



**for Social Media, Marketing and Digital Strategy  
Professionals**

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

Independent LinkedIn Specialist, Author, Educator, Practitioner

8 March 2023

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

# Welcome

✓ top 10 techniques for Social Media, Marketing and Digital Strategy Professionals

✓ top 10 ways to use LinkedIn for Social Media, Marketing and Digital Strategy 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!

\* Focus will be mostly your LinkedIn Activity + Recommendations for your clients



# 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

✓ will send these direct to active participants!

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

✓ keep up to date by following me on social media



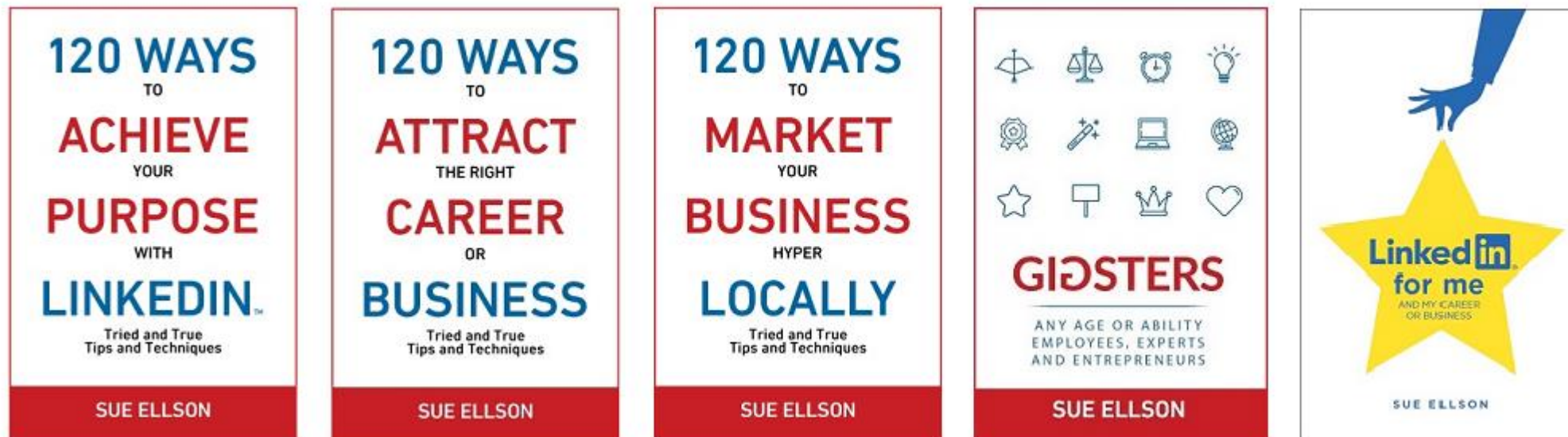
# Follow / Subscribe to Sue Elson Online



- ✓ LinkedIn Profile <https://www.linkedin.com/in/sueellson> (23,582 Connections, 26,559 Followers)
- ✓ YouTube <https://www.youtube.com/@sueellson> (164 Subscribers – goal is 1,000+)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (720 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2> (158 Followers)
- ✓ Twitter <https://twitter.com/sueellson> (420 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (371 Followers)
- ✓ TikTok <https://www.tiktok.com/@sueellson> (23 Followers)
- ✓ Sue Elson Shares LinkedIn Newsletter (4,962 Subscribers) <https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Elson Sharing LinkedIn Newsletter (172 Subscribers) <https://www.linkedin.com/newsletters/7011478630589497344>
- ✓ Sue Elson Email Newsletter (2,085 Subscribers) <https://sueellson.com/newsletters>



# 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](https://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 – and make notes – this is like a dream, forget when you wake up!
- ✓ 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
  - Buy a book, Follow on Social Media, LinkedIn Endorsement or Recommendation, Facebook or Google Review



# This Presentation

- ✓ for all genders, backgrounds, beliefs, locations
- ✓ for Social Media, Marketing and Digital Strategy 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 strategies for you and your clients
- ✓ focus on some of the lesser known features of LinkedIn (not all fuddy duddy)
- ✓ educational and informative – hoping to dispel the fuddy duddy LinkedIn myths! – Network, SEO, Publish, Leads!
- ✓ assuming some of you will be doing the work in-house, in an agency, consulting privately or just interested





# Your Current Focus

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

## Current Role

I – In-House

A – Digital Agency

C – Consulting

S – Student

O – Other

## Location

A – Australia

O – Overseas (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/linkedin-for-social-media-marketing-and-digital-strategy-professionals>



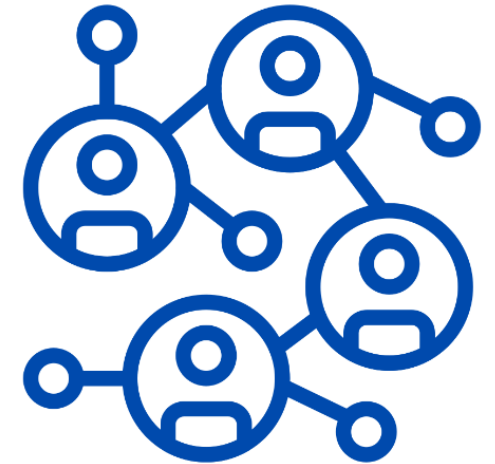
# Specific Tips

- ✓ set a good example for your clients ★ update your LinkedIn Profile and LinkedIn Page
- ✓ connect with everyone you meet professionally and/or personally: remember your network = your net worth
- ✓ abide by any specific requirements for your profession or enterprise (e.g. Social Media Policy)
- ✓ LinkedIn is a database – it needs details – not included, can't be found
- ✓ LinkedIn is a network – maintain relationships, find leads, follow up and **say thank you**
- ✓ remember that if you don't tell, you can't sell and you can't be verified
- ✓ Profiles, Pages, Groups, Posts, Articles and Newsletters can all be found in Search Results
- ✓ consider connecting with others in your field locally and internationally
- ✓ discuss your expertise in words other people can understand and add your achievements!



# Quick Stories

- ✓ website department doesn't talk to the social media department
- ✓ Google and Bing, vanity and metrics, engagement and posting, crazy reporting regimes
- ✓ ability to manage other roles as well as social media
- ✓ quality of social profiles – rarely updated
- ✓ number of social profiles not listed on website – in particular YouTube and Twitter
- ✓ no strategy for online reviews but they are an important part of the marketing mix
- ✓ 95% of LinkedIn Profiles are not search optimised and making the CEO update their Profile is hard work!
- ✓ against the LinkedIn User Agreement to act on behalf of a person <https://www.linkedin.com/legal/user-agreement> but can have multiple administrators for Pages and Groups
- ✓ <https://www.linkedin.com/pulse/should-you-pay-social-media-ads-sue-ellson>
- ✓ <https://www.linkedin.com/pulse/how-generate-leads-sales-results-linkedin-sue-ellson>
- ✓ <https://www.linkedin.com/pulse/where-can-you-find-warm-leads-linkedin-sue-ellson-2c>



# 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>
- ✓ 891 million members worldwide and over 12.4 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 Social Media, Marketing and Digital Strategy Professionals

– see how many you are already doing!



# Top 10 techniques for Social Media, Marketing and Digital Strategy 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 Social Media, Marketing and Digital Strategy 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) 

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

# Top 10 techniques for Social Media, Marketing and Digital Strategy 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

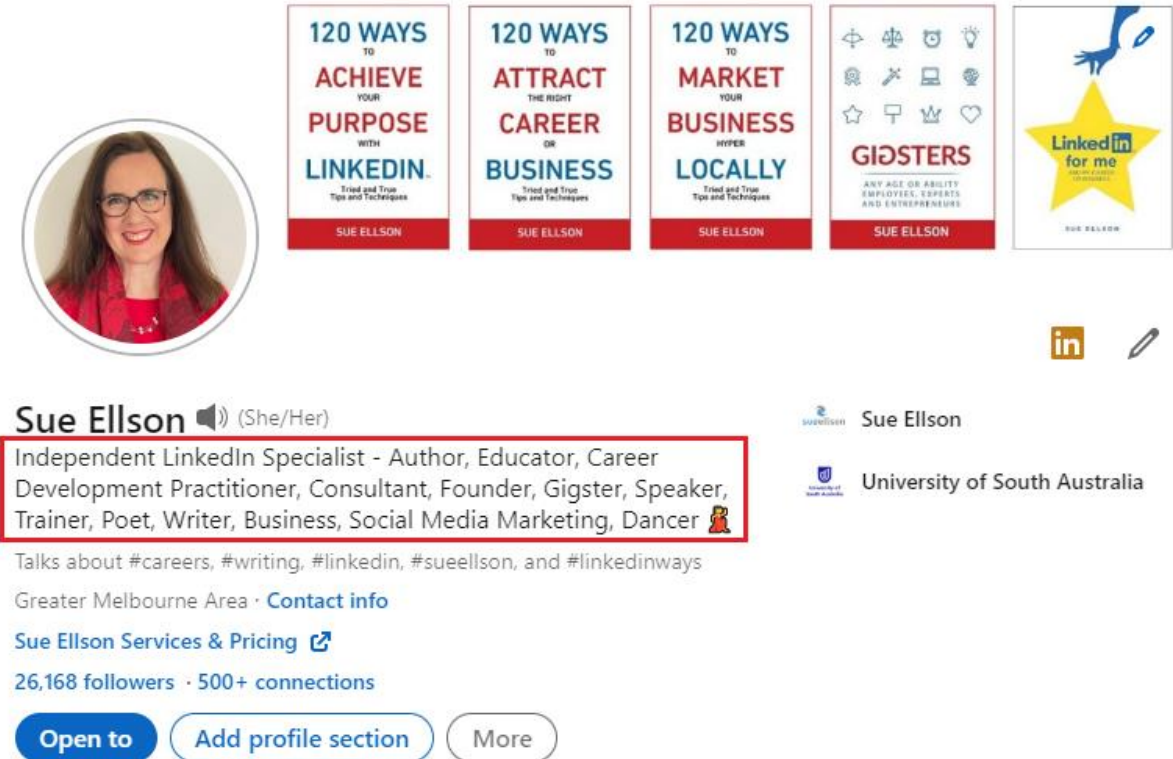
**Photo** – head and shoulders, high neck garment, eyes one third line, hair line at top of circle

**Label** – Savvy Social Media Strategist

**Keywords** – Facebook, Instagram, TikTok, YouTube, Content Creator, Marketing Analysis, Results, Reporting

**Interests** – Love Pizza [Emoji]

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



The image shows a screenshot of a LinkedIn profile for Sue Ellson. At the top, there is a circular profile picture of Sue Ellson, a woman with glasses and a red top. To the right of the profile picture is a banner with five cards. The first three cards are titled '120 WAYS TO...', '120 WAYS TO...', and '120 WAYS TO...' with sub-headlines 'ACHIEVE YOUR PURPOSE WITH LINKEDIN.', 'ATTRACT THE RIGHT CAREER OR BUSINESS', and 'MARKET YOUR BUSINESS LOCALLY'. The fourth card is titled 'GHOSTERS' and features icons of a hand, a scale, a target, a lightbulb, a gear, a laptop, a star, a crown, and a heart. The fifth card is a yellow star with the text 'LinkedIn for me'. Below the banner is the name 'Sue Ellson' with a speaker icon and '(She/Her)'. The headline is highlighted with a red box and reads: 'Independent LinkedIn Specialist - Author, Educator, Career Development Practitioner, Consultant, Founder, Gigster, Speaker, Trainer, Poet, Writer, Business, Social Media Marketing, Dancer'. Below the headline are the following details: 'Talks about #careers, #writing, #linkedin, #sueellson, and #linkedinways', 'Greater Melbourne Area · Contact info', 'Sue Ellson Services & Pricing', '26,168 followers · 500+ connections', and three buttons: 'Open to', 'Add profile section', and 'More'. To the right of the profile, there are logos for 'Sue Ellson' and 'University of South Australia'.

# Top 10 techniques for Social Media, Marketing and Digital Strategy 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 her name 'Sue Ellson' and the audio icon next to it. A third red box highlights the 'Sue Ellson Services & Pricing' link in the featured section. A fourth red box highlights the 'Providing services' section, which lists 'Career Development Coaching, Training, Social ...' and a 'See all details' link. To the right of the profile, there are logos for 'Sue Ellson' and 'University of South Australia'. Above the profile, there are five promotional cards for her books: '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 ANY AGE OR ABILITY EMPLOYEES, EXPERTS AND ENTREPRENEURS', and 'LinkedIn for me'.

# Top 10 techniques for Social Media, Marketing and Digital Strategy Professionals

## 5. Connect with people 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 and is aligned

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](https://www.google.com.au/advanced_search)

# Top 10 techniques for Social Media, Marketing and Digital Strategy Professionals

## 6. Join and/or Follow Professional Associations

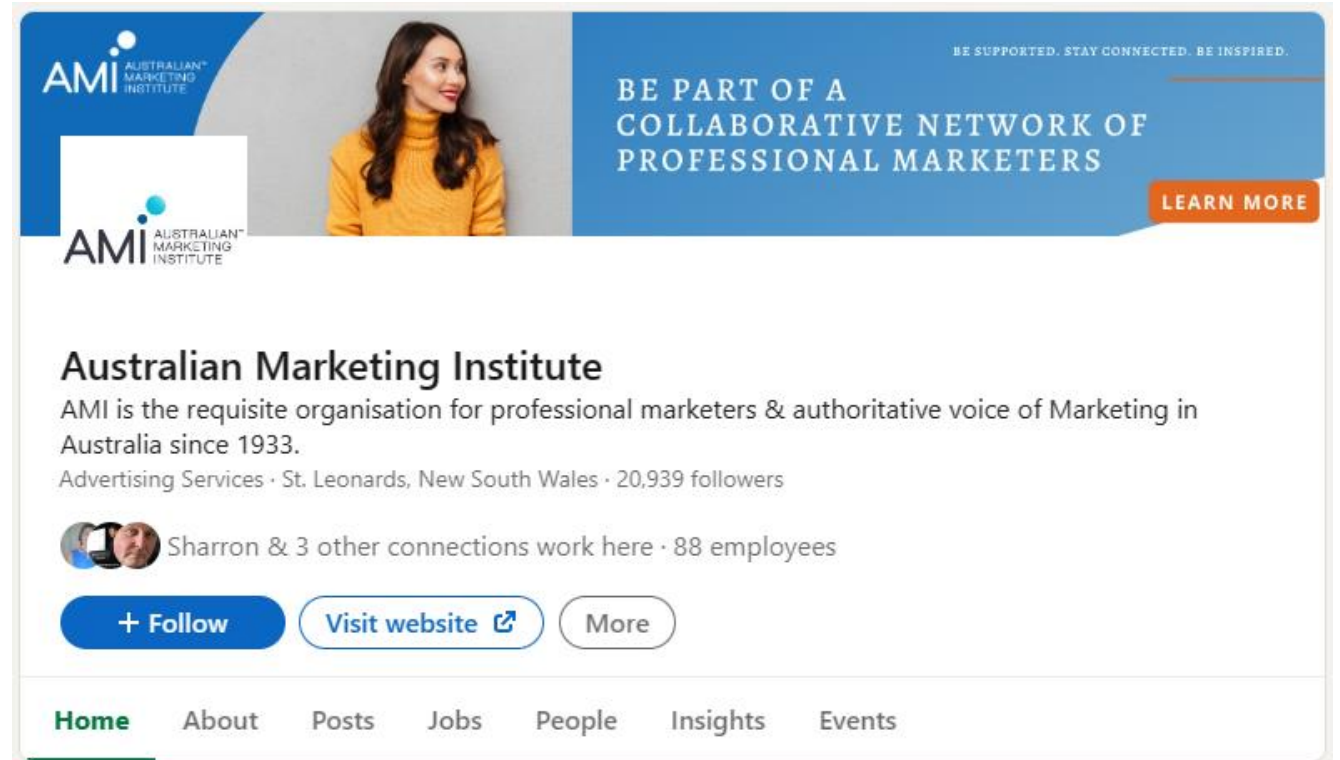
– you can Follow their Company Pages (even if you are not a member) and click the Notification Bell.

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'

<https://www.linkedin.com/company/australian-marketing-institute>



The image shows a LinkedIn profile for the Australian Marketing Institute (AMI). The header features the AMI logo and a woman in a yellow sweater. The text reads: "BE SUPPORTED. STAY CONNECTED. BE INSPIRED." and "BE PART OF A COLLABORATIVE NETWORK OF PROFESSIONAL MARKETERS" with a "LEARN MORE" button. Below the header, the profile name "Australian Marketing Institute" is displayed, followed by the description: "AMI is the requisite organisation for professional marketers & authoritative voice of Marketing in Australia since 1933." and "Advertising Services · St. Leonards, New South Wales · 20,939 followers". A section shows "Sharron & 3 other connections work here · 88 employees". At the bottom, there are buttons for "+ Follow", "Visit website", and "More". A navigation bar at the very bottom includes "Home", "About", "Posts", "Jobs", "People", "Insights", and "Events".

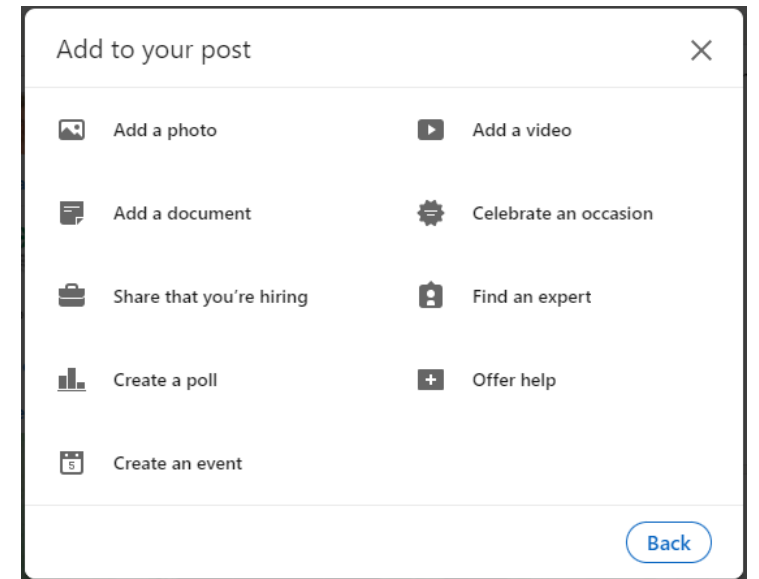
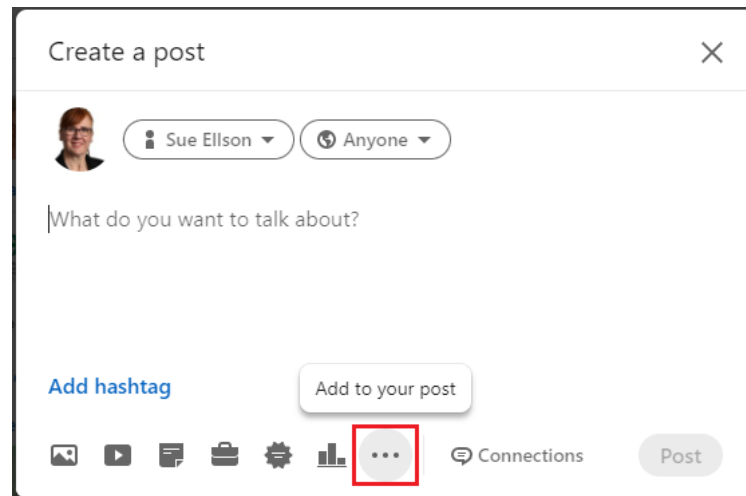
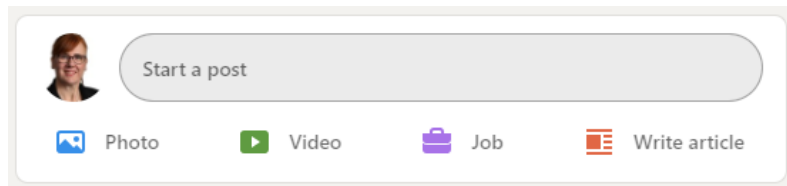
# Top 10 techniques for Social Media, Marketing and Digital Strategy Professionals

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



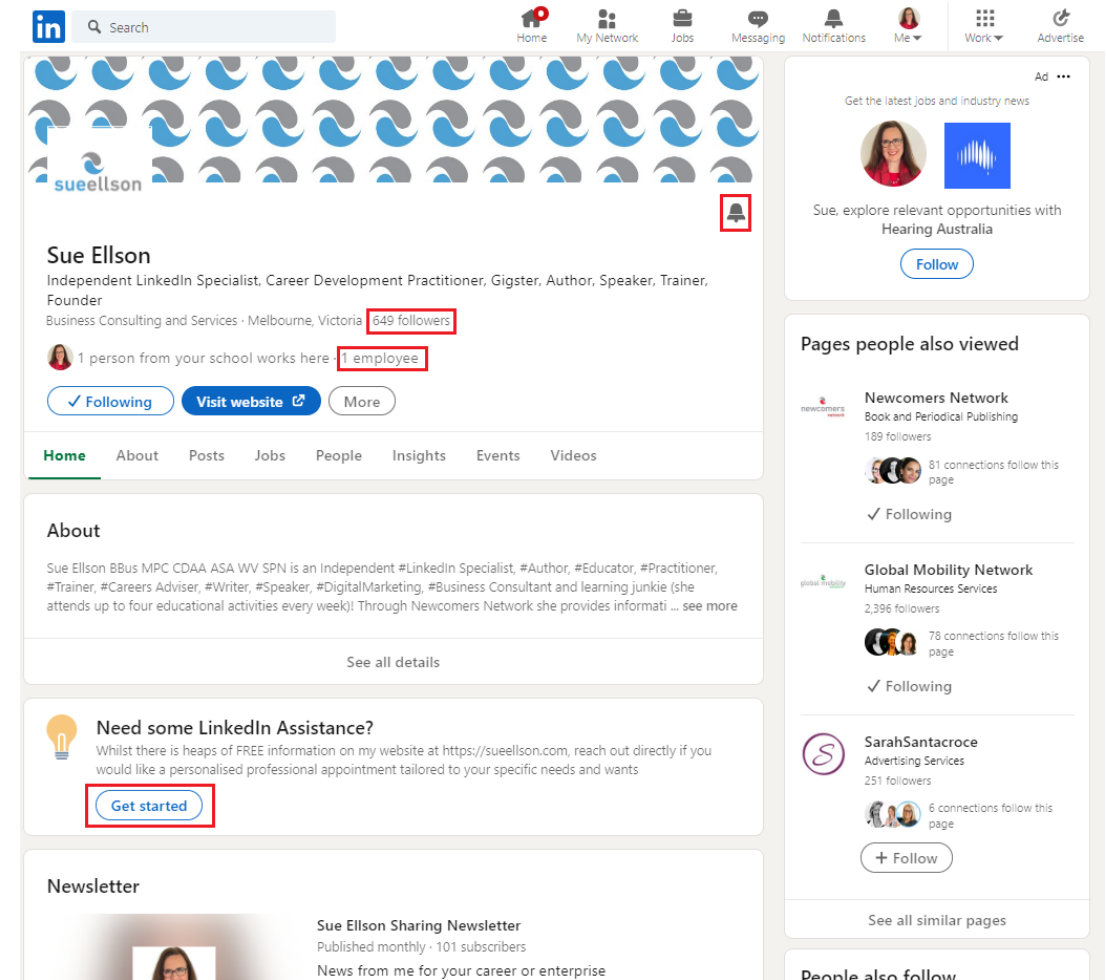
<https://www.linkedin.com/pulse/content-engagement-curation-creation-strategies-busy-people-ellson>



# Top 10 techniques for Social Media, Marketing and Digital Strategy 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 including Workplace Module and Commitments).



# Top 10 techniques for Social Media, Marketing and Digital Strategy 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 Social Media, Marketing and Digital Strategy 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.

	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 <a href="https://sueellson.com">https://sueellson.com</a>	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 <a href="https://www.linkedin.com/psettings/data-log">https://www.linkedin.com/psettings/data-log</a>			
7			
8 1. Number of Connections* (max 30,000)	21,772		
9 <a href="https://www.linkedin.com/mynetwork">https://www.linkedin.com/mynetwork</a>			
10 60+ min, 500+ in time			
11			
12 2. Number of Followers* (max unlimited)	24,044		
13 <a href="https://www.linkedin.com/feed/followers">https://www.linkedin.com/feed/followers</a>			
14 More than Connections – if significantly more, shows thought leadership and influence			
15			
16 3. Number you are Following (max unlimited)	22,147		
17 <a href="https://www.linkedin.com/feed/followers">https://www.linkedin.com/feed/followers</a>			
18 More than Connections – if significantly more, shows where you would like to engage			
19			
20 4. Profile Views last 90 days* (Reverse stalk)	1,682		
21 <a href="https://www.linkedin.com/me/profile-views">https://www.linkedin.com/me/profile-views</a>			
22 100+ per 90 days			
23			
24 5. Views of your Posts or Articles*			
25 Ideally 1,000+ views per Post			
26 Ideally 100+ views per Article			
27 <a href="https://www.linkedin.com/analytics/creator/?resultType=IMPRESSIONS&amp;timeRange=past_7_days">https://www.linkedin.com/analytics/creator/?resultType=IMPRESSIONS&amp;timeRange=past_7_days</a>			
28 Impressions past 7 Days _____			
29			
30 6. Search Appearances last 7 days*	795		
31 <a href="https://www.linkedin.com/me/search-appearances">https://www.linkedin.com/me/search-appearances</a>			
32 50+ per 7 days			
33			
34 7. Number of Featured Skills and Endorsements* (max 50)			
35 <a href="https://www.linkedin.com/in/YOURURL">https://www.linkedin.com/in/YOURURL</a>			
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 <a href="https://www.linkedin.com/in/YOURURL">https://www.linkedin.com/in/YOURURL</a>			
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>

\*\* New Analytics Page at  
<https://www.linkedin.com/dashboard>

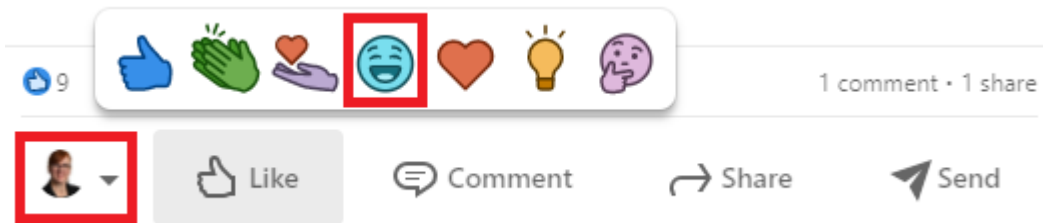
# Top 10 Ways To Use LinkedIn for Social Media, Marketing and Digital Strategy Professionals



# Top 10 Ways To Use LinkedIn For Social Media, Marketing and Digital Strategy 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.

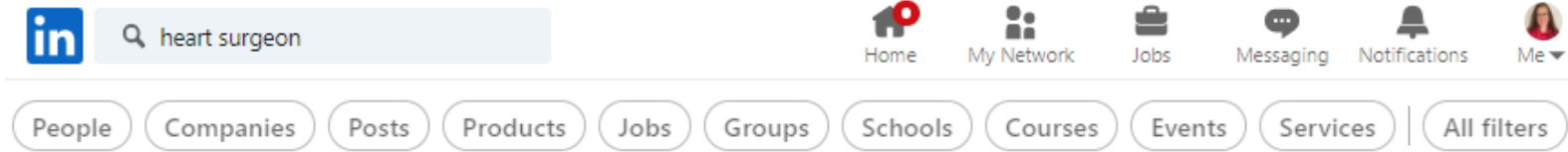
You may like to click the Notification Bell for your target LinkedIn Profiles and Pages



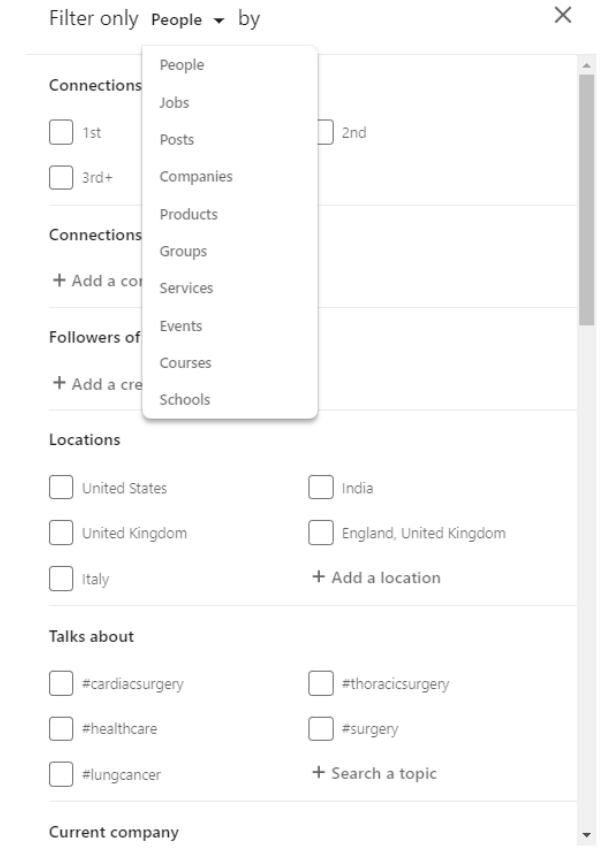
<https://www.linkedin.com/pulse/where-can-you-find-warm-leads-linkedin-sue-ellson-2c>

# Top 10 Ways To Use LinkedIn For Social Media, Marketing and Digital Strategy 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 Social Media, Marketing and Digital Strategy Professionals

Google

Advanced Search

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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

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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](https://www.google.com.au/advanced_search)

# Top 10 Ways To Use LinkedIn For Social Media, Marketing and Digital Strategy 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](https://www.linkedin.com/posts/sueellson_scroll-stopping-social-media-posts-by-sue-activity-7001767159806791680-fpji)

**Sue Ellson** (She/Her) • You  
Independent LinkedIn Specialist - Author, Educator, Career Development Pra...  
1w • 🌐

LYING ON YOUR RESUME // Today, [Sarah Dingle](#) from [Australian Broadcasting Corporation \(ABC\) Radio National](#) interviewed me on this topic as a result of a story that appeared in [The Sydney Morning Herald](#) - listen to the podcast at <https://lnkd.in/gU2Tkt2U>

My specific tips include:

- ✔ do not lie on your resume but you can 'massage the message'
- ✔ learn what it takes to get the job
- ✔ tell Google about yourself via [aboutme.google.com](https://aboutme.google.com)
- ✔ update your LinkedIn URL to your own name
- ✔ make sure you have a reasonable digital presence

I would also add, if you are going for a senior leadership position, it is a good idea to have your own name website.

Thanks to [Lara Heaton](#), Producer for the invitation to share some tips!

#resumetips #media #sueellson #abcradionational

**Is 'embellishing' your resume ever okay? - ABC Radio National**  
abcnet.au • 1 min read

John Cooksey and 14 others • 5 comments

Like Comment Repost Send

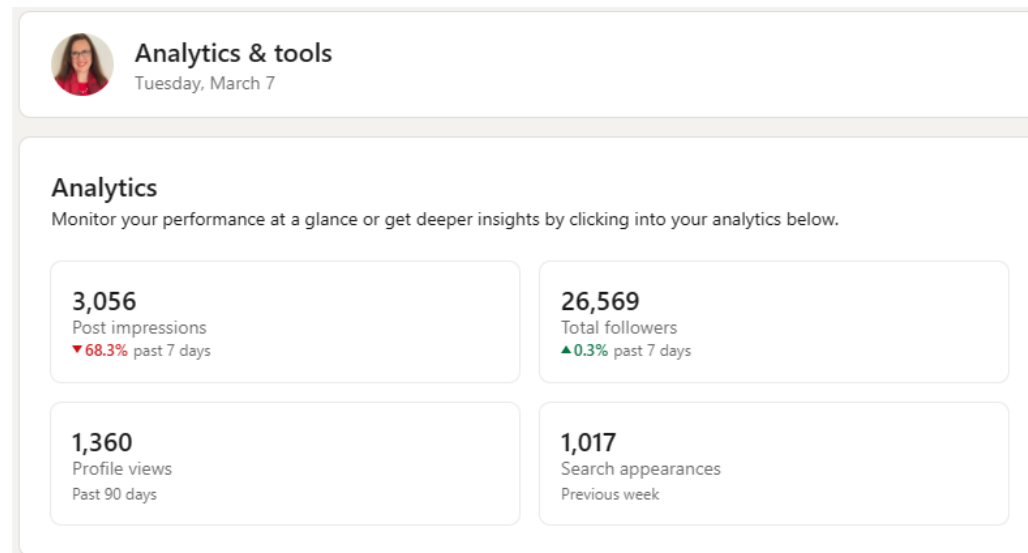
2,081 impressions View analytics

# Top 10 Ways To Use LinkedIn For Social Media, Marketing and Digital Strategy 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 & tools**  
Tuesday, March 7

**Analytics**  
Monitor your performance at a glance or get deeper insights by clicking into your analytics below.

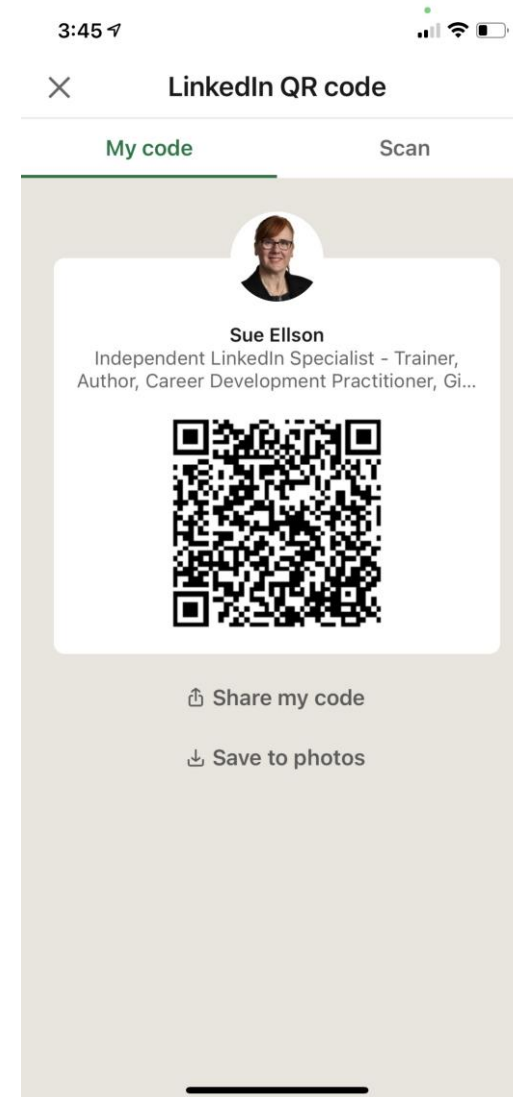
<b>3,056</b> Post impressions ▼ <b>68.3%</b> past 7 days	<b>26,569</b> Total followers ▲ <b>0.3%</b> past 7 days
<b>1,360</b> Profile views Past 90 days	<b>1,017</b> Search appearances Previous week



# Top 10 Ways To Use LinkedIn For Social Media, Marketing and Digital Strategy 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.

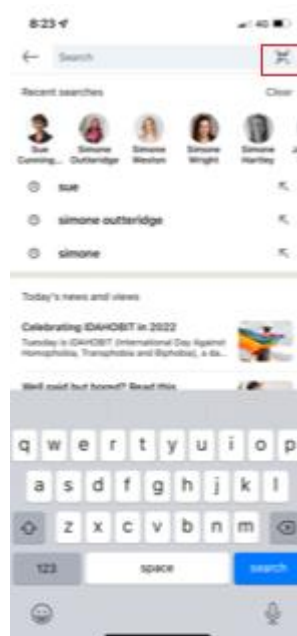




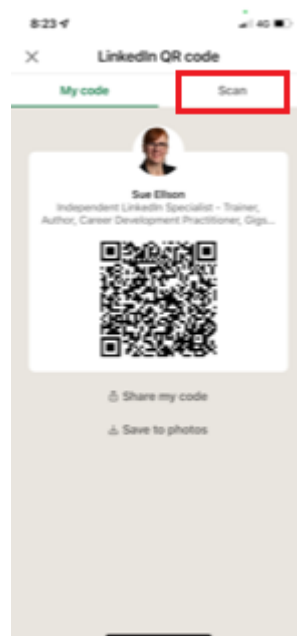
# Connect with me on LinkedIn – part 1



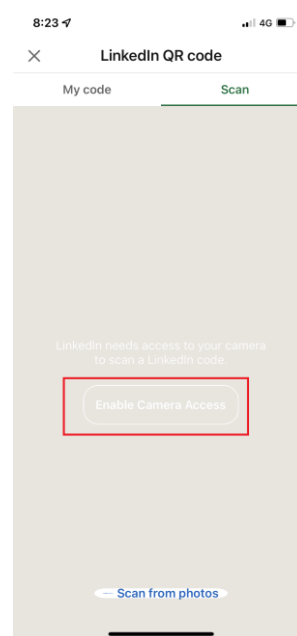
1. Open LinkedIn App and press in Search Box



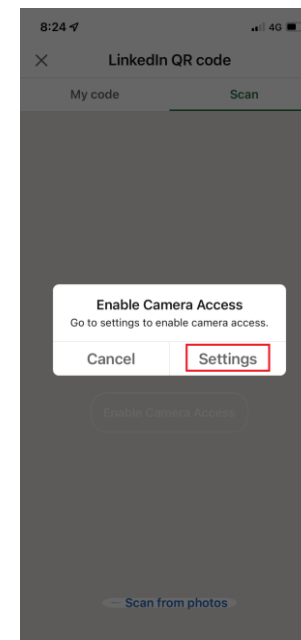
2. Press dots on top right hand side of screen



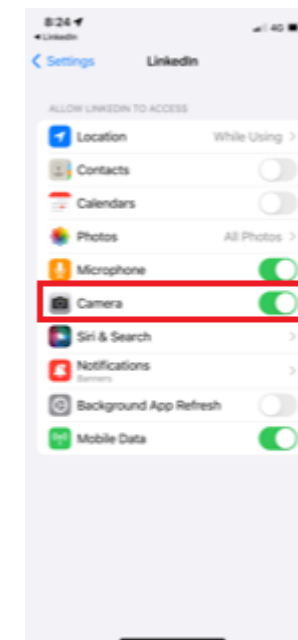
3. Press Scan



4. Press Enable Camera Access

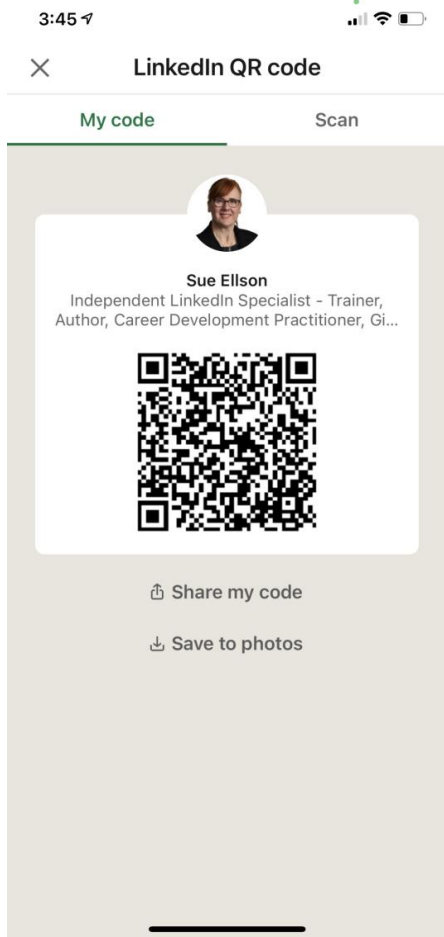


5. Select Settings on your Phone



6. In LinkedIn Settings, turn on Camera

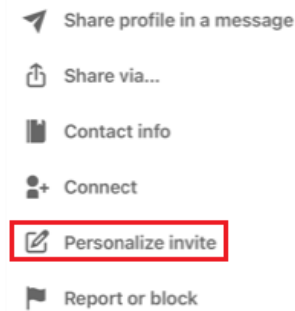
# Connect with me on LinkedIn – part 2



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 Social Media, Marketing and Digital Strategy 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 'Hiring' if it is relevant

The screenshot displays a LinkedIn profile for 'Sue Ellson's Services'. On the left, a navigation sidebar includes a profile picture, the name 'Sue Ellson's Services', an 'Admin view' button, a 'Service page' link, and sections for 'New requests', 'Client projects', and 'Reviews status'. The main content area features a header with the name and a small profile picture, followed by 'Edit page' and 'Share page' buttons. Below this is an 'About' section with a paragraph of text and location/availability details. A 'Services provided' section lists various skills in pill-shaped tags, including '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 thumbnail of Sue Ellson, a woman in a red top, sitting in front of a cityscape background.

# Top 10 Ways To Use LinkedIn For Social Media, Marketing and Digital Strategy 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.

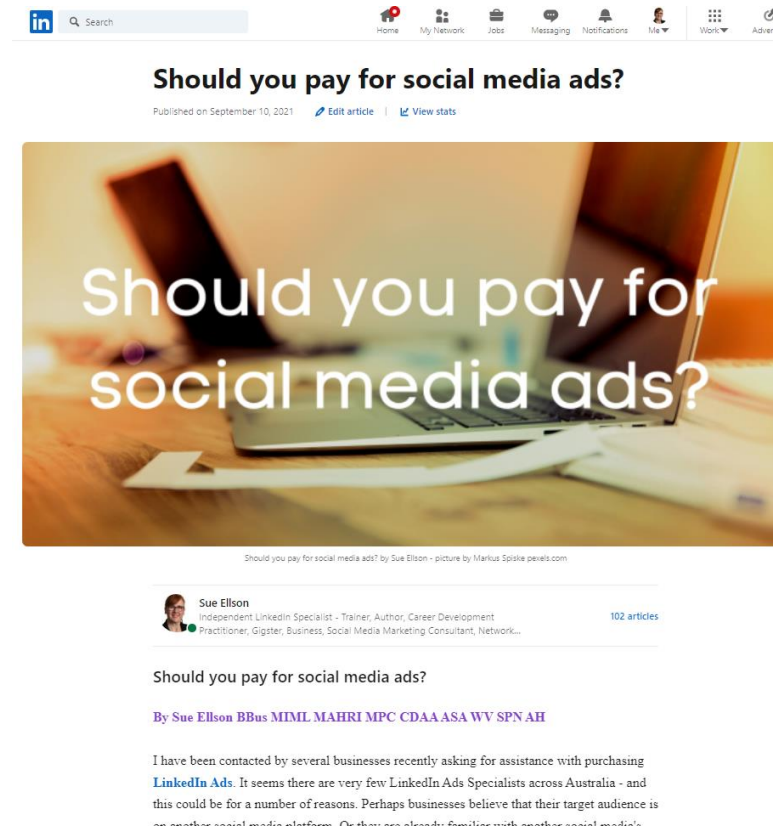


<https://www.linkedin.com/pulse/what-do-before-you-quit-your-job-sue-ellson>

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

# Top 10 Ways To Use LinkedIn For Social Media, Marketing and Digital Strategy 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 – Google LinkedIn for Authors!



The screenshot shows a LinkedIn article page. At the top, there is a navigation bar with icons for Home, My Network, Jobs, Messaging, Notifications, Me, Work, and Advertise. Below the navigation bar, the article title "Should you pay for social media ads?" is displayed, along with the publication date "Published on September 10, 2021" and links for "Edit article" and "View stats". The main content area features a large image of a laptop with the text "Should you pay for social media ads?" overlaid in white. Below the image, the author's profile is shown: Sue Ellson, Independent LinkedIn Specialist - Trainer, Author, Career Development Practitioner, Gigster, Business, Social Media Marketing Consultant, Network... with 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 Social Media, Marketing and Digital Strategy 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>



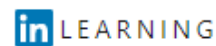
# Top 10 Ways To Use LinkedIn For Social Media, Marketing and Digital Strategy Professionals

## 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

## Publications

<https://sueellson.com/publications>

## Presentations

<https://sueellson.com/presentations>

## Video recordings

<https://sueellson.com/videos>

## **Register for next LinkedIn Insight Webinar – LinkedIn For Military Defence And Emergency Services Professionals 12pm AEDT (UTC+11) Wednesday 12 April 2023**

<https://sueellson.com/blog/linkedin-for-military-defence-and-emergency-services-professionals>

<https://www.linkedin.com/events/linkedinformilitary-defence-eme7038412422222647296>

<https://linkedininsights19.eventbrite.com.au>

## Professional Services

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

# LinkedIn Insight Webinars 2023

- **LinkedIn for Social Media, Marketing and Digital Strategy Professionals** 12pm 11 January 2023
- **LinkedIn for Social Media, Marketing and Digital Strategy 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>

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



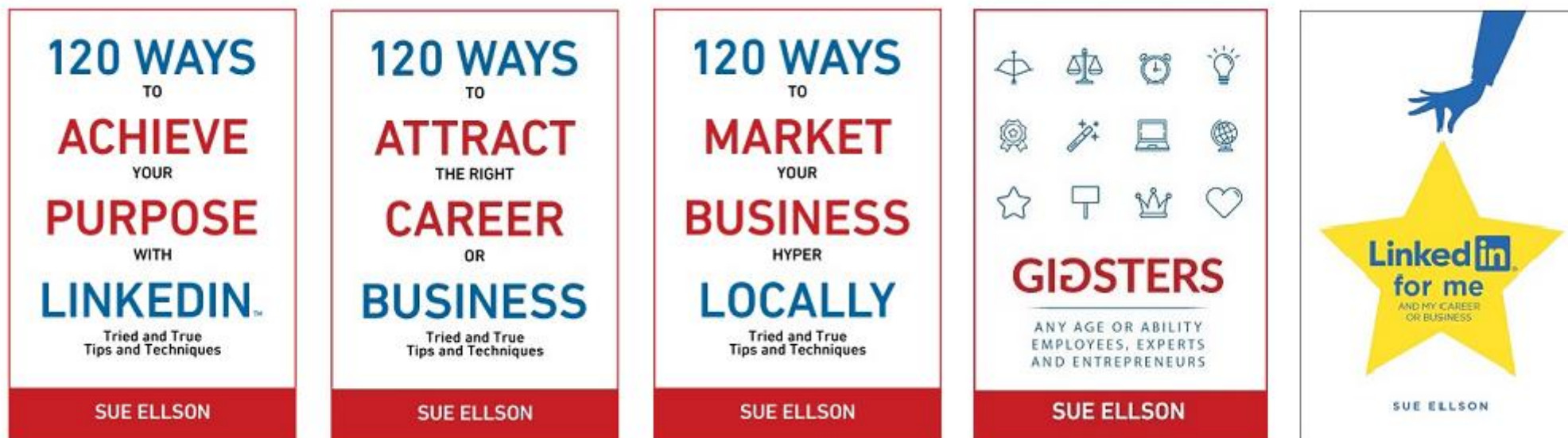
# Follow / Subscribe to Sue Elson Online



- ✓ LinkedIn Profile <https://www.linkedin.com/in/sueellson> (23,582 Connections, 26,559 Followers)
- ✓ YouTube <https://www.youtube.com/@sueellson> (164 Subscribers – goal is 1,000+)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (720 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2> (158 Followers)
- ✓ Twitter <https://twitter.com/sueellson> (420 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (371 Followers)
- ✓ TikTok <https://www.tiktok.com/@sueellson> (23 Followers)
- ✓ Sue Elson Shares LinkedIn Newsletter (4,962 Subscribers) <https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Elson Sharing LinkedIn Newsletter (172 Subscribers) <https://www.linkedin.com/newsletters/7011478630589497344>
- ✓ Sue Elson Email Newsletter (2,085 Subscribers) <https://sueellson.com/newsletters>



# 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>



# What has been most helpful to you today?

## How to say thank you

✓ Add a comment in the Zoom chat now

✓ Write a Review on

Google <https://g.page/sue-ellson-author/review> (129 Google Reviews) or

Facebook <https://www.facebook.com/sueellson2/reviews>

My Website <https://sueellson.com/reviews>

✓ Follow Sue Ellson's Socials or Contact directly <https://sueellson.com/contact>



Google Review



Follow Socials / Contact