



**for Real Estate and Commercial Property
Professionals**

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Independent LinkedIn Specialist, Author, Educator, Practitioner

10 May 2023

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

Welcome

- ✓ top 10 techniques for Real Estate and Commercial Property Professionals
- ✓ top 10 ways to use LinkedIn for Real Estate and Commercial Property 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>

- Usernames and Passwords 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!

✓ **LIVE EVENT – only two spots left** LinkedIn for me and my career or business Workshop
Third Saturday Monthly 9:30am – 1:30pm in person in Canterbury, Melbourne
<https://linkedinforme.eventbrite.com.au> \$195 includes printed book Maximum four people
Saturday 20 May 2023

✓ keep up to date by following me on social media



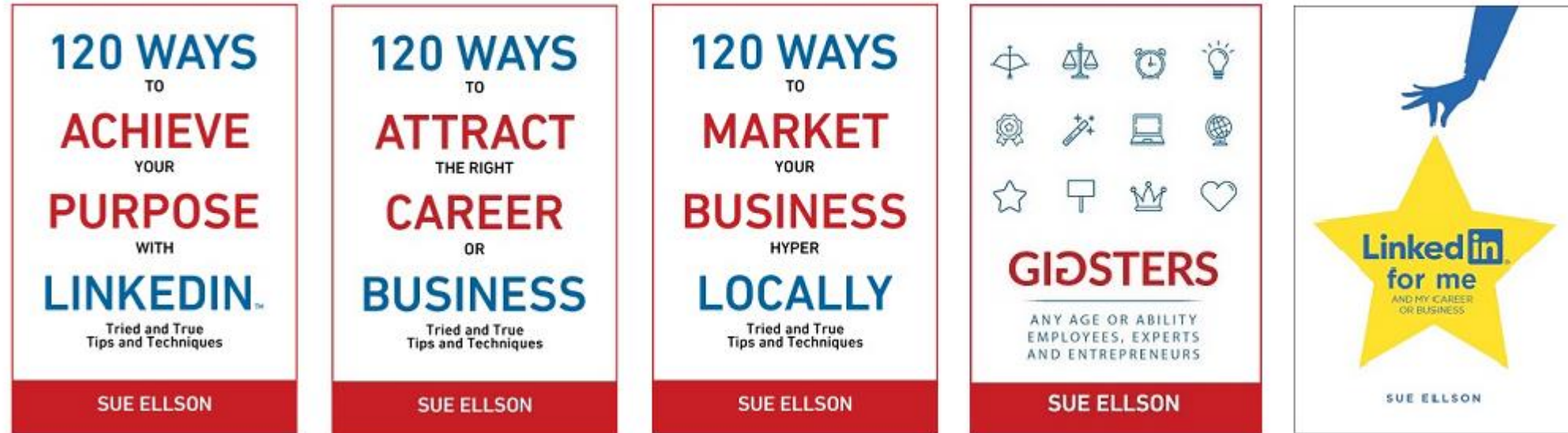
Follow / Subscribe to Sue Ellson Online



- ✓ LinkedIn Profile <https://www.linkedin.com/in/sueellson>
(23,734 Connections, 26,847 Followers)
- ✓ YouTube <https://www.youtube.com/@sueellson>
(200 Subscribers – goal is 1,000+)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson>
(747 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2>
(160 Followers)
- ✓ Twitter <https://twitter.com/sueellson>
(419 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems)
(381 Followers)
- ✓ TikTok <https://www.tiktok.com/@sueellson>
(24 Followers)
- ✓ Sue Ellson Shares LinkedIn Newsletter (5,090 Subscribers)
<https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Ellson Sharing LinkedIn Newsletter (203 Subscribers)
<https://www.linkedin.com/newsletters/7011478630589497344>
- ✓ Sue Ellson Email Newsletter (20 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://sueellson.com/books> 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>

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
- ✓ 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 Real Estate and Commercial Property Professionals and anyone who supports them
- ✓ suggestions and recommendations are based on my experience
- ✓ ethical and focused on networking, attraction and relationship building techniques
- ✓ **need to be aware of any social media policy you MUST abide by**
- ✓ educational and informative
- ✓ goal is to help you as an individual and support the enterprise you work for and build your professional reputation



Your Current Focus

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

Current Role

S – mostly residential sales

P – mostly residential property management

C – mostly commercial property

A – advising people in the industry

O – other (including administration)

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>

Television

<https://sueellson.com/television>

Videos

<https://sueellson.com/videos>

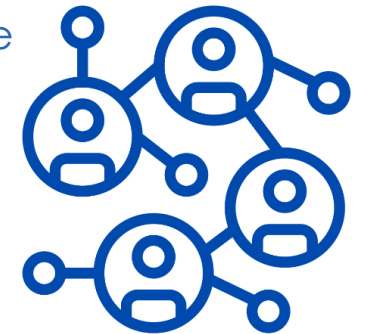
Today's slides and recording will be at

<https://sueellson.com/blog/linkedin-for-real-estate-and-commercial-property-professionals>



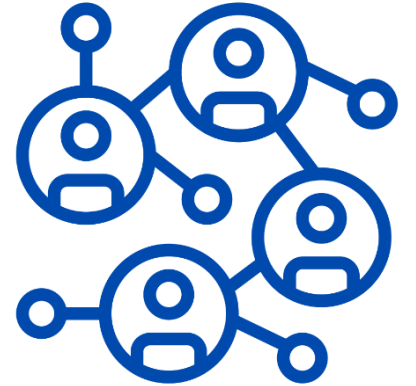
Specific Tips

- ✓ connect with everyone you meet, including people at opens if possible: remember your network = your net worth
- ✓ set a good example for your colleagues ★ update your LinkedIn Profile (and engage with LinkedIn Page)
- ✓ most people need to 'meet' you several times before giving you business
- ✓ you can keep your relationships over the longer term (be aware of any restrictions of trade if you move agencies)
- ✓ abide by any specific requirements for your profession or enterprise and ask for Recommendations
- ✓ LinkedIn is a database – it needs details – not included, can't be found – make your number visible
- ✓ 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 online search results
- ✓ consider connecting with others in your field locally and internationally
- ✓ discuss all of your expertise in words other people can understand and include your achievements!



Quick Stories

- ✓ value of showcasing your digital competency (presentations)
- ✓ importance of maintaining relationships with referral sources (networking groups)
- ✓ focus on your locations (number one criteria for searches)
- ✓ connect with peers and even competitors (more connections, more strength)
- ✓ not bragging to discuss your achievements (unless you use too many adjectives)
- ✓ remember you need to support the buyer/seller and the tenant/landlord (be mindful)
- ✓ in-person and online still important (engaging can be greater value than posting, go local)



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 or colleagues, 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
- ✓ 930+ million members 200+ countries worldwide and over 12.6 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 Real Estate and Commercial Property Professionals

– see how many you are already doing!



Top 10 techniques for Real Estate and Commercial Property 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 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 Real Estate and Commercial Property 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 Real Estate and Commercial Property 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

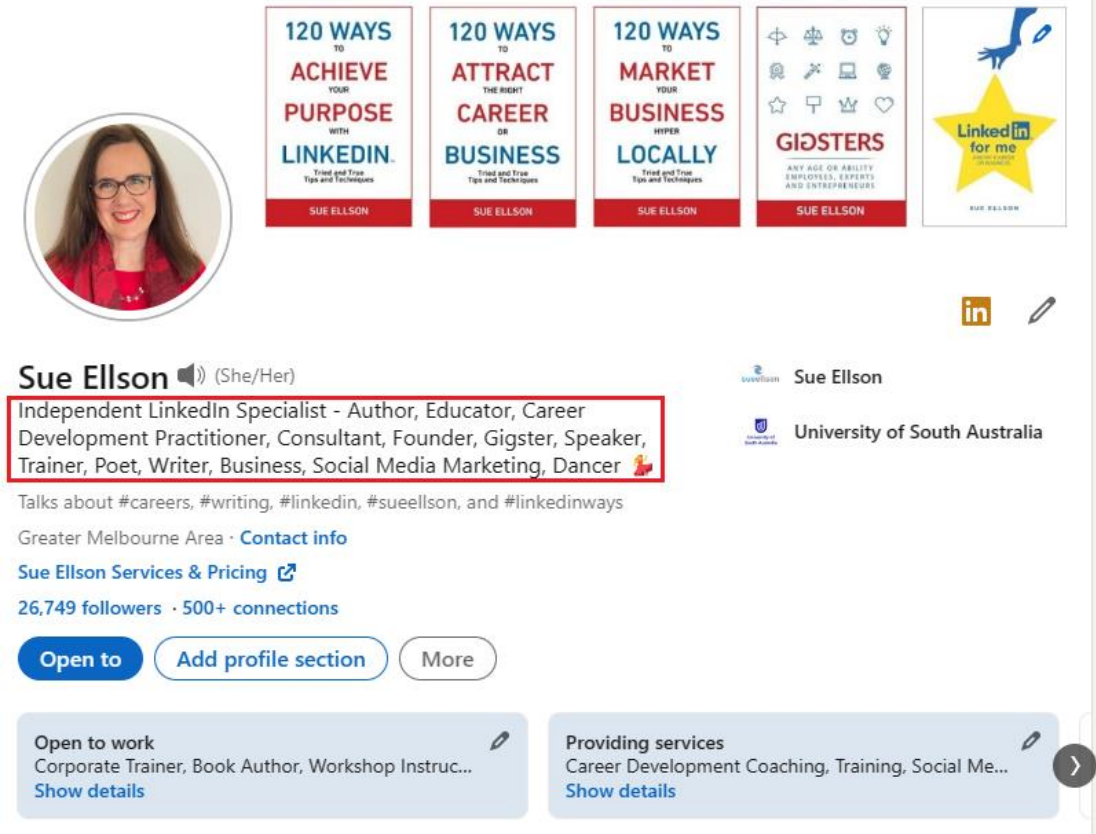
Photo – head and shoulders, high neck garment, eyes one third line, hair line at top of circle

Label – Reliable Residential Property Manager

Keywords – Apartments, Units, Houses in Camberwell, Hawthorn, Glen Iris, Melbourne, Helping Tenants & Landlords Real Estate Management

Interests – Runner [Emoji]

<https://www.linkedin.com/pulse/linkedin-headline-formula-label-keywords-interest-sue-ellson>
<https://www.linkedin.com/pulse/linkedin-keywords-what-primary-secondary-should-you-sue-ellson>



Sue Ellson (She/Her)

Independent LinkedIn Specialist - Author, Educator, Career Development Practitioner, Consultant, Founder, Gigster, Speaker, Trainer, Poet, Writer, Business, Social Media Marketing, Dancer

Talks about #careers, #writing, #linkedin, #sueellson, and #linkedinways

Greater Melbourne Area · [Contact info](#)

[Sue Ellson Services & Pricing](#)

26,749 followers · 500+ connections

[Open to](#) [Add profile section](#) [More](#)

Open to work
Corporate Trainer, Book Author, Workshop Instruc...
[Show details](#)

Providing services
Career Development Coaching, Training, Social Me...
[Show details](#)

Top 10 techniques for Real Estate and Commercial Property 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 audio icon next to her name. A third red box highlights the 'Sue Ellson Services & Pricing' link in the 'Open to work' section. A fourth red box highlights the 'Providing services' section, which lists 'Career Development Coaching, Training, Social Me...'. The profile header includes a banner with five cards: '120 WAYS TO ACHIEVE YOUR PURPOSE WITH LINKEDIN', '120 WAYS TO ATTRACT THE RIGHT CAREER OR BUSINESS', '120 WAYS TO MARKET YOUR BUSINESS HYPER LOCALLY', 'GHOSTERS', and 'Linkedin for me'. The bio states she is an 'Independent LinkedIn Specialist - Author, Educator, Career Development Practitioner, Consultant, Founder, Gigster, Speaker, Trainer, Poet, Writer, Business, Social Media Marketing, Dancer'. It also lists her location as 'Greater Melbourne Area' and provides a 'Contact info' link. The 'Open to work' section lists 'Corporate Trainer, Book Author, Workshop Instruc...' and a 'Show details' link. The 'Providing services' section lists 'Career Development Coaching, Training, Social Me...' and a 'Show details' link. The profile has '26,749 followers' and '500+ connections'.

Sue Ellson (She/Her)

Independent LinkedIn Specialist - Author, Educator, Career Development Practitioner, Consultant, Founder, Gigster, Speaker, Trainer, Poet, Writer, Business, Social Media Marketing, Dancer

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[Show details](#)

Top 10 techniques for Real Estate and Commercial Property 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 Opens)

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 you can access in your local area

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

More tips <https://www.linkedin.com/pulse/who-can-i-connect-linkedin-sue-ellson>

Top 10 techniques for Real Estate and Commercial Property 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. You can also add as Post Nominals after your name and in your Profile Banner. 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'

Licenses & certifications



Member - Educate Plus (MEdPlus)

Educate Plus

Issued Dec 2022

Credential ID <https://www.educateplus.edu.au>

Show credential

Skills: LinkedIn Training · LinkedIn · Social Media Marketing · Social Media · Social Networking



Associate Member - Small Press Network (SPN)

The Small Press Network

Issued Dec 2019

Credential ID <https://smallpressnetwork.com.au>

Show credential

Skills: Writing · Social Media · Website Development · Training · Training Delivery



Member - Writers Victoria (WV)

Writers Victoria

Issued Aug 2018

Credential ID <https://writersvictoria.org.au>

Show credential

Skills: Writing · Social Media Marketing · Social Media · Training · Training Delivery

Show all 24 licenses & certifications →

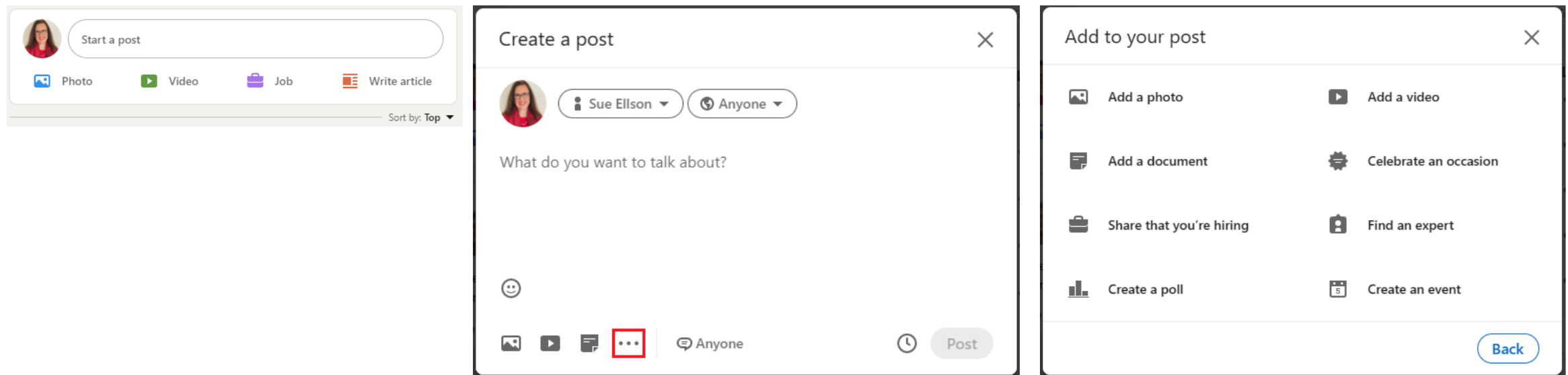
Top 10 techniques for Real Estate and Commercial Property Professionals

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

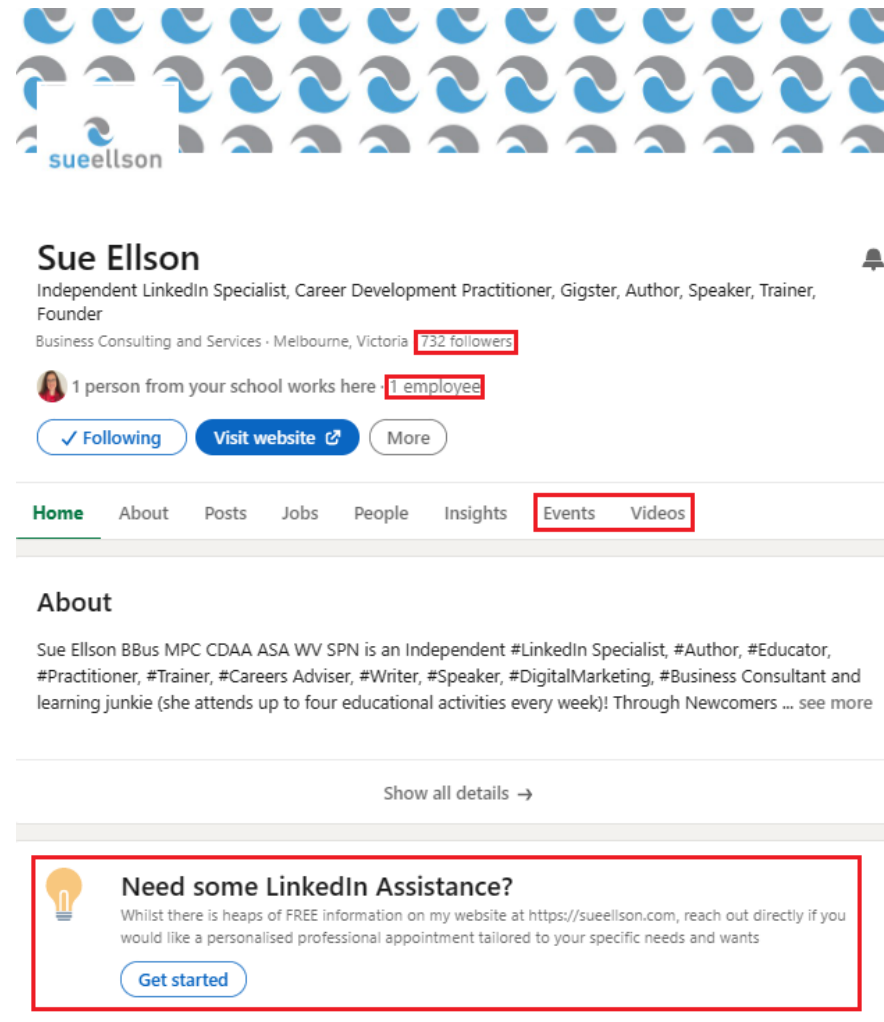


<https://www.linkedin.com/pulse/content-engagement-curation-creation-strategies-busy-people-ellson>

Top 10 techniques for Real Estate and Commercial Property 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 Real Estate and Commercial Property 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 Ellison



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 Real Estate and Commercial Property 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 Elson, Independent LinkedIn Specialist, Author, Educator, Practitioner, Consultant, Gigster			
3	https://sueellson.com	20/11/2022		
4	Items with an * are the most important baseline statistics to collect Last Update 20/11/2022			
5	Find out when you joined LinkedIn (go to the last page of results)	21/12/2003		
6	https://www.linkedin.com/psettings/data-log			
7				
8	1. Number of Connections* (max 30,000)	21,772		
9	https://www.linkedin.com/mynetwork			
10	60+ min, 500+ in time			
11				
12	2. Number of Followers* (max unlimited)	24,044		
13	https://www.linkedin.com/feed/followers			
14	More than Connections – if significantly more, shows thought leadership and influence			
15				
16	3. Number you are Following (max unlimited)	22,147		
17	https://www.linkedin.com/feed/followers			
18	More than Connections – if significantly more, shows where you would like to engage			
19				
20	4. Profile Views last 90 days* (Reverse stalk)	1,682		
21	https://www.linkedin.com/me/profile-views			
22	100+ per 90 days			
23				
24	5. Views of your Posts or Articles*			
25	Ideally 1,000+ views per Post			
26	Ideally 100+ views per Article			
27	https://www.linkedin.com/analytics/creator/?resultType=IMPRESSIONS&timeRange=past_7_days			
28	Impressions past 7 Days _____			
29				
30	6. Search Appearances last 7 days*	795		
31	https://www.linkedin.com/me/search-appearances			
32	50+ per 7 days			
33				
34	7. Number of Featured Skills and Endorsements* (max 50)			
35	https://www.linkedin.com/in/YOURURL			
36	Top 3 20+ votes			
37				
38	Skill 1 Name _____ Votes _____	93		
39	Skill 2 Name _____ Votes _____	173		
40	Skill 3 Name _____ Votes _____	147		
41				
42	8. Number of Recommendations* (Given & Received)			
43	https://www.linkedin.com/in/YOURURL			
44	6+ Received 6+ Given			
45	Received _____	85		
46	Given _____	64		

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

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

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

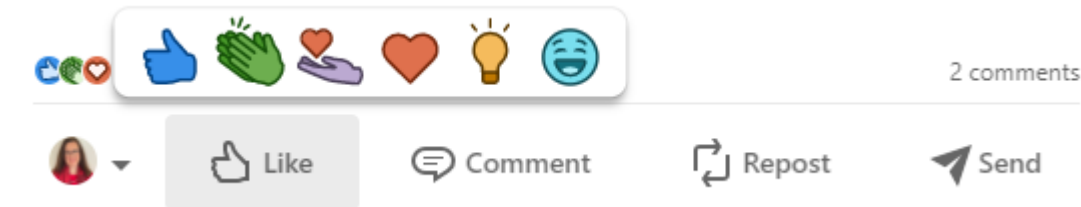
Top 10 Ways To Use LinkedIn for Real Estate and Commercial Property Professionals



Top 10 Ways To Use LinkedIn For Real Estate and Commercial Property 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.

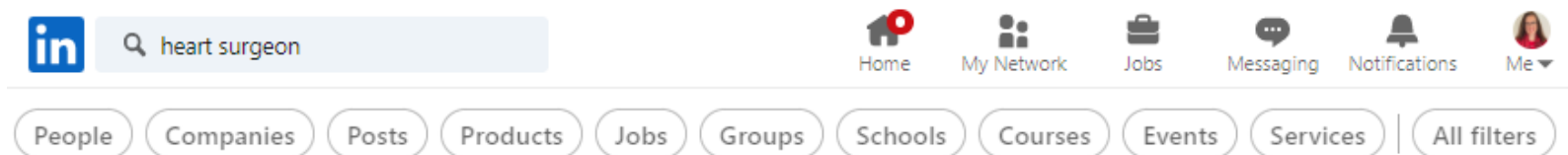
You may like to click the Notification Bell for your target LinkedIn Profiles and Pages



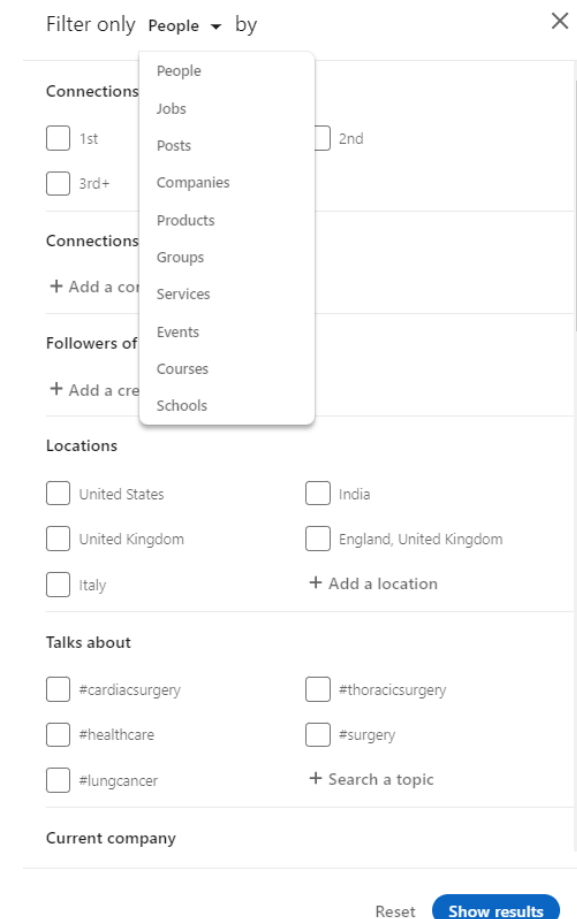
<https://www.linkedin.com/pulse/where-can-you-find-warm-leads-linkedin-sue-ellson-2c>

Top 10 Ways To Use LinkedIn For Real Estate and Commercial Property 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 Real Estate and Commercial Property 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 Real Estate and Commercial Property 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.

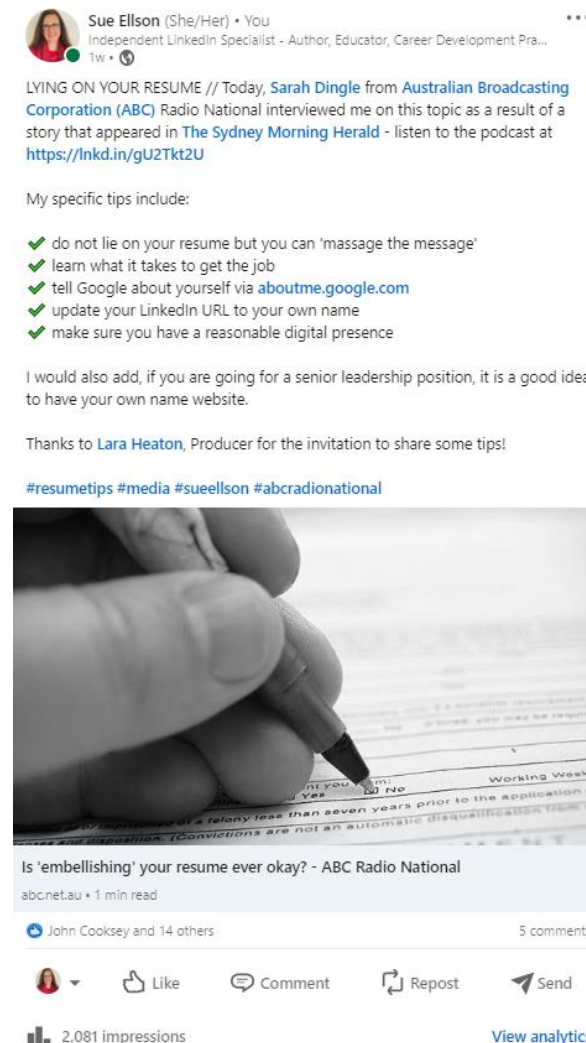
Consider

- 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

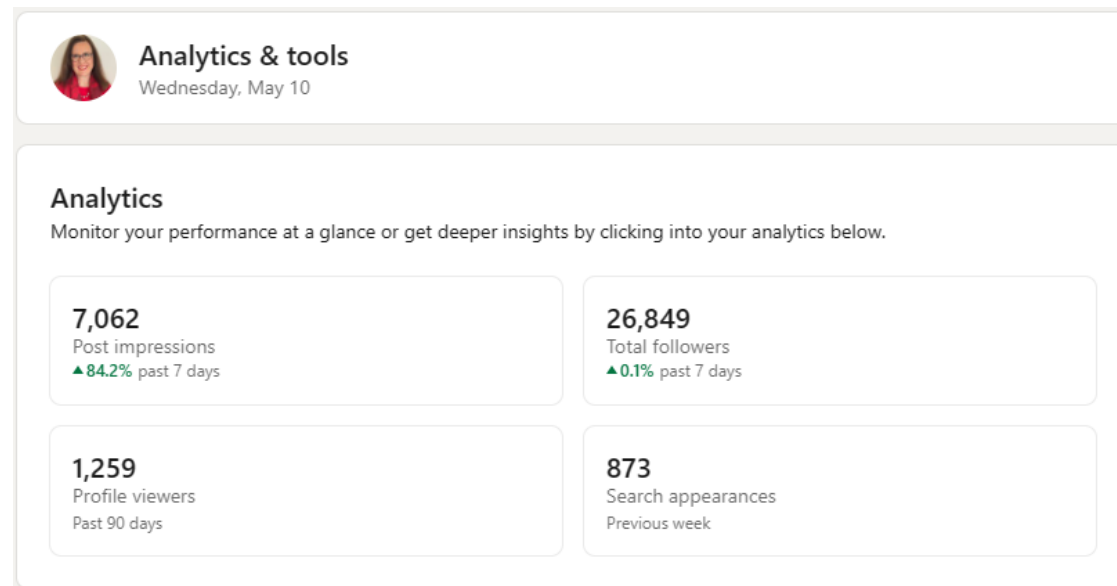


Top 10 Ways To Use LinkedIn For Real Estate and Commercial Property Professionals

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.

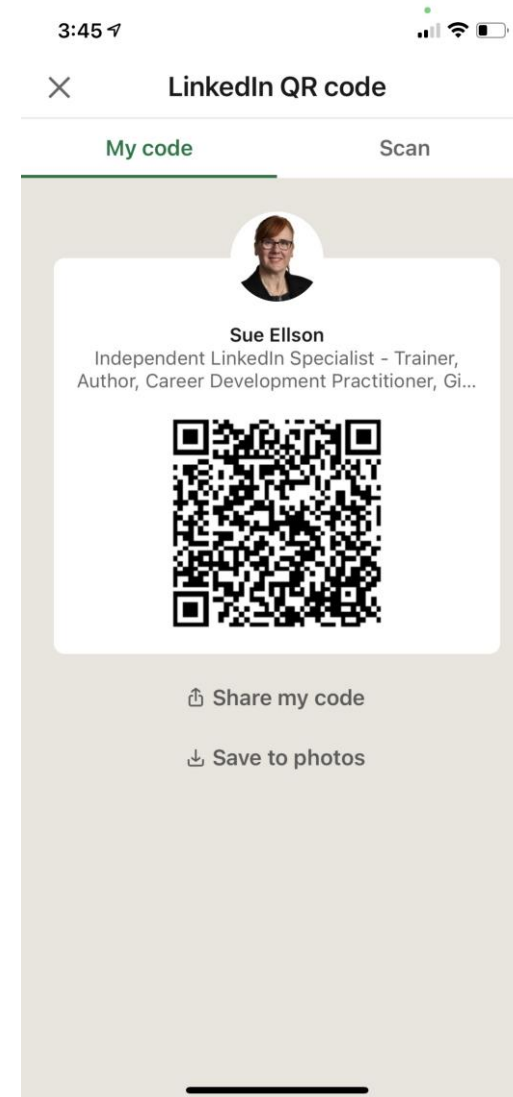
Make sure you reach out to your 'VIPs' at least once a year to maintain the relationship or visit their LinkedIn Profile or Company Page and click on the **Notification Bell** so you can be informed when they Post.



Top 10 Ways To Use LinkedIn For Real Estate and Commercial Property 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.

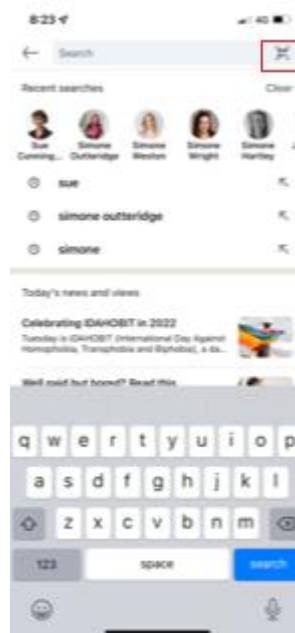
Connect with international people as well.



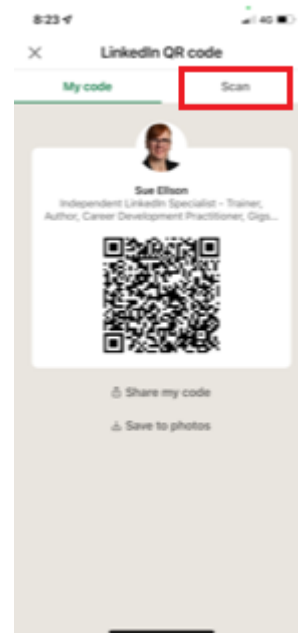
Connect with me on LinkedIn – part 1



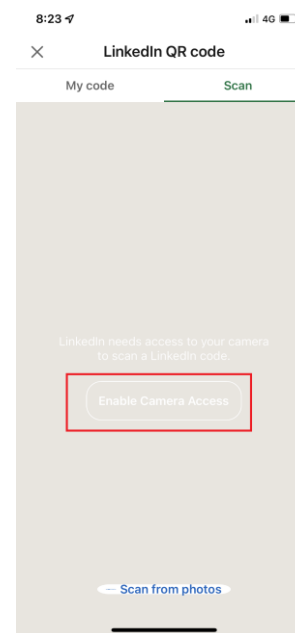
1. Open LinkedIn App and press in Search Box



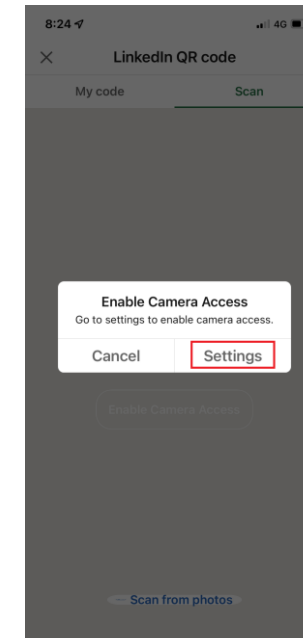
2. Press dots on top right hand side of screen



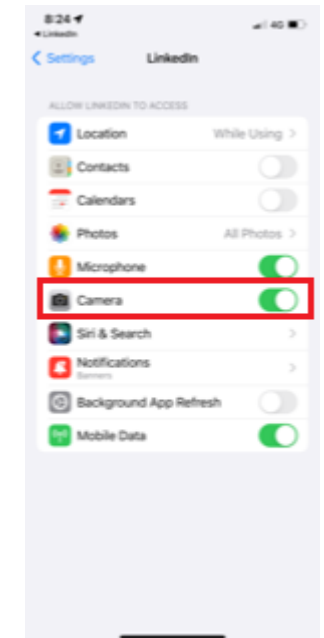
3. Press Scan



4. Press Enable Camera Access

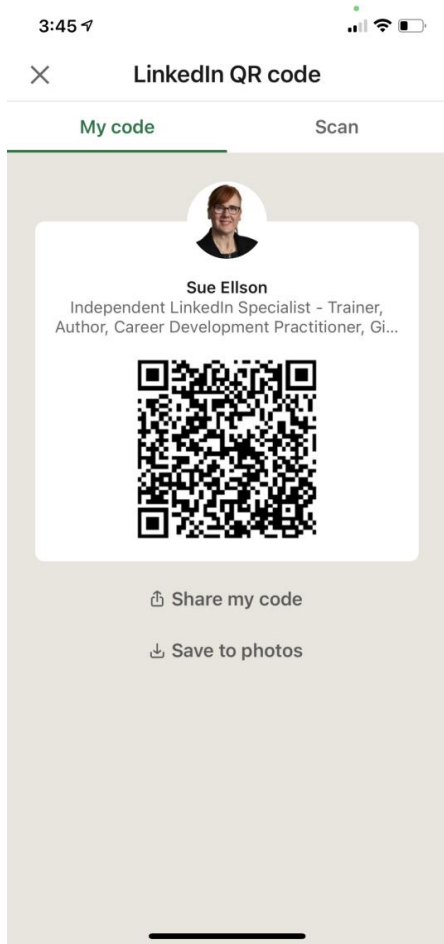


5. Select Settings on your Phone



6. In LinkedIn Settings, turn on Camera

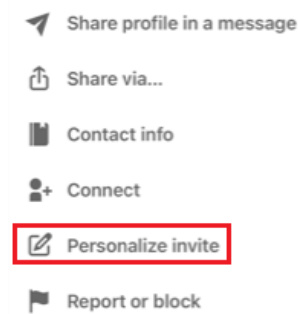
Connect with me on LinkedIn – part 2



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

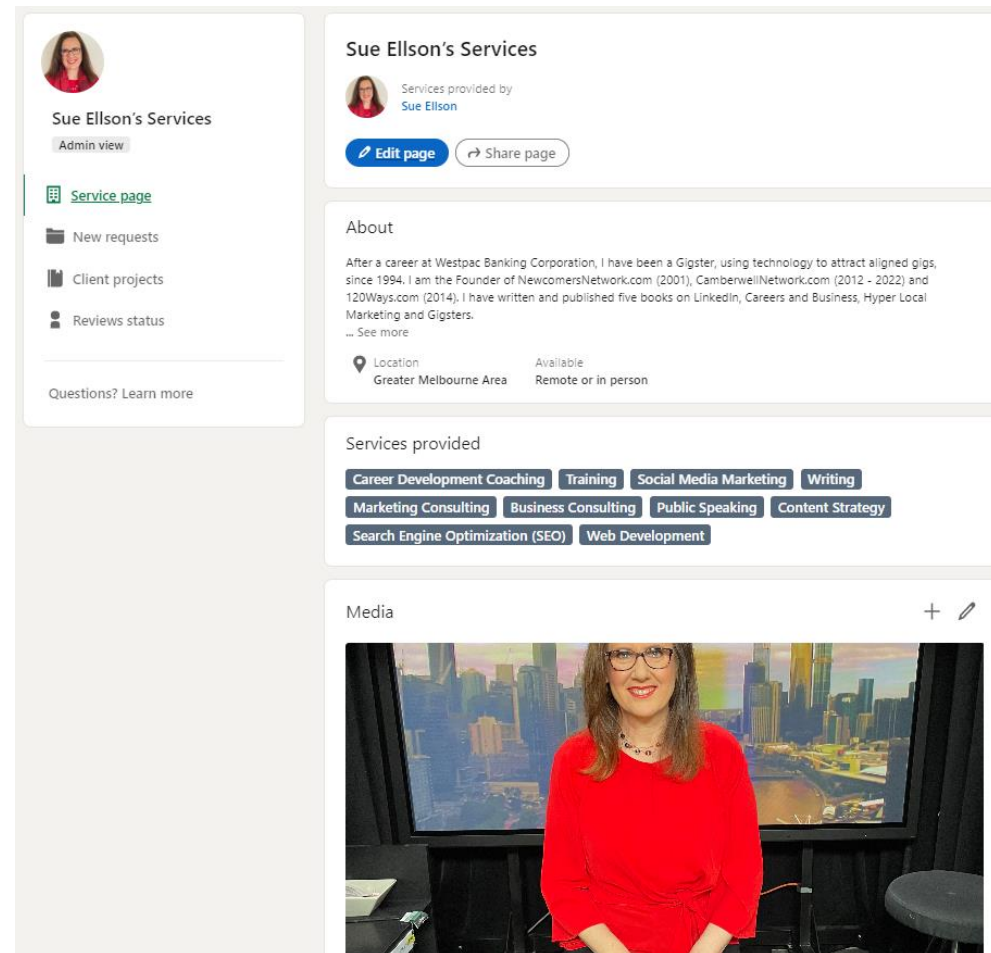


10. Type up a brief message, Send Invitation to Connect

From now on, please connect with everyone you meet in person using your LinkedIn App on your phone

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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 sidebar menu includes a profile picture, the page name 'Sue Ellson's Services', an 'Admin view' button, and navigation links for 'Service page', 'New requests', 'Client projects', and 'Reviews status'. The main content area features the page title 'Sue Ellson's Services' with a sub-header 'Services provided by Sue Ellson' and buttons for 'Edit page' and 'Share page'. Below this is an 'About' section with a paragraph describing her career and a list of services provided, including Career Development Coaching, Training, Social Media Marketing, Writing, Marketing Consulting, Business Consulting, Public Speaking, Content Strategy, Search Engine Optimization (SEO), and Web Development. The 'Media' section at the bottom shows a video of Sue Ellson, a woman with glasses wearing a red top, sitting in front of a large screen displaying a city skyline.

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 Real Estate and Commercial Property 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.

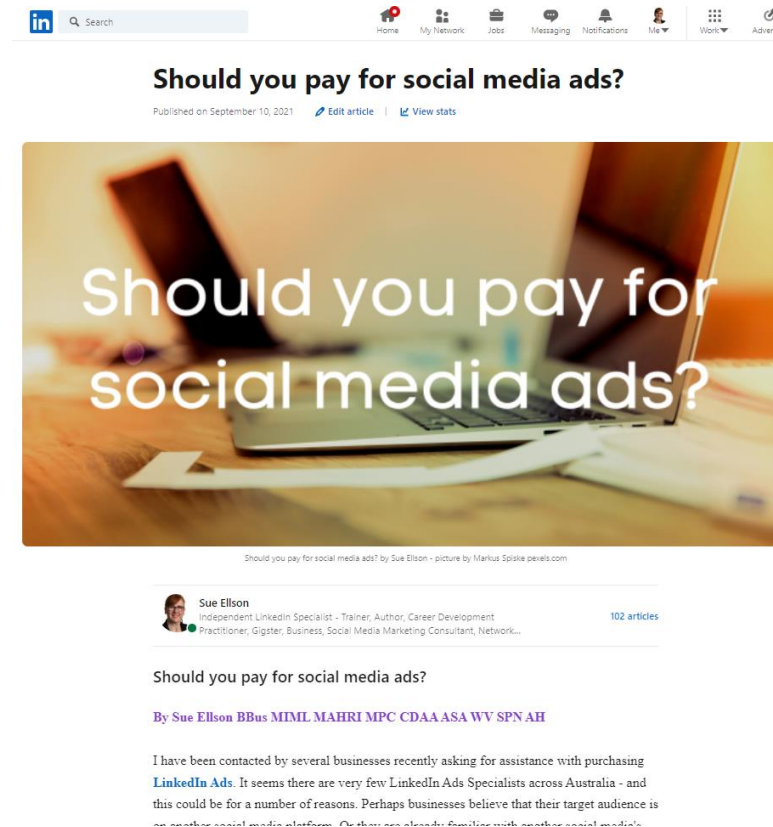


<https://www.linkedin.com/pulse/what-do-before-you-quit-your-job-sue-ellson>

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

Top 10 Ways To Use LinkedIn For Real Estate and Commercial Property 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!



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

Top 10 Ways To Use LinkedIn For Real Estate and Commercial Property 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 referrals

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>



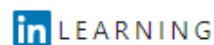
Top 10 Ways To Use LinkedIn For Real Estate and Commercial Property Professionals

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 (also available via a LinkedIn Premium Account)



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>

Professional Services

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

LIVE EVENT – only two spots left LinkedIn for me and my career or business Workshop

Saturday 20 May 2023 9:30am – 1:30pm in person in Canterbury, Melbourne

<https://linkedinforme.eventbrite.com.au> \$195 includes printed book Maximum four people

LinkedIn Insight Webinars

- LinkedIn for Real Estate and Commercial Property Professionals 10 May 2023
- LinkedIn for Military, Defence and Emergency Services Professionals 12 April 2023
- LinkedIn for Social Media, Marketing and Digital Strategy Professionals 8 March 2023
- LinkedIn for Recruiters, Headhunters and Executive Search Professionals 8 February 2023
- LinkedIn for Medical, Health and Nursing Professionals 11 January 2023
- LinkedIn for Migrants, Expatriates and Repatriates 14 December 2022
- LinkedIn for Sales People 9 November 2022
- LinkedIn for Career Changers 12 October 2022
- LinkedIn for Tradespeople 14 September 2022
- LinkedIn for Students and Future Graduates 10 August 2022
- LinkedIn for Women Wednesday 13 July 2022
- LinkedIn for Authors Wednesday 8 June 2022
- LinkedIn for Early Career Professionals Wednesday 11 May 2022
- LinkedIn for Creatives Wednesday 13 April 2022
- LinkedIn for Education Professionals Wednesday 9 March 2022
- LinkedIn for Human Resource Professionals Wednesday 9 February 2022
- LinkedIn for Journalists and Media Professionals Wednesday 12 January 2022
- LinkedIn for Board Directors and Senior Leaders Wednesday 8 December 2021
- LinkedIn for CEO's and Business Owners Wednesday 3 November 2021
- LinkedIn for Business Coaches and Career Specialists Wednesday 6 October 2021

• **All Registration Links, Slides and Recordings from past webinars**

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

Special Gift – Free Downloads

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

- Usernames and Passwords 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!

✓ **LIVE EVENT – only two spots left** LinkedIn for me and my career or business Workshop
Third Saturday Monthly 9:30am – 1:30pm in person in Canterbury, Melbourne
<https://linkedinforme.eventbrite.com.au> \$195 includes printed book Maximum four people
Saturday 20 May 2023

✓ keep up to date by following me on social media



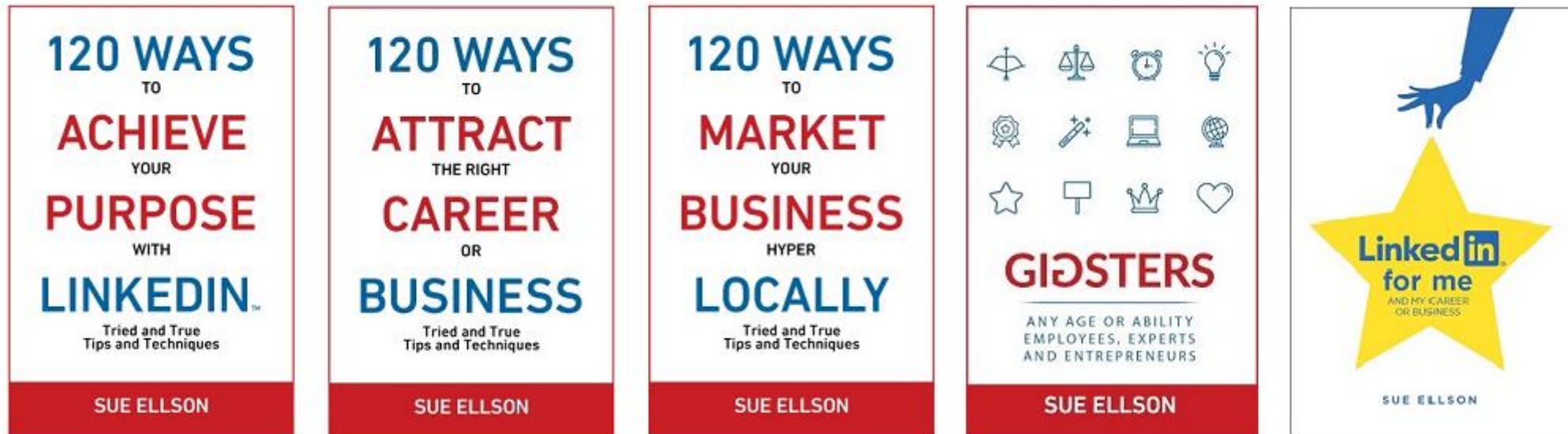
Follow / Subscribe to Sue Ellson Online



- ✓ LinkedIn Profile <https://www.linkedin.com/in/sueellson> (23,734 Connections, 26,847 Followers)
- ✓ YouTube <https://www.youtube.com/@sueellson> (200 Subscribers – goal is 1,000+)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (747 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2> (160 Followers)
- ✓ Twitter <https://twitter.com/sueellson> (419 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (381 Followers)
- ✓ TikTok <https://www.tiktok.com/@sueellson> (24 Followers)
- ✓ Sue Ellson Shares LinkedIn Newsletter (5,090 Subscribers)
<https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Ellson Sharing LinkedIn Newsletter (203 Subscribers)
<https://www.linkedin.com/newsletters/7011478630589497344>
- ✓ Sue Ellson Email Newsletter (20 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://sueellson.com/books> 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> (130 Google Reviews) or

Facebook <https://www.facebook.com/sueellson2/reviews> (3 Reviews)

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

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



Google Review



Follow Socials / Contact