



GKA

Golden Key Academy

#LearnWithGKA

LinkedIn for High Achievers

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14 June 2023

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LinkedIn for High Achievers

with Sue Ellson

WEDNESDAY, 14 JUNE 2023 | 05:00PM (AEST)

This is a live online webinar open to all Golden Key members and Golden Key Academy subscribers



CAREER DEVELOPMENT

Welcome

Apparently 95% of LinkedIn profiles are not optimised which means that people are missing out on opportunities, promotions and offers.

If you are not achieving more than 100 views per 90 days and more than 50 appearances in search results in seven days, your LinkedIn profile is not working for you.

How can you optimise LinkedIn for your values, purpose, goals and objectives?

Find out in this practical workshop and learn how to showcase your Golden Key membership too.

Sue Ellson

Sue Ellson is a Member of

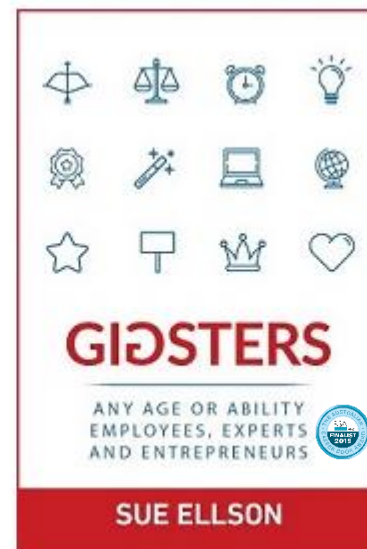
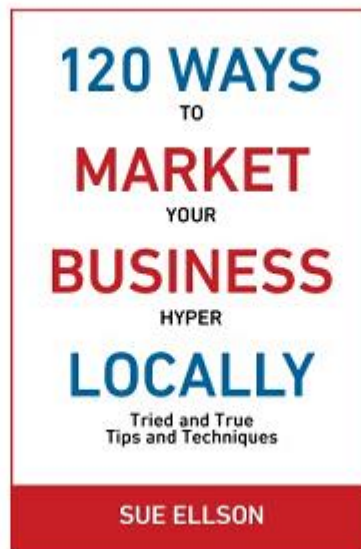
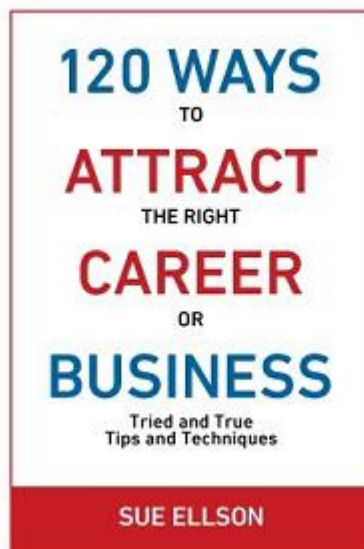
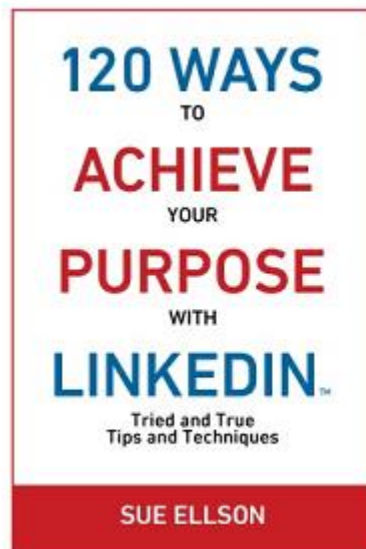


Sue Ellson is the Founder of



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

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>

Follow / Subscribe to Sue Elson Online



- ✓ LinkedIn Profile <https://www.linkedin.com/in/sueellson> (23,863 Connections, 26,856 Followers)
- ✓ YouTube <https://www.youtube.com/@sueellson> (219 Subscribers – goal is 1,000+)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (755 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2> (158 Followers)
- ✓ Twitter <https://twitter.com/sueellson> (429 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (374 Followers)
- ✓ TikTok <https://www.tiktok.com/@sueellson> (24 Followers)
- ✓ Sue Elson Shares LinkedIn Newsletter (5,185 Subscribers) <https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Elson Sharing LinkedIn Newsletter (220 Subscribers) <https://www.linkedin.com/newsletters/7011478630589497344>
- ✓ **Sue Elson Email Newsletter (65 Subscribers)** <https://sueellson.com/newsletters>



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 can be requested
- ✓ 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!
- ✓ will be asking you what has been most helpful to you at the end (feedback for me)



How many years on LinkedIn?

Please share what **Year** you joined LinkedIn in the chat

Location

A – Australia

O – Overseas (can mention country if you wish)

You can ask questions at any time

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

The image shows a portion of a LinkedIn profile page. At the top, there are three buttons: 'Open to' (dark blue), 'Add profile section' (light blue), and 'More' (grey). Below these is a blue box with the text 'Open to work' and 'Corporate Trainer, Book Author, Workshop' with a 'Show details' link. A 'Resources' section is partially visible below. A 'More' dropdown menu is open, showing options: 'Send profile in a message', 'Save to PDF', 'Build a resume', and 'About this profile' (highlighted with a red box). Below this is a modal window titled 'About this profile' with a close button (X). The modal contains the following information: 'Joined: 2003' (highlighted with a red box), 'Contact information: Updated over 1 year ago', and 'Profile photo: Updated less than 1 year ago'.

LinkedIn for High Achievers

1. How to showcase your GKA Membership
2. What is an achievement?
3. Where can you include your achievements?
4. LinkedIn Profile Essentials – backup, statistics, settings, sections
5. LinkedIn Page Essentials – multiple menus!
6. Engagement Essentials – reactions, comments, endorsements, recommendations
7. Publishing Essentials – posts, articles, newsletters
8. Questions and answers

1. How to showcase your GKA Membership

1. Contact Info – Website Link


<https://goldenkey.org>

Website

Website URL

Website type

Other

 Remove

1. How to showcase your GKA Membership

2. Licences and Certifications Section

Edit license or certification ✕

* Indicates required

Name*

Issuing organization*

Issue date
Month: Year:

Expiration date
Month: Year:

Credential ID

Credential URL

Skills
Associate at least 1 skill to this license or certification. It'll also appear in your Skills section.

Training ✕ Training Delivery ✕ LinkedIn Training ✕
Education and Training ✕ Writing ✕

[+ Add skill](#)

🚫 You've reached the 50 skills maximum. Add from your current skills or edit your Skills section.

Delete license or certification Save



Member - Top 15% of Undergraduates Golden Key International Honour Society (GKIHS)

Golden Key International Honour Society

Issued May 1998

Credential ID <https://goldenkey.org>

[Show credential](#)

Skills: Training · Training Delivery · LinkedIn Training · Education and Training · Writing

1. How to showcase your GKA Membership

3. Organizations

Edit organization ✕

* Indicates required

Organization name*

Position held

Associated with

Membership ongoing

Start date

End date
Month Year

Description

329/2,000

Golden Key International Honour Society (GK)

Member - GK · May 1998 - Present

 Associated with University of South Australia

Established in 1977, the Golden Key International Honour Society (GK) is the world's largest international collegiate honor society for graduate and undergraduate students, and has strong relationships with over 400 universities around the world. Membership is granted to the top 15% of undergraduates.

<https://www.goldenkey.org>



Delete organization


Save

1. How to showcase your GKA Membership

4. Education Section

The screenshot shows a resume's Education section. At the top, there is a back arrow, the word "Education", a window icon, and a plus sign. Below this is the University of South Australia logo and name, followed by the degree "Bachelor of Business, Administrative Management" and the dates "Feb 1993 - Aug 2000". A red box highlights the text "Grade: Top 15% of Undergraduate Students, Above Credit Average". Below this, another red box highlights "Member Golden Key National Honour Society - May 1998". The text "Activities and societies: Administrative Management Student and Staff Course Committee Committee Member - 1999, Pro Vice Chancellor's Merit List - April 1999" is also visible. A list of subjects follows, including Accounting 1 & 2, Administrative Management 1 Management Principles, Administrative Management 2 Human Resource Management, Administrative Research Project, Administrative Systems Management, Business Communication 1 & 2, Business Communication and Negotiation, Business Ethics, Business Information Systems, Buyer and Consumer Behaviour, Communication and the Media, Contemporary Accounting Information Systems, Data Management for Administrators, Economic Foundations, Focus on Children 0 -3 (Broadening Education Subject), Information Systems for Management, Introduction to Law, Introduction to Marketing Management, Managing Change in Organisations, Office Information Systems 1 & 2, and Quantitative Methods for Business. Below the subjects is a "Topics" section with "Governance", "Risk", and "Compliance". The text "Completed remotely by correspondence (paper and fax)." is present. At the bottom, there is a URL "https://www.unisa.edu.au" and a "Study On Demand with UniSA Online" section with a logo and text: "Our 100% online, career-focused degrees give you full control and ultimate flexibility over your study. Access online student support seven days a week, plan your study to fit around..."

← Education ⏏ +

 **University of South Australia**
Bachelor of Business, Administrative Management
Feb 1993 - Aug 2000

Grade: Top 15% of Undergraduate Students, Above Credit Average

Activities and societies: Administrative Management Student and Staff Course Committee Committee Member - 1999, Pro Vice Chancellor's Merit List - April 1999, Member Golden Key National Honour Society - May 1998, Dean's Merit List - March 1998

Subjects

- > Accounting 1 & 2
- > Administrative Management 1 Management Principles
- > Administrative Management 2 Human Resource Management
- > Administrative Research Project
- > Administrative Systems Management
- > Business Communication 1 & 2
- > Business Communication and Negotiation
- > Business Ethics
- > Business Information Systems
- > Buyer and Consumer Behaviour
- > Communication and the Media
- > Contemporary Accounting Information Systems
- > Data Management for Administrators
- > Economic Foundations
- > Focus on Children 0 -3 (Broadening Education Subject)
- > Information Systems for Management
- > Introduction to Law
- > Introduction to Marketing Management
- > Managing Change in Organisations
- > Office Information Systems 1 & 2
- > Quantitative Methods for Business


Topics

- > Governance
- > Risk
- > Compliance

Completed remotely by correspondence (paper and fax).

Established in 1856, UniSA is an innovative, world-class institution built on teaching, learning and research excellence.

<https://www.unisa.edu.au>

 **Study On Demand with UniSA Online**
Our 100% online, career-focused degrees give you full control and ultimate flexibility over your study. Access online student support seven days a week, plan your study to fit around...

1. How to showcase your GKA Membership

5. Post Nominals in About Section

- List after your name in the About Section but NOT after your name in the Name Section

Sue Ellson BBus GK MPC PCDAAs ASA WV SPN MEdPlus

About



Sue Ellson BBus GK MPC PCDAAs ASA WV SPN MEdPlus sueellson@sueellson.com +61 402 243 271
<https://sueellson.com/about> <https://sueellson.com/clients> Personalised Professional Services at
<https://sueellson.com/services-and-pricing>

...

...see more

✦✦ Top skills

LinkedIn Training • LinkedIn • Writing • Consulting • Marketing

1. How to showcase your GKA Membership

6. Banner Image



Sue Ellson  (She/Her)


Independent LinkedIn Specialist - Author, Educator, Career Development Practitioner, Consultant, Founder, Gigster, Speaker, Trainer, Poet, Writer, Business, Social Media Marketing, Media Expert, Analogue & Digital 📱

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

Greater Melbourne Area · [Contact info](#)



 Sue Ellson

 University of South Australia

1. How to showcase your GKA Membership

7. Content

HIGH ACHIEVERS // Attended a @Golden Key International Honour Society webinar with @Sue Ellson on @LinkedIn for high achievers and learnt:

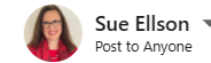
- ★ how to showcase my GK membership
- ★ definition of an achievement and how to write them
- ★ LinkedIn Profile and Page essentials
- ★ LinkedIn Engagement and Publishing essentials

I had no idea there were so many places where you could showcase your professional membership on LinkedIn including

1. Contact Info Website Link
2. Licenses and Certifications Section
3. Organizations Section
4. Education Section
5. Post Nominals in About Section
6. Banner Image
7. Content

What tips do you have for showcasing your professional membership on LinkedIn?

#gkihs #gk #LearnWithGKA #linkedin #sueellson



HIGH ACHIEVERS // Attended a **Golden Key International Honour Society** webinar with **Sue Ellson** on **LinkedIn** for high achievers and learnt:

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What tips do you have for showcasing your professional membership on LinkedIn?

#gkihs #gk #LearnWithGKA #linkedin #sueellson

😊 #content #engagement #education #webinar #society #publishing



🕒 Post

2. What is an achievement?

Anything you have done particularly well

Anything you have done over and above your initial requirements

Do not include commercially sensitive information

Write them in past tense (have been completed)

<https://www.linkedin.com/pulse/how-write-add-achievements-your-linkedin-profile-sue-ellson>

This link also includes words you can use to describe your achievements.

3. Where can you include your achievements?

Priority Sections

Experience
Volunteer
Honors & awards

Other Sections

About
Projects
Test Scores
Demonstrate Skills (in Skills Section)

4. LinkedIn Profile Essentials – backup, statistics, settings, sections


Demonstration

Backup – More Button (PDF) and <https://www.linkedin.com/mypreferences/d/download-my-data>


Statistics – 100+ views per 90 days and 50+ search appearances seven days

Settings – Turn off people also viewed and selective visibility, edit public URL
<https://www.linkedin.com/public-profile/settings>

Sections – Complete as many as possible but in particular, the headline
<https://www.linkedin.com/pulse/linkedin-headline-formula-label-keywords-interest-sue-ellson>

 **Edit your custom URL**

Personalize the URL for your profile.

www.linkedin.com/in/sueellson 

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

5. LinkedIn Page Essentials – multiple menus

Demonstration

The screenshot displays the LinkedIn Page Admin interface for Sue Ellson. The top navigation bar includes Home, My Network, Jobs, Messaging, Notifications, Me, For Business, and Advertise. The page header shows 'Sue Ellson Super admin view' and a 'View as member' button. The main navigation menu includes Home, Jobs, Analytics, and Activity, with 'Admin tools' in the top right. The left sidebar contains 'Manage' sections for Events, Hashtags, and Newsletter. The main content area features a post titled '10 Ways to Improve your LinkedIn Profile' with a 'Boost' button. The right sidebar shows 'Analytics' for the last 30 days, including metrics like Search appearances, Unique visitors, New followers, Post impressions, Custom button clicks, and New leads. The footer includes 'About', 'Accessibility', 'Help Center', 'Privacy & Terms', 'Ad Choices', 'Advertising', 'Business Services', 'Get the LinkedIn app', and 'More'.

Navigation Menus:

- Home
- Jobs
- Analytics
- Activity
- Admin tools

Left Sidebar (Manage):

- Events
 - LinkedIn for me and my... (Sat, Jun 17, 9:30 AM AEST)
 - 10 Ways to Improve your... (Wed, Jul 12, 12:00 PM AEST)
 - 10 Ways to Improve your... (Today, 12:00 PM AEST)
- Hashtags
 - #linkedin (1,433,938 followers)
 - #sueellsonpoem (0 followers)
 - #sueellson (4 followers)
- Newsletter
 - Sue Ellson Sharing Newsletter (227 subscribers)

Analytics (Last 30 day activity):

Metric	Change
817 Search appearances (Last 7 days)	▼ 54.8%
17 Unique visitors	▼ 41.4%
5 New followers	▼ 68.8%
854 Post impressions	▲ 76.1%
0 Custom button clicks	▼ 100%
0 New leads	

Post Content:

Posted by Sue Ellson • 6/14/2023

10 WAYS TO IMPROVE YOUR LINKEDIN PROFILE // ★ Today I revealed a good mix of new features you may have missed and some 101's as well

1. Skills Update

See translation

10 Ways to Improve your LinkedIn Profile - Sue Ellson
sueellson.com • 2 min read



6. Engagement Essentials – reactions, comments, endorsements, recommendations

Demonstration

https://www.linkedin.com/posts/get-hired-by-linkedin-news-australia-nz_could-a-universal-basic-income-be-the-answer-activity-7074567653901631489-rt8E

The screenshot shows a LinkedIn post from the page 'Get Hired by LinkedIn News Australia', which has 7,755 followers. The post is 4 hours old and contains a link to an article titled 'Could a Universal Basic Income be the answer to cost of living woes?' from sbs.com.au, with a 6-minute read time. The article's image is a collage of Australian currency, including 10, 20, and 50 dollar banknotes and coins, arranged to form a map of Australia. A calculator is also visible in the top right corner of the image. The post has 22 comments and 1 repost. The interaction bar at the bottom includes a profile picture, a 'Like' button, a 'Comment' button, a 'Repost' button, and a 'Send' button.

7. Publishing Essentials – posts, articles, newsletters

Demonstration - Posts, Articles, Newsletters (Creator Mode or Company Page)

Start a post

Photo Video Carousel Write article

Sue Ellson
Post to Anyone

What do you want to talk about?

Post

Resources

Private to you

Creator mode **On**

Get discovered, showcase content on your profile, and get access to creator tools

My network

See and manage your connections and interests.

Show all 5 resources →

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

Questions?

How to say thank you

✓ Add a comment in the chat now

✓ Write a Review on

Google <https://g.page/sue-ellson-author/review> (133 Google Reviews) or

Facebook <https://www.facebook.com/sueellson2/reviews> (7 Reviews)

Online <https://sueellson.com/reviews>

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



Follow Socials / Contact



Google Review



Facebook Review



Online Review

How to say thank you to Golden Key

Google

https://search.google.com/local/writereview?placeid=ChIJb_osr9OxEmsRoEYbAZ3WmC8

(2 Reviews)



Facebook

<https://www.facebook.com/goldenkey/reviews>

(421 Reviews)

