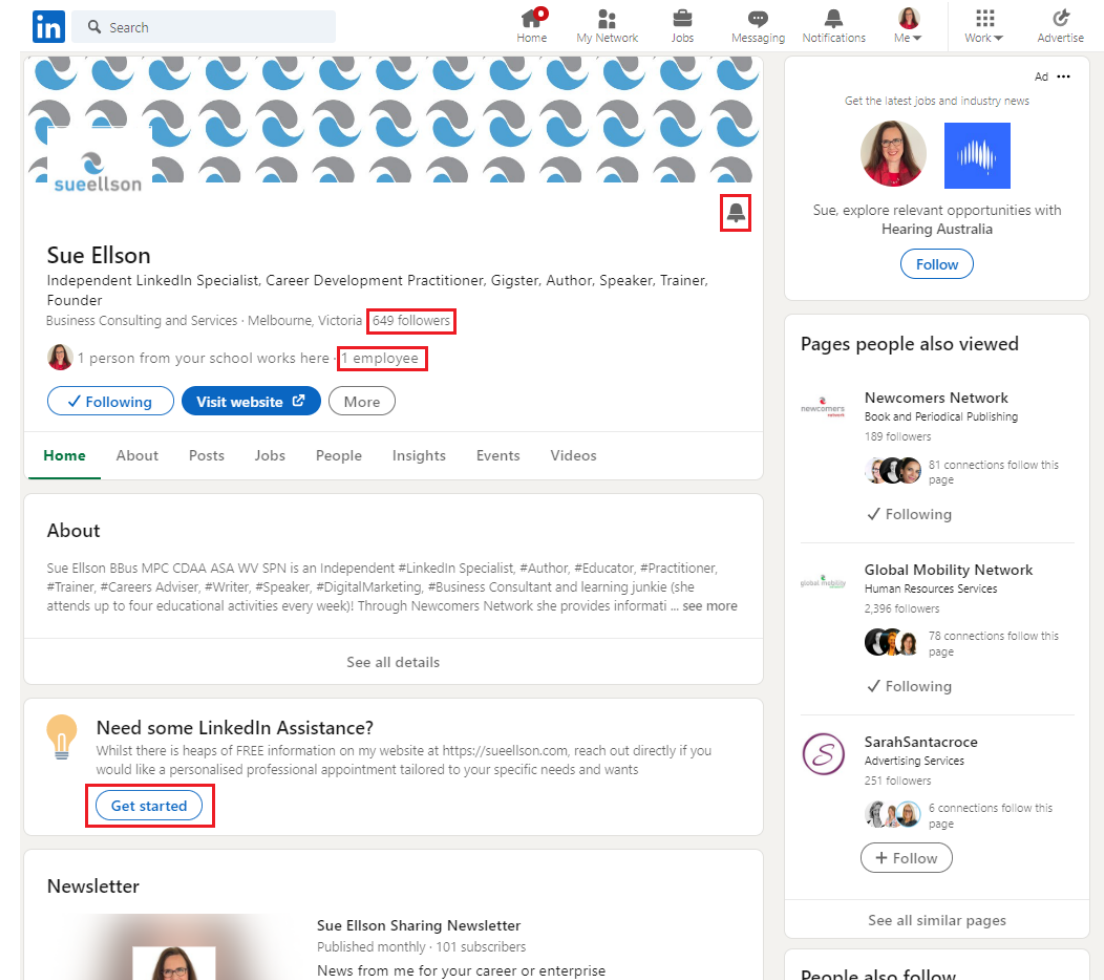


<https://www.linkedin.com/pulse/content-engagement-curation-creation-strategies-busy-people-ellson>

Top 10 techniques for Medical, Health and Nursing Professionals

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 an enterprise, consider providing content for the Company Page to share and make sure that the Company Page is fully updated (several new sections now available).



Top 10 techniques for Medical, Health and Nursing Professionals

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 Medical, Health and Nursing Professionals

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.

1	LinkedIn Personal Statistics – collect every six months	Sue Sample	Next Date	Next Date
2	– Created by Sue Ellison, 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.

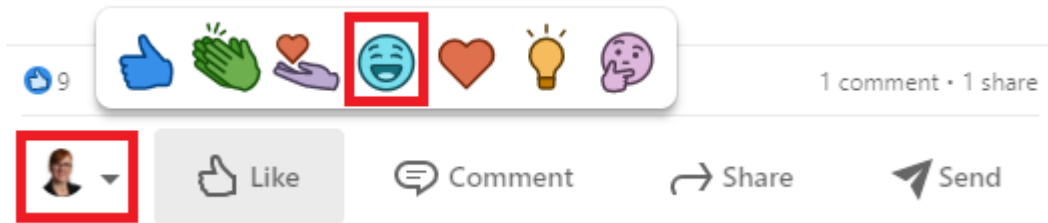
Check out your own Social Selling Index
<https://www.linkedin.com/sales/ssi>

Top 10 Ways To Use LinkedIn for Medical, Health and Nursing Professionals



Top 10 Ways To Use LinkedIn For Medical, Health and Nursing Professionals

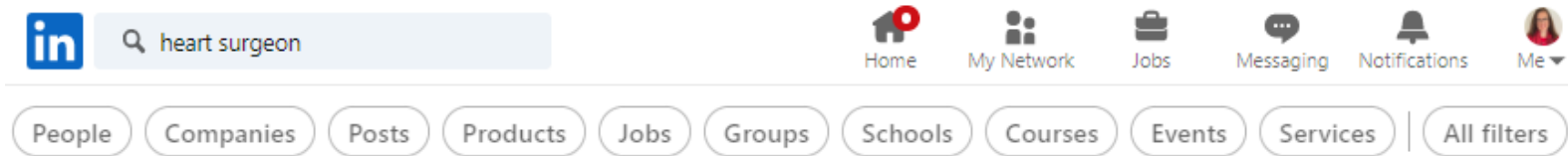
1. **Increase your Engagement Ratio** – it is about you ‘listening’ as well as ‘speaking’ so be a ‘Personal Encourager’ and increase number of engagements per post you publish – people like it when you like their stuff! Even better if you Comment as well. Great if you can respond to all @Mentions, your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



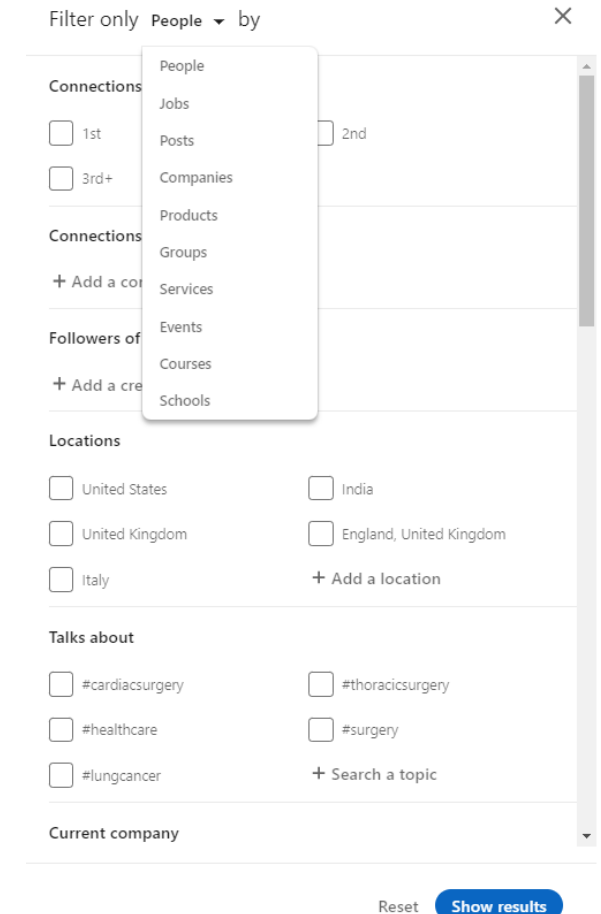
<https://www.linkedin.com/pulse/where-can-you-find-warm-leads-linkedin-sue-ellson-2c>

Top 10 Ways To Use LinkedIn For Medical, Health and Nursing Professionals

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 Medical, Health and Nursing Professionals

Google

Advanced Search

Find pages with...

all these words:	<input "melbourne"="" and="" type="text" value="heart surgeon"/>	Type the important words: tri-colour rat terrier
this exact word or phrase:	<input type="text"/>	Put exact words in quotes: "rat terrier"
any of these words:	<input type="text"/>	Type OR between all the words you want: miniature OR standard
none of these words:	<input type="text"/>	Put a minus sign just before words that you don't want: -rodent, -"Jack Russell"
numbers ranging from:	<input type="text"/> to <input type="text"/>	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:	<input type="text" value="any language"/>	Find pages in the language that you select.
region:	<input type="text" value="any region"/>	Find pages published in a particular region.
last update:	<input type="text" value="anytime"/>	Find pages updated within the time that you specify.
site or domain:	<input type="text" value="linkedin.com"/>	Search one site (like wikipedia.org) or limit your results to a domain like .edu, .org or .gov
terms appearing:	<input type="text" value="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:	<input type="text" value="Show explicit results"/>	Tell SafeSearch whether to filter sexually explicit content.
file type:	<input type="text" value="any format"/>	Find pages in the format that you prefer.
usage rights:	<input type="text" value="not filtered by licence"/>	Find pages that you are free to use yourself.

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

Top 10 Ways To Use LinkedIn For Medical, Health and Nursing Professionals

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) or use auto captions, consider saving PowerPoint Presentations to PDF and upload a document (provides a slide show). Carousel 1080x1080 squares.

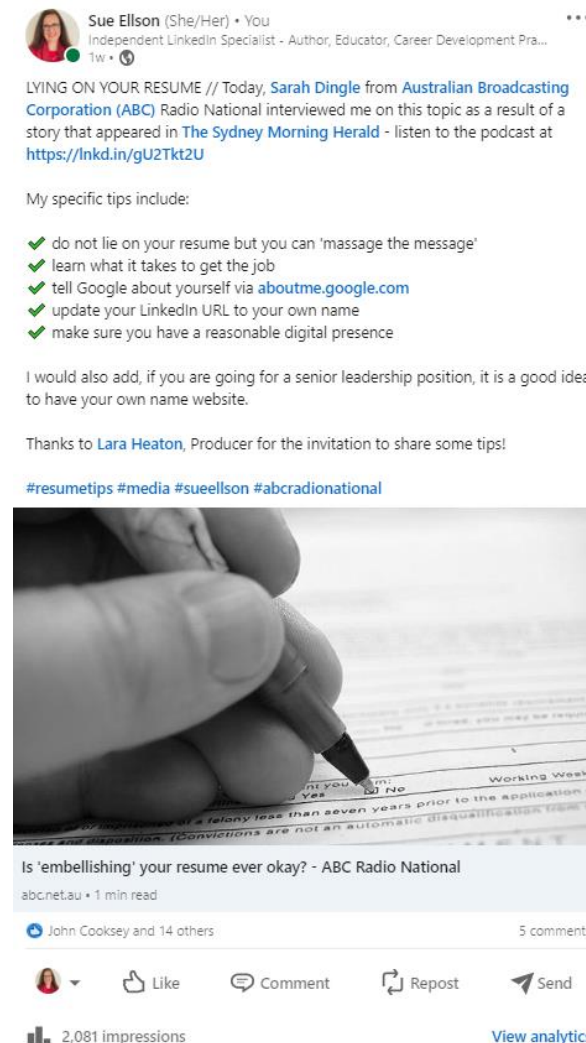
Consider

- 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 Medical, Health and Nursing Professionals

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



1,293 profile views

Discover who's viewed your profile.



2,392 post impressions

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



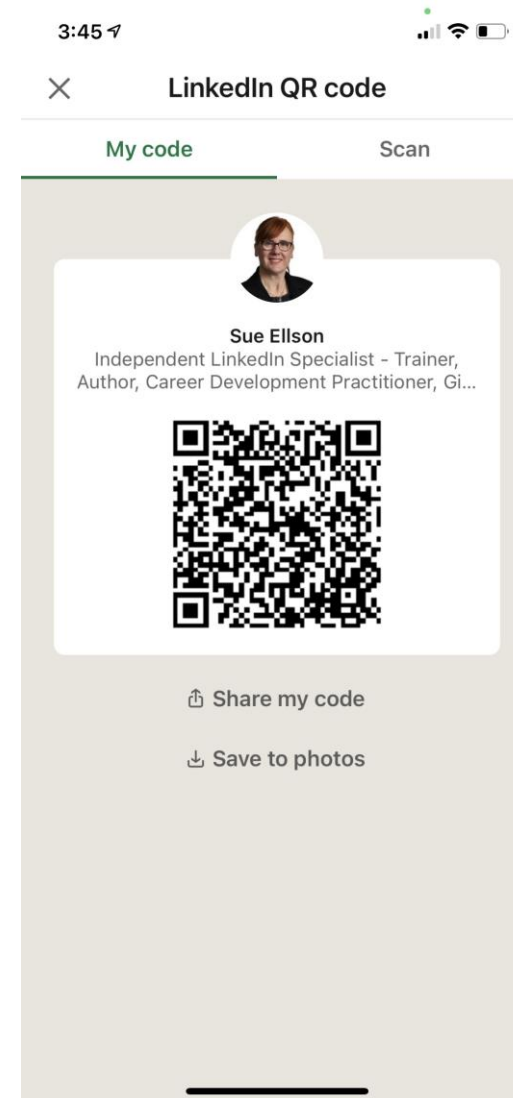
438 search appearances

See how often you appear in search results.

Top 10 Ways To Use LinkedIn For Medical, Health and Nursing Professionals

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.

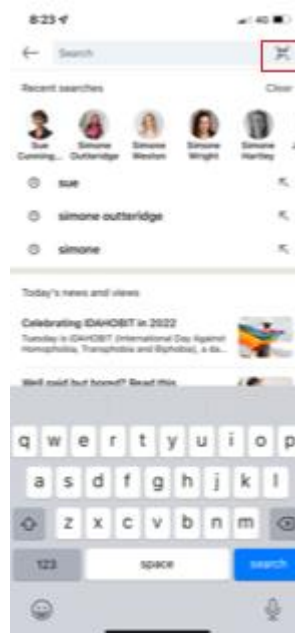
Connect with international people as well.



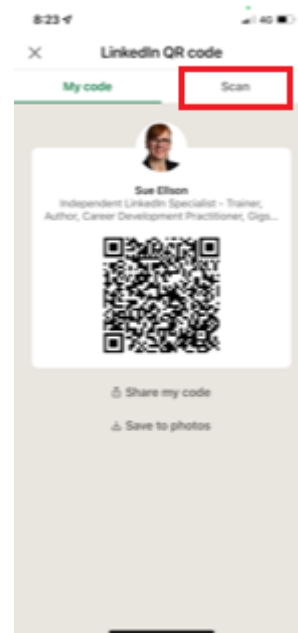
Connect with me on LinkedIn – part 1



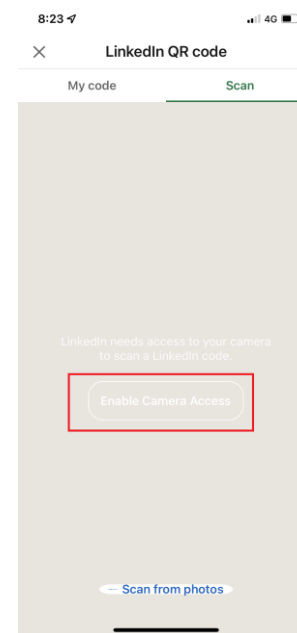
1. Open LinkedIn App and press in Search Box



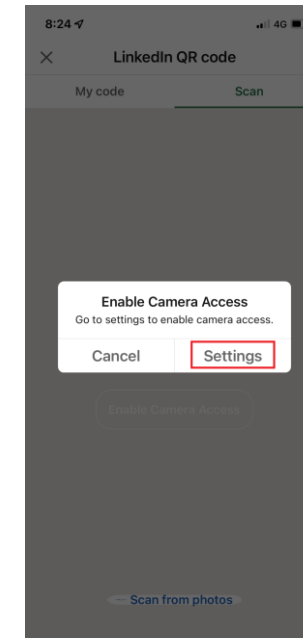
2. Press dots on top right hand side of screen



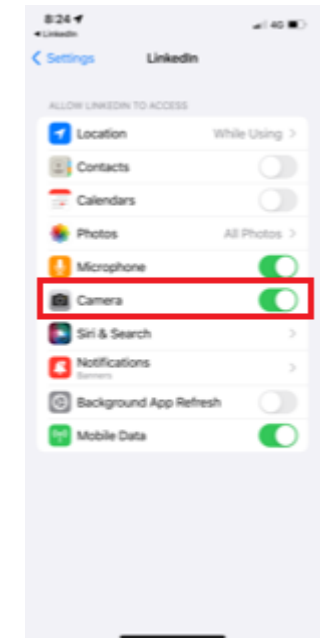
3. Press Scan



4. Press Enable Camera Access

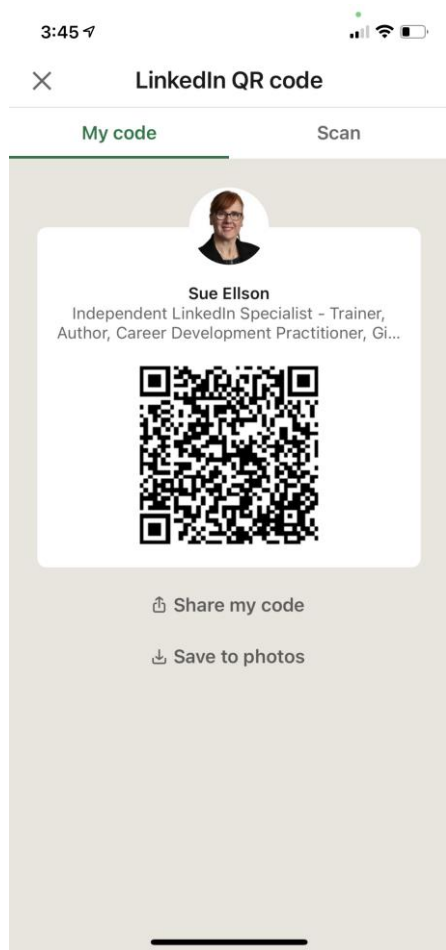


5. Select Settings on your Phone



6. In LinkedIn Settings, turn on Camera

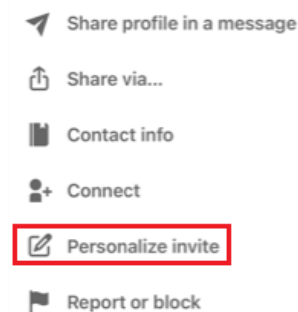
Connect with me on LinkedIn – part 2



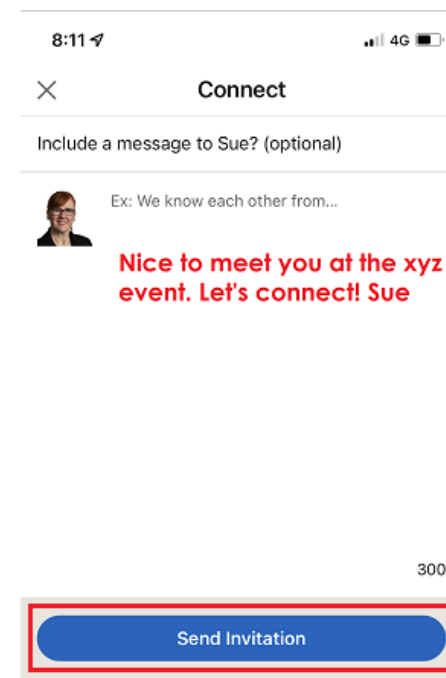
7. Use your phone to Scan this code on the screen



8. Press the three dots next to the Message button



9. Select Personalize Invite

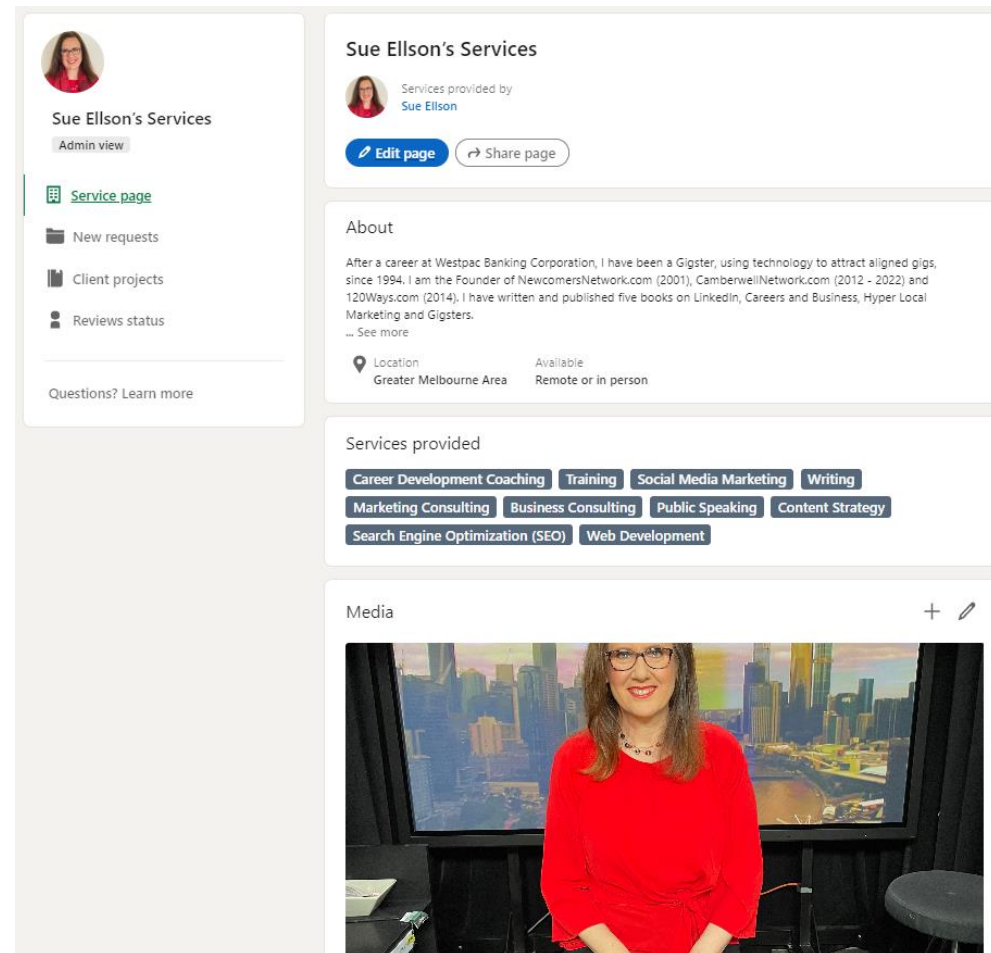


10. Type up a brief message, Send Invitation to Connect

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 Medical, Health and Nursing Professionals

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 sidebar menu includes a profile picture, the name 'Sue Ellson's Services', an 'Admin view' button, and links for 'Service page', 'New requests', 'Client projects', and 'Reviews status'. The main content area features the same profile picture and name at the top, followed by 'Edit page' and 'Share page' buttons. Below this is an 'About' section with a paragraph of text and a location tag for 'Greater Melbourne Area'. The 'Services provided' section lists various offerings like '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, a 'Media' section shows a video of Sue Ellson in a red top.

Sue Ellson's Services

Services provided by Sue Ellson

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

About

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
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

+

Top 10 Ways To Use LinkedIn For Medical, Health and Nursing Professionals

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.

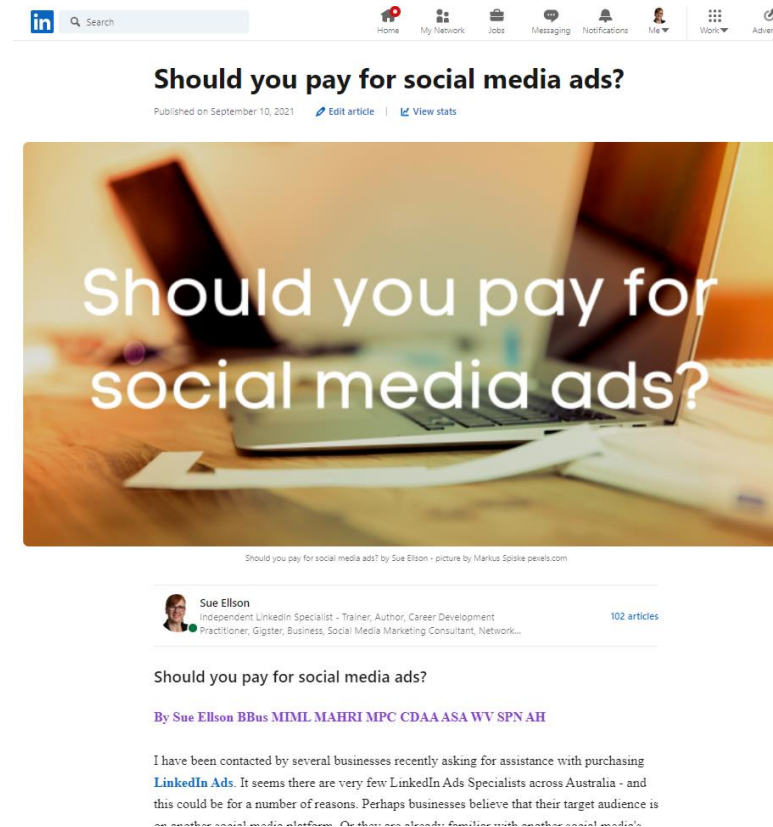


<https://www.linkedin.com/pulse/what-do-before-you-quit-your-job-sue-ellson>

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

Top 10 Ways To Use LinkedIn For Medical, Health and Nursing Professionals

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 Medical, Health and Nursing Professionals

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

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



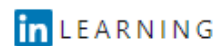
Top 10 Ways To Use LinkedIn For Medical, Health and Nursing Professionals

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 – in Australia, 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 VIPs/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

'LinkedIn for me and my career or business' Print Book Launch 23 January 2023 at 12pm

<https://www.linkedin.com/events/linkedinformeandmycareerorbusin7010904161110155264> or
<https://linkedinformeprintbooklaunch.eventbrite.com.au>

Publications

<https://sueellson.com/publications>

Presentations

<https://sueellson.com/presentations>

Video recordings

<https://sueellson.com/videos>

Register for next LinkedIn Insight Webinar – LinkedIn for Recruiters, Headhunters and Executive Search Professionals 12pm AEDT (UTC+11) Wednesday 8 February 2023

<https://www.linkedin.com/events/linkedinforrecruiters-headhunte7018360280447406080>
<https://linkedininsights17.eventbrite.com.au>

Professional Services

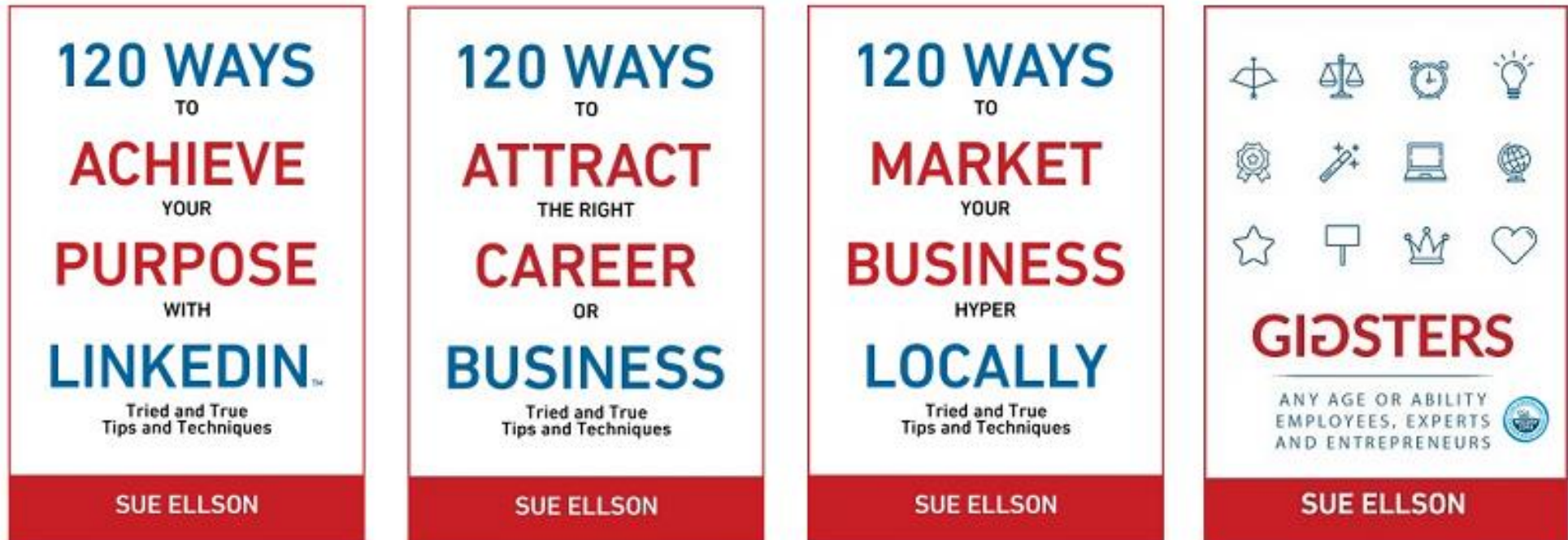
<https://sueellson.com/services-and-pricing>

LinkedIn Insight Webinars 2023

- **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>

✓ keep up to date by following me on social media

Follow / Subscribe to Sue Ellson Online



- ✓ LinkedIn Profile <https://www.linkedin.com/in/sueellson> (23,339 Connections, 26,168 Followers)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (649 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2> (151 Followers)
- ✓ Twitter <https://twitter.com/sueellson> (412 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (355 Followers)
- ✓ YouTube <https://www.youtube.com/@sueellson> (136 Subscribers – goal is 1,000+!)
- ✓ TikTok <https://www.tiktok.com/@sueellson> (20 Followers)
- ✓ Sue Ellson Shares LinkedIn Newsletter (4,816 Subscribers)
<https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Ellson Email Newsletter (1,912 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> (124 Google Reviews) or <https://sueellson.com/reviews>
- ✓ Follow Sue Ellson's Socials or Contact directly <https://sueellson.com/contact>



Google Review



Follow Socials / Contact