



B E M Y

LinkedInValentine

♥ Valentine's Day ♥

14 February 2023 3pm New York Time

15 February 2023 7am Melbourne Time

With Kenneth Lang and Sue Ellson

<https://www.youtube.com/watch?v=j4fNpJpjZAI>

Discussing LinkedIn and Dating

LinkedIn and Dating

Sue Ellson BBus MPC CDAA ASA WV SPN

Independent LinkedIn Specialist, Author, Educator, Practitioner

14 February 2023 NYC 3pm

15 February 2023 MEL 7am

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

★ Thank you Kenneth Lang for the invitation! ★

Welcome

- ✓ introductions
- ✓ can you date on LinkedIn?
- ✓ how can you protect yourself whilst dating?
- ✓ how can you use LinkedIn for personal reasons?

(please have the LinkedIn App ready on your phone)



Special Gift – Free Downloads

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

Username and Password Spreadsheet (most popular)

LinkedIn Statistics and Backup Spreadsheet

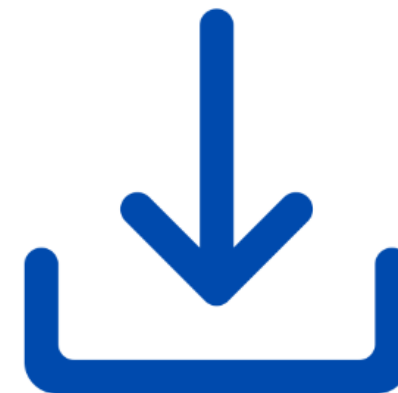
Basic Social Media Statistics Spreadsheet

List of Publications Spreadsheet

Sample Resume Layout – Applicant Tracking System Friendly

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

✓ keep up to date by following me on social media



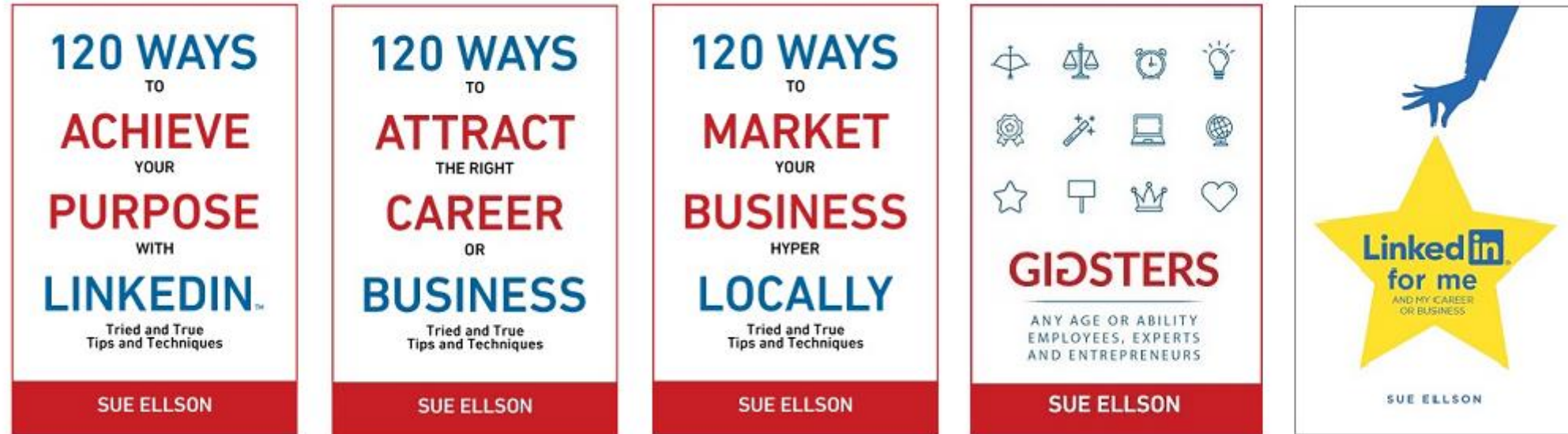
Follow / Subscribe to Sue Elson Online



- ✓ LinkedIn Profile <https://www.linkedin.com/in/sueellson> (23,478 Connections, 26,402 Followers)
- ✓ YouTube <https://www.youtube.com/@sueellson> (154 Subscribers – goal is 1,000+)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (707 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2> (156 Followers)
- ✓ Twitter <https://twitter.com/sueellson> (414 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (367 Followers)
- ✓ TikTok <https://www.tiktok.com/@sueellson> (23 Followers)
- ✓ Sue Elson Shares LinkedIn Newsletter (4,900 Subscribers) <https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Elson Sharing LinkedIn Newsletter (159 Subscribers) <https://www.linkedin.com/newsletters/7011478630589497344>
- ✓ Sue Elson Email Newsletter (2,084 Subscribers) <http://eepurl.com/hjxQkP>



Author of five books



Latest – **LinkedIn for me and my career or business** – launched 23 January 2023

Give yourself a gold star ★ – update your LinkedIn Profile

<https://www.amazon.com/dp/B0BSP7X8PR>

Or <https://120wayspublishing.com>

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>

This Presentation

- ✓ for all genders, backgrounds, beliefs, locations
- ✓ for anyone who uses LinkedIn or who is dating at the moment
- ✓ suggestions and recommendations are based on my professional, recruiting and dating experience
- ✓ focus is on safety, respect and fun!
- ✓ educational and informative



Your Interest Today

Please choose from the following and pop in the chat so I can tailor this presentation for you

Interest Today

L – LinkedIn Information

D – Dating Information

P – Personal - like Kenneth Lang or Sue Ellson

O – Other

Location

A – Australia

U – USA

O – Other (can mention country if you wish)

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/be-my-linkedin-valentine-with-kenneth-lang>



Other Articles by Sue Ellson

8 Solutions for Loneliness That Don't Require a Romantic Relationship

<https://tinybuddha.com/blog/8-solutions-loneliness-dont-require-romantic-relationship>

52 Ways to Tell Someone You Love and Appreciate Them

<https://tinybuddha.com/blog/52-ways-tell-someone-love-appreciate>

50 Ways To Use The Five Love Languages For Yourself

<https://thoughtcatalog.com/sue-ellson/2021/04/50-ways-to-use-the-five-love-languages-for-yourself>

Self-Love — Beliefs, Scripts, Feelings and Recovery

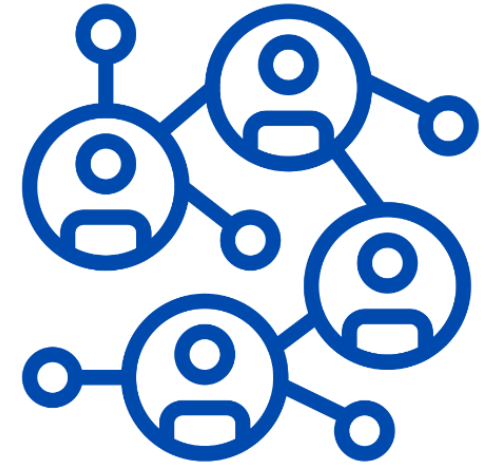
<https://sueellson.medium.com/self-love-beliefs-scripts-feelings-and-recovery-33cccf1b9d33>

Poems

<https://sueellson.com/poems>



Quick Dating Stories



- ✓ conference guest who targeted HR professionals
- ✓ person with a common name who I couldn't Google – Google image search
- ✓ date of birth required for police report – found on LinkedIn
- ✓ save a print screen copy to provide evidence to police as spammers will unmatch and evidence disappears
- ✓ twisted words – no one-night-stands – told can't be good in bed!
- ✓ geo-location on phone images – may not be removed by dating apps, what is in the background?
- ✓ be aware of keyword choice – not interested horse racing or gambling, attracted people who liked it!
- ✓ previously LinkedIn had a choice where you could mention single or married!
- ✓ always be respectful – courtesy is contagious and there is no need to be nasty
- ✓ Jimmy from LinkedIn <https://www.youtube.com/shorts/tnpi2BhTw7I>

Can you date on LinkedIn?



No you cannot date on LinkedIn

✓ **Professional Community Policies** <https://www.linkedin.com/legal/professional-community-policies>

Do not engage in sexual innuendos or unwanted advances. We don't allow unwanted expressions of attraction, desire, requests for romantic relationship, marriage proposals, sexual advances or innuendo, or lewd remarks. LinkedIn is a professional networking platform, not a dating site. Do not use LinkedIn to pursue romantic connections, ask for romantic dates, or provide sexual commentary on someone's appearance or perceived attractiveness. Do not send unwanted advances in messages, posts, or comments or send sexually explicit images to anyone on the platform.

Learn more about our sexual harassment and unwanted advances policy at <https://www.linkedin.com/help/linkedin/answer/137370>

✓ **LinkedIn User Agreement** <https://www.linkedin.com/legal/user-agreement>

3.4 Limits - LinkedIn reserves the right to limit your use of the Services, including the number of your connections and your ability to contact other Members. LinkedIn reserves the right to restrict, suspend, or terminate your account if you breach this Contract or the law or are misusing the Services (e.g., violating any of the Dos and Don'ts or Professional Community Policies).

✓ **LinkedIn Safety Centre** <https://safety.linkedin.com>

How can you protect yourself
whilst dating?



Protect yourself whilst dating (or more generally)

1. Do not list your date of birth – it is part of your identity

<https://www.linkedin.com/in/YOURURL/edit/forms/contact-info/new/>

2. Use a different photo on LinkedIn from your dating profile – so you can avoid a reverse image search

3. If you have a high profile, consider hiding your LinkedIn Profile – either turn off Visibility or Hibernate

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

Hibernate <https://www.linkedin.com/mypreferences/d/hibernate-account>

4. Turn off who can see your Connections – only mutual Connections will be visible if set to No

<https://www.linkedin.com/mypreferences/d/settings/connections-visibility>

5. Check other Visibility settings – according to your preferences as well as how people can reach you

<https://www.linkedin.com/mypreferences/d/categories/profile-visibility>

Protect yourself whilst dating (or more generally)

6. Consider Private Mode viewing – if doing your own research
<https://www.linkedin.com/mypreferences/d/profile-viewing-options>

7. Consider Reporting / Blocking Profiles as needed – report bad behaviour, block attention from unwanted people - Visit LinkedIn Profile and click More

8. Consider Reporting / Blocking Messages as needed
– via three dots at top of screen

9. Be aware of the impact of your visual content – especially for women, including images with naked skin (video with strapless top or low neck top takes focus away from face) and for men, hairy chests

10. Keep your written content professional – limit personal stories and locations, social life etc. (not include what is happening in your dating life)

Let us know why you're reporting this conversation	✕
We won't notify the sender.	
I don't know Peter	→
It's spam or a scam	→
It's inappropriate	→
It's harassment	→
It's something else	→
I think this account may have been hacked	→

How can you use LinkedIn
for personal reasons?



How can you use LinkedIn for personal reasons?

1. **Invite to Connect via the LinkedIn App on your phone** – if you feel comfortable and you have met in person – seems better than becoming friends on other social platforms
2. **Find an Event** – so you can meet like-minded people <https://www.linkedin.com/events/>
3. **Find a Group** – so you can meet other people in your industry, profession, interest areas <https://www.linkedin.com/groups/>
4. **Complete your own due diligence** – if you find out their name, look at their profile whilst not signed in to LinkedIn (safest) or turn on Private Mode first – does their story match what they have told you? What does their history and activity tell you about them as a person (some people are private and not active)? Are they on a dating app to sell you something?
5. **Connect with your colleagues** – some of the people you work with may have similar interests, so before you connect, read their LinkedIn Profile and ask for referrals to others who share the same interest (abide by any workplace fraternisation policies)

How can you use LinkedIn for personal reasons?

6. Update your own LinkedIn Profile – put your best foot forward and tell your own interesting story and optimise it in Google so it comes up first in search results when people look for you

7. Give and Receive Skill Endorsements and Written Recommendations – have other people sing your praises

8. Showcase your style – in your content, your comments, your messaging, your featured area, your banner image, your profile picture, your website links (and decide if you would like your email address to be public)

9. Build your network of friends – it doesn't hurt to have more friends and people you have met in your LinkedIn network. You might not gel romantically but you may be able to help one another in other ways

10. Remember that everyone will Google you – and LinkedIn is highly search engine optimised for NAMES. 75% before a job interview, 95% before a job offer. Your colleagues, your previous colleagues, your fellow students, past loves etc. It can be a way to find people you knew in the past and reconnect.

Google Advanced Search

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.

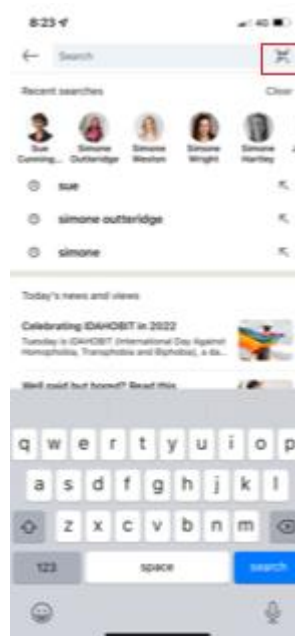
Remember to also use a Google Advanced Search https://www.google.com.au/advanced_search



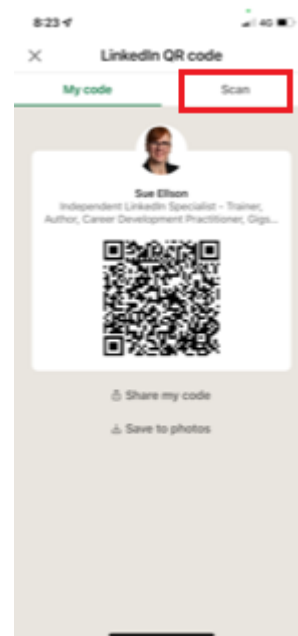
Connect with me on LinkedIn – part 1



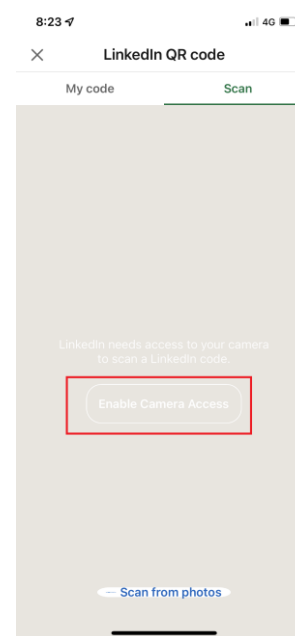
1. Open LinkedIn App and press in Search Box



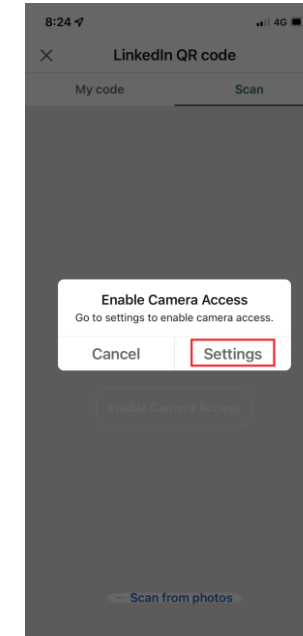
2. Press dots on top right hand side of screen



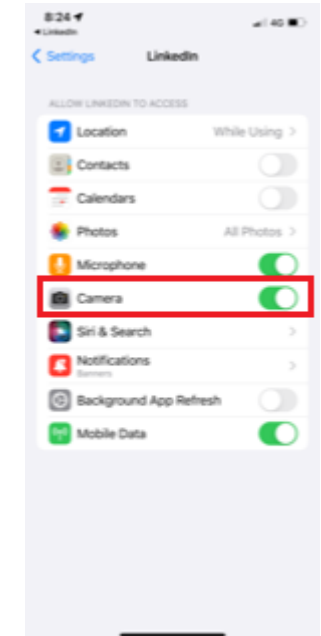
3. Press Scan



4. Press Enable Camera Access

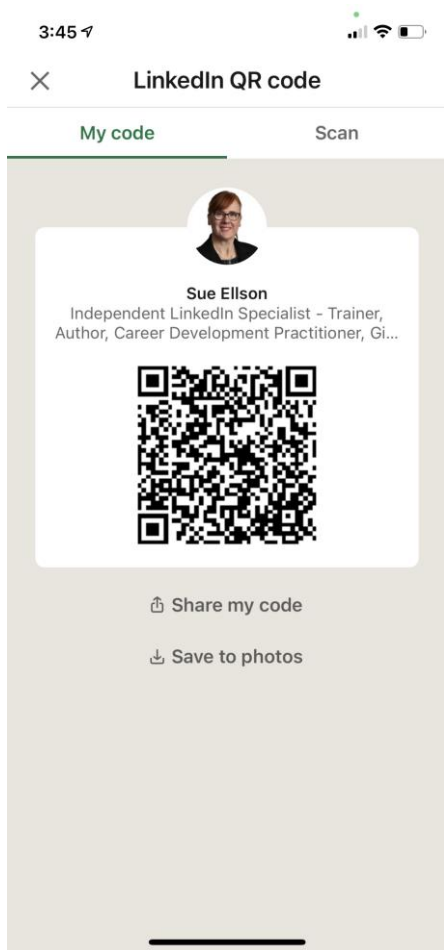


5. Select Settings on your Phone



6. In LinkedIn Settings, turn on Camera

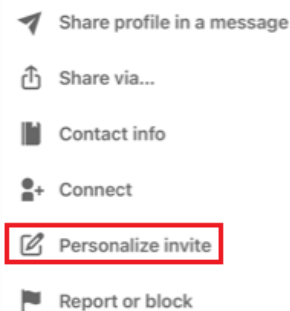
Connect with me on LinkedIn – part 2



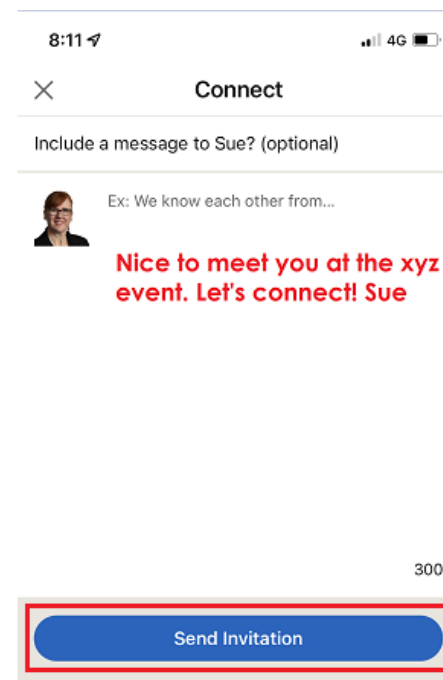
7. Use your phone to Scan this code on the screen



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

Publications and Upcoming Events

Publications

<https://sueellson.com/publications>

Presentations

<https://sueellson.com/presentations>

Video recordings

<https://sueellson.com/videos>

Register for next LinkedIn Insight Webinar – LinkedIn for Social Media, Marketing and Digital Strategy Professionals 12pm AEDT (UTC+11) Wednesday 8 March 2023

<https://www.linkedin.com/events/linkedinforsocialmedia-marketing7025293119617187840>

<https://linkedininsights18.eventbrite.com.au>

Professional Services

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

LinkedIn Insight Webinars 2023

- **LinkedIn for Recruiters, Headhunters and Executive Search 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

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Username and Password Spreadsheet (most popular)

LinkedIn Statistics and Backup Spreadsheet

Basic Social Media Statistics Spreadsheet

List of Publications Spreadsheet

Sample Resume Layout – Applicant Tracking System Friendly

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✓ keep up to date by following me on social media



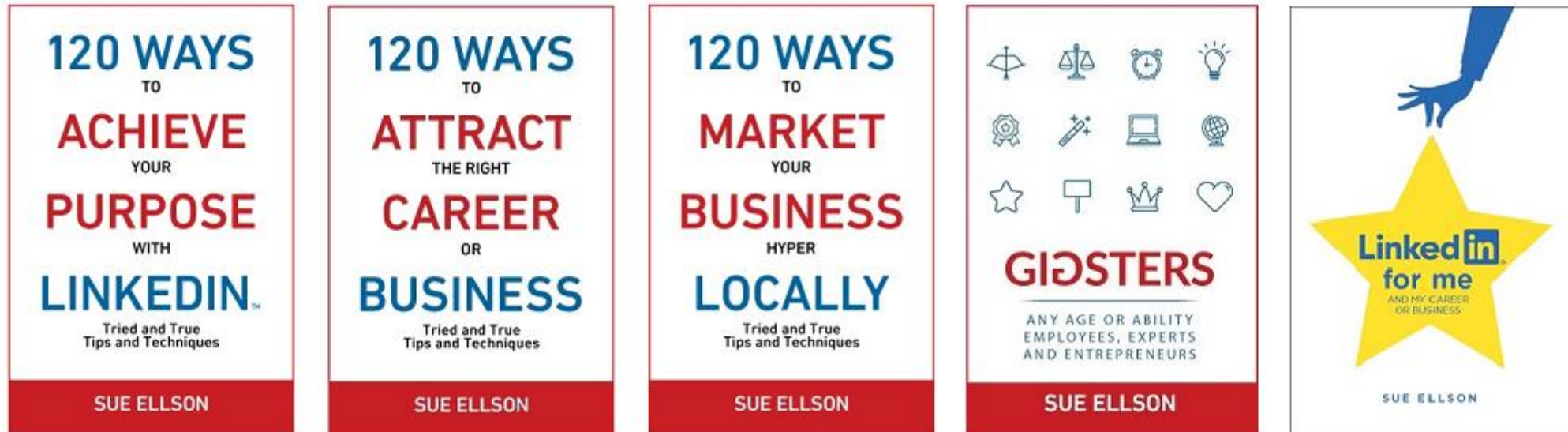
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- ✓ Facebook <https://www.facebook.com/sueellson2> (156 Followers)
- ✓ Twitter <https://twitter.com/sueellson> (414 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (367 Followers)
- ✓ TikTok <https://www.tiktok.com/@sueellson> (23 Followers)
- ✓ Sue Ellson Shares LinkedIn Newsletter (4,900 Subscribers) <https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Ellson Sharing LinkedIn Newsletter (159 Subscribers) <https://www.linkedin.com/newsletters/7011478630589497344>
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Author of five books



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Give yourself a gold star ★ – update your LinkedIn Profile

<https://www.amazon.com/dp/B0BSP7X8PR>

Or <https://120wayspublishing.com>

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> (128 Google Reviews) or <https://sueellson.com/reviews>
- ✓ Follow Sue Ellson's Socials or Contact directly <https://sueellson.com/contact>



Google Review



Follow Socials / Contact