

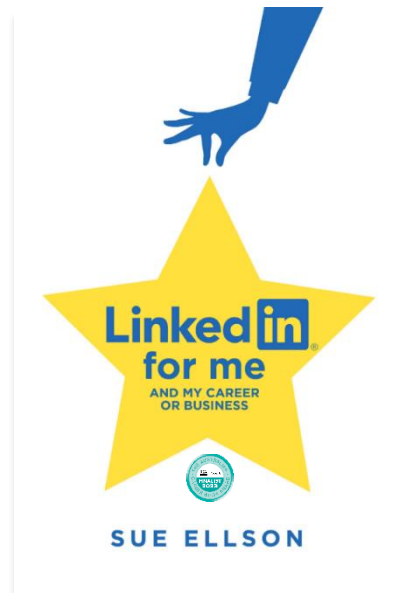


# 10 Ways to Improve your LinkedIn Page

**Sue Ellson**

GK BBus MPC PCDAAs ASA WV SPN MEdPlus  
Independent LinkedIn Specialist  
Author, Educator, Practitioner

12 July 2023



[sueellson@sueellson.com](mailto:sueellson@sueellson.com)

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

# Welcome

- ✓ 10 ways to improve your LinkedIn Page
- ✓ recent updates
- ✓ lesser known features
- ✓ always remember

**(sign in now to your laptop/desktop and open the LinkedIn app on your phone)**



# 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 – 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 22 July 2023

✓ **Melbourne Career Expo** 15 July 2023 <https://www.careerexpo.com.au>

✓ keep up to date by following me on social media



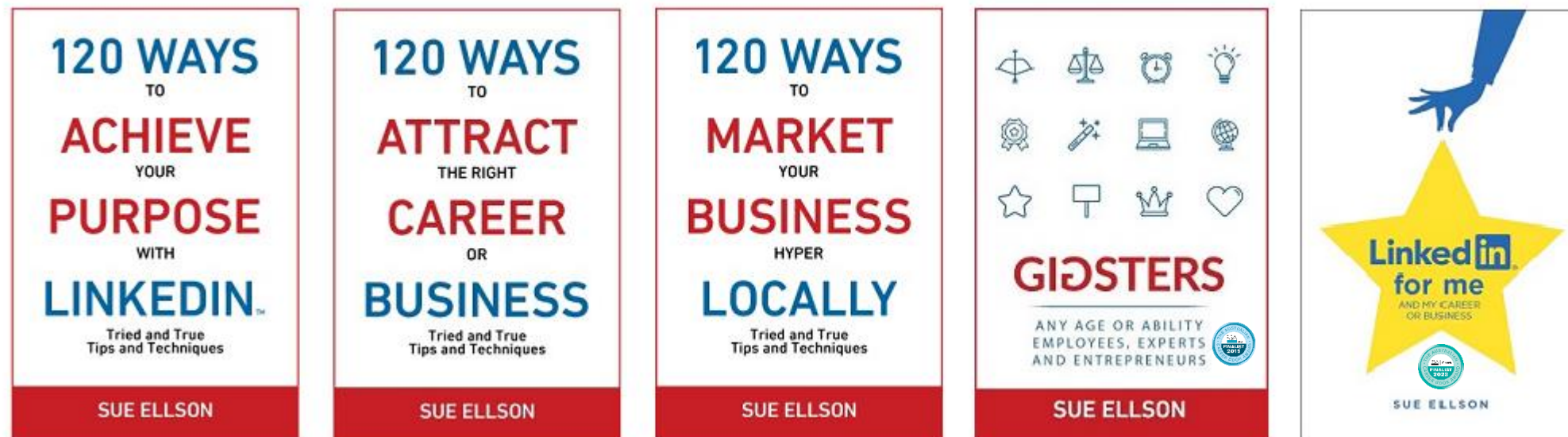
# Follow / Subscribe to Sue Elson Online



- ✓ LinkedIn Profile <https://www.linkedin.com/in/sueellson> (24,054 Connections, 27,129 Followers)
- ✓ YouTube <https://www.youtube.com/@sueellson> (234 Subscribers – goal is 1,000+)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (785 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2> (162 Followers)
- ✓ Twitter <https://twitter.com/sueellson> (425 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (379 Followers)
- ✓ Threads <https://www.threads.net/@sueellson> (3 Followers)
- ✓ TikTok <https://www.tiktok.com/@sueellson> (24 Followers)
- ✓ Sue Elson Shares LinkedIn Newsletter (5,310 Subscribers) <https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Elson Sharing LinkedIn Newsletter (244 Subscribers) <https://www.linkedin.com/newsletters/7011478630589497344>
- ✓ **Sue Elson Email Newsletter (67 Subscribers)** <https://sueellson.com/newsletters>



# Author of five books

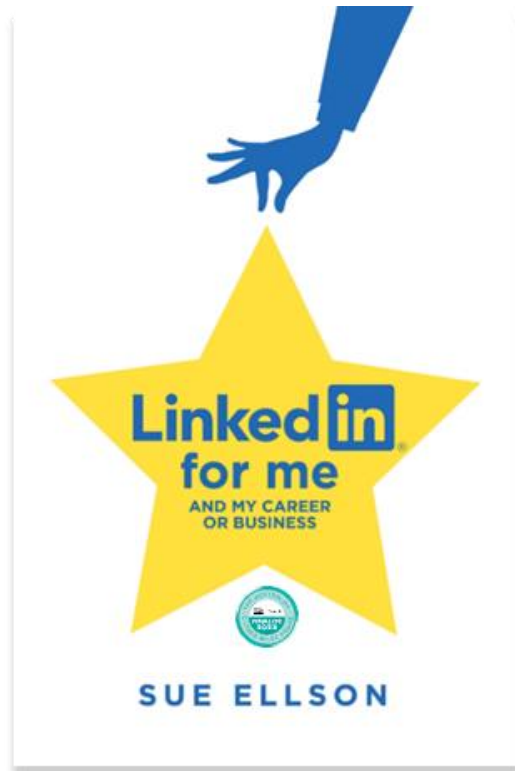


Latest – **LinkedIn for me and my career or business** – launched 23 January 2023

Give yourself a gold star ★ LinkedIn Presence

<https://sueellson.com/books> or <https://120wayspublishing.com>

# Special News – Online Course Launch



## LinkedIn for me and my career or business ★

- ✓ includes digital copy of book
- ✓ quick start program
- ✓ entire book instructions – videos too!
- ✓ clickable links
- ✓ LinkedIn Profiles, Pages, Groups
- ✓ LinkedIn Engagement, Content, Results
- ✓ Setup, Shine, Surprise Methodology

10 weeks – two hours a week – complete and receive 30 minutes personal assistance

\$247 AUD

<https://sueellson.com/courses/linkedin-for-me-and-my-career-or-business>

# 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
- ✓ 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)
- ✓ if you are watching this later, the screen may have changed
- ✓ **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





# How many years on LinkedIn?

Please pop your year in the chat so I can tailor this presentation

## Location

A – Australia

O – Overseas (can mention country if you wish)

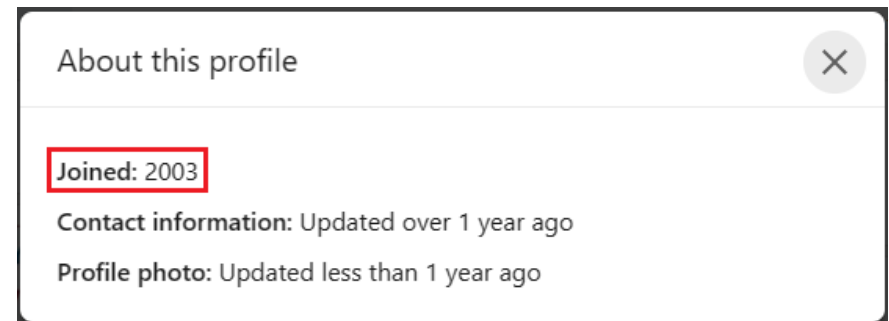
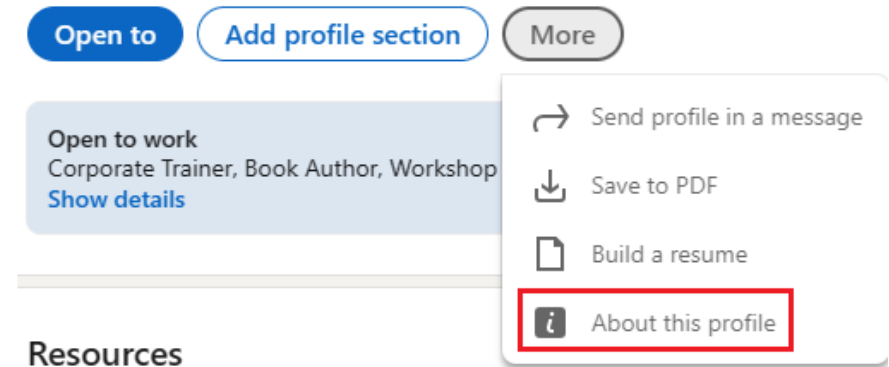
## Mine is

2003 A

You can ask questions at any time

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

Look for three things you can do in three hours from now



# 10 Ways to Improve your LinkedIn Page

1. Create the right type of Page
2. Use all the menus
3. Complete all Sections
4. Ensure you have a Lead Gen Form
5. Utilise the Tools
6. Consider Connecting to Followers
7. Have an Engagement Strategy
8. Have an Events Strategy
9. Have a Newsletters Strategy
10. Decide what Statistics are important



# 10 Ways to Improve your LinkedIn Page

## 1. Create the right type of Page

- Company Page
- Showcase Page
- Educational Institution (School) Page

<https://www.linkedin.com/company/setup/new>

Request Conversion Company to School Page at  
<https://www.linkedin.com/help/linkedin/ask/CP-primary>



# 10 Ways to Improve your LinkedIn Page

## 2. Use all the menus

The screenshot shows the LinkedIn profile page for Sue Ellson, a Super admin view. The page is annotated with red boxes highlighting several key areas:

- Navigation Bar:** The top navigation bar includes the LinkedIn logo, a search bar, and icons for Home, My Network, Jobs, Messaging, Notifications, Me, For Business, and Advertise.
- Page Header:** The page header shows the user's name (Sue Ellson), their role (Super admin view), and a "View as member" button.
- Activity Menu:** A red box highlights the "Home", "Jobs", "Analytics", and "Activity" tabs in the top navigation bar.
- Admin Tools:** A red box highlights the "Admin tools" dropdown menu in the top right corner.
- Profile Card:** A red box highlights the profile card on the left, including the profile picture, name (Sue Ellson), follower count (785 followers), and buttons for "Edit Page" and "Share Page".
- Manage Section:** A red box highlights the "Manage" section on the left, which includes "Events" (with a list of upcoming events like "10 Ways to Improve your..." and "Melbourne Career Expo 14"), "Hashtags" (with a list of tags like #linkedin, #sueellsonpoem, and #sueellson), and "Newsletter" (with the "Sue Ellson Sharing Newsletter" and 244 subscribers).
- Post Creation:** A red box highlights the "Start a post" section, which includes options for "Photo", "Video", "Poll", and "Write article".
- Post Ideas:** A red box highlights the "Post ideas" section, which shows a suggested post: "Can you share any recent case studies of successes?".
- Post Filters:** A red box highlights the "Page posts" filter tabs, which include "Page posts", "Following", "Hashtags", "Employee posts", and "Ads".
- Boost Post:** A red box highlights the "Boost" button on a post, which offers "Get up to 170,000 more impressions by boosting this post."
- Analytics:** A red box highlights the "Analytics" section on the right, which shows "Last 30 day activity" and a list of metrics: "1.5K Search appearances" (▼ 15.1%), "21 Unique visitors" (▲ 16.7%), "29 New followers" (▲ 625%), "752 Post impressions" (▼ 12.7%), "4 Custom button clicks", and "0 New leads".

# 10 Ways to Improve your LinkedIn Page

## 3. Complete all sections

- New sections including Interested Talent, Workplace, Commitments, Lead Gen Form

The screenshot shows the LinkedIn 'Edit Page' interface for Sue Ellson. The 'Edit Page' button on the page is highlighted with a red box. The 'Edit' modal is open, displaying a sidebar menu with 'Overview' selected and highlighted in green. The main content area shows the following fields:

- Description\***: Sue Ellson GK BBus MPC PCDAAs ASA WV SPN MEDPlus is an Independent #LinkedIn Specialist, #Author, #Educator, #Practitioner, #Trainer, #Careers Adviser, #Writer, #Speaker, #DigitalMarketing, #Business Consultant and learning junkie (she attends up to four educational activities every week!) 814/2,000
- Website URL\***:
- My organization doesn't have a website
- Industry\***:
- Company size\***:
- Company type\***:

# 10 Ways to Improve your LinkedIn Page

## 4. Ensure you have a Lead Gen Form

- Contact Sales
- Request Demo
- Start Free Trial
- Get Started

**Edit**

**Header**

- Page info
- Buttons

**About**

- Overview
- Interested talent
- Workplace
- Commitments
- Locations

**Leads**

- Lead gen form**

**Community**

- Hashtags
- Featured groups

**Collect leads on your page**  
Add a lead gen form to collect and download leads.  
\* indicates required

**Lead gen form** On   
By enabling, you agree with [LinkedIn's Pages Terms](#)

Choose your CTA\*

Privacy policy URL\*

**Personalize your lead gen form entrypoint**  
This will appear on the Home tab of your page

Headline\*  
 30/50

Body Copy\*  
 200/200

Let members know what to expect after they submit a form

# 10 Ways to Improve your LinkedIn Page

## 5. Utilise the tools

- Invite Connections
- Review Followers
- Manage Following (and click Notification Bell and be ready to Engage)

The screenshot displays the LinkedIn Admin Tools interface for Sue Ellson. At the top right, there is a 'Invite connections' panel with a close button (X). Below it, a message states: 'Only invite connections you personally know to ensure a great experience for your network. [Learn more](#)'. It also shows '250/250 credits available · Credit refill: July 31, 2023'. A search bar is labeled 'Search by name'. Below the search bar are filters for 'Locations', 'Current company', and 'School', along with a selection count '0 selected' and an 'Unselect all' link. The main navigation bar includes 'Home', 'Jobs', 'Analytics' (highlighted), and 'Activity'. A 'View as member' button is visible. Below the navigation bar, the 'Follower analytics' section is shown for the period 'Jun 9, 2023 - Jul 8, 2023'. An 'Export' button is highlighted with a red box. A 'Manage following' modal is open, showing a list of 7 pages followed, each with a 'Following' button and a 'Done' button at the bottom right.

Invite connections

Only invite connections you personally know to ensure a great experience for your network. [Learn more](#)

250/250 credits available · Credit refill: July 31, 2023

Search by name

Locations Current company School 0 selected Unselect all

Sue Ellson Super admin view

Home Jobs Analytics Activity Admin tools

Follower analytics Jun 9, 2023 - Jul 8, 2023

Export

Manage following

Add Pages to follow

7 Pages followed


	<b>The Small Press Network</b> Book and Periodical Publishing Followed Apr 2023	Following
	<b>Career Development Association Australia</b> Non-profit Organizations · Adelaide, South Australia Followed Apr 2023	Following
	<b>Melbourne Press Club</b> Media Production · Melbourne, Victoria Followed Apr 2023	Following
	<b>Writers Victoria</b> Writing and Editing · Melbourne, VIC Followed Apr 2023	Following
	<b>Australian Society of Authors (ASA)</b>	

Done






# 10 Ways to Improve your LinkedIn Page

## 6. Consider Connecting to Followers

- Under Analytics, Followers, scroll through and Invite to Connect
- Keep a time based record of total number of Followers

 **Grow your followers**  
Build your audience by inviting relevant connections to follow your Page [Invite connections](#)

**All followers** ⓘ Excluded from report

Profile	Month followed
 <b>Eric Kostas</b> · 1st Executive  Leadership  Career Transition  Worklife Coach   NLP Practitioner  Human HR Leader   Facilitator   Mentor   Client Delivery Professional	July 2023
 <b>Anju Mathew</b> · 1st Registered Nurse at Te Whatu Ora Waikato	July 2023
 <b>benny mooney</b> --	July 2023
 <b>Tania Sacco</b> · 1st Digital Career Team Leader VIC.	July 2023
 <b>Indi Jayasundara</b> · 1st MBA (Harvard Business School)	July 2023

[See all followers](#)



# 10 Ways to Improve your LinkedIn Page

## 7. Have an Engagement Strategy

- Who is doing it?
- What are you doing?
- What #hashtags do you have?
- May not be notified – so need to manually check 'Activity'

The screenshot shows the LinkedIn Super Admin view for Sue Ellson's page. The 'Activity' tab is selected, displaying a list of recent interactions. A prominent post by Apoorva Gaur is shown, who reacted to a company update. The post content includes the text: "#QuitTok #QuitMyJob - would you quit your job online? There is a trend in the US to either quit live online or re-enact it and shar...". Below the text is a video thumbnail titled "QuitTok Live Quitting Online on Channel 9 Today Extra - Sue Ellson" with 1 reaction. The interface also includes a 'Page activity' sidebar with options for All, Updates, and Events, and a 'Post highlights' section on the right showing 'Most comments' and 'Most reactions' for a post titled "RE-GRADUATION // Reclaiming my name...".

### # Hashtags

#linkedin

1,435,110 followers

#sueellsonpoem

0 followers

#sueellson

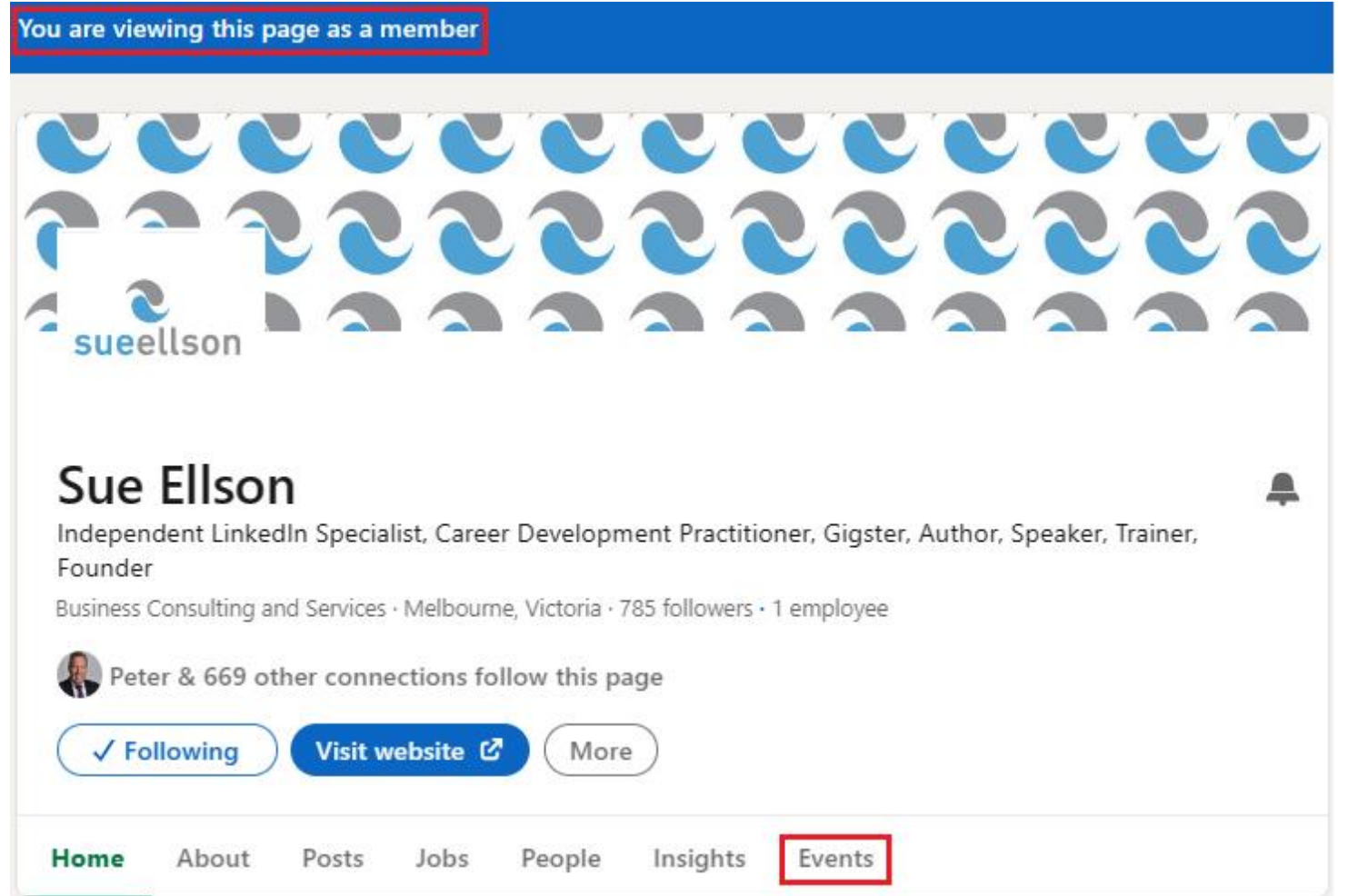
4 followers

Show posts about Sue Ellson

# 10 Ways to Improve your LinkedIn Page

## 8. Have an Events Strategy

- Best for free events
- Link to Blog for lifetime value
- Network with participants
- See full list of past events

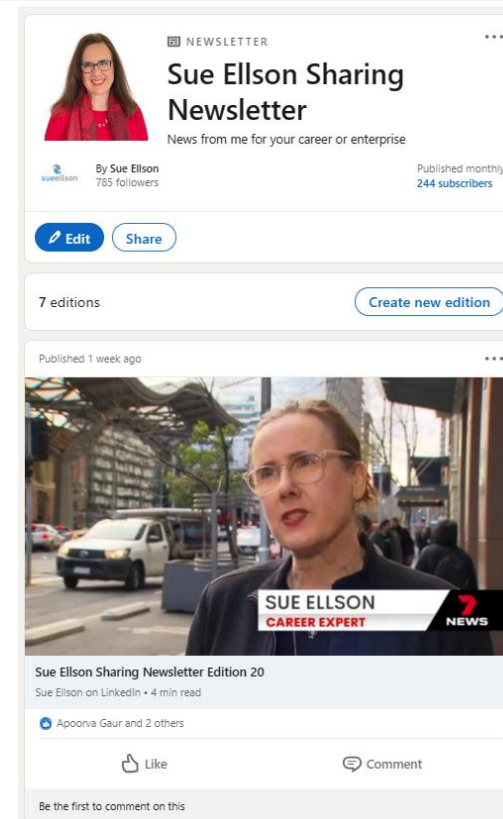
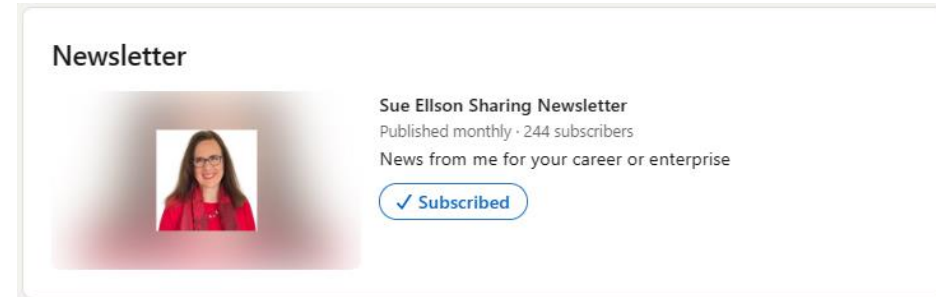


The screenshot displays a LinkedIn profile for Sue Ellson. At the top, a blue banner reads "You are viewing this page as a member". Below this is a decorative header with a repeating pattern of blue and grey circular icons. The profile name "Sue Ellson" is prominently displayed, followed by her title: "Independent LinkedIn Specialist, Career Development Practitioner, Gigster, Author, Speaker, Trainer, Founder". Her location is listed as "Business Consulting and Services · Melbourne, Victoria · 785 followers · 1 employee". A notification bell icon is visible in the top right corner. Below the profile information, it states "Peter & 669 other connections follow this page". There are three buttons: "Following" (with a checkmark), "Visit website" (with an external link icon), and "More". At the bottom, a navigation bar includes links for "Home", "About", "Posts", "Jobs", "People", "Insights", and "Events", with the "Events" link highlighted by a red box.

# 10 Ways to Improve your LinkedIn Page

## 9. Have a Newsletters Strategy

- Remember Followers are invited to Subscribe
- Publish on your website first
- Publish as a person too
- Maintain regular schedule



# 10 Ways to Improve your LinkedIn Page

## 10. Decide what statistics are important

- Followers +5 per month
- Following +5 per month
- Number of Posts +1 per week
- Number of Articles + 1 per month
- Number of Engagements +12 per week
- Number of Events +1 per month
- Number of Newsletters +1 per month
- Can have Admins to help you

Content engagement | Time range: Jun 25, 2023 - Jul 9, 2023 | Show: 10

Post title	Post type	Audience	Impressions	Views	Clicks	CTR	Reactions	Comments	Reposts	Follows
<a href="#">Business networking: all you need to know</a> Posted by Sue Ellson 7/10/2023 <a href="#">Boost</a>	Article	All followers	19	-	0	0%	0	0	0	-
<a href="#">QuitTok Live Quitting Online on Channel 9 Today Extra - Sue Ellson</a> Posted by Sue Ellson 7/6/2023 <a href="#">Boost</a>	Article	All followers	38	-	4	10.53%	1	0	0	-
<a href="#">RE-GRADUATION // Reclaiming my name. On 31 August 2000, I graduated from...</a> Posted by Sue Ellson 7/3/2023 <a href="#">Boost</a>	Image	All followers	216	-	7	3.24%	6	3	0	-
<a href="#">How LinkedIn can help you build relationships to achieve your goals</a> Posted by Sue Ellson 6/30/2023 <a href="#">Boost</a>	Article	All followers	21	-	0	0%	0	0	0	-
<a href="#">Sue Ellson Sharing Newsletter Edition 20</a> Posted by Sue Ellson 6/28/2023 <a href="#">Boost</a>	Article	All followers	70	97	4	5.71%	3	0	0	-

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

# LinkedIn Insight Webinars

**Next LinkedIn Insight Webinar – 10 Ways to Improve Your LinkedIn Engagement 9 August 2023**

<https://sueellson.com/blog/10-ways-to-improve-your-linkedin-engagement>

- 10 Ways to Improve your LinkedIn Page 12pm 12 July 2023
- 10 Ways to Improve your LinkedIn Profile 12pm 14 June 2023
- 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 – all FREE plus list of future webinars**

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

# Special News – Online Course Launch



## LinkedIn for me and my career or business ★

- ✓ includes digital copy of book
- ✓ quick start program
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10 weeks – two hours a week – complete and receive 30 minutes personal assistance

\$247 AUD

<https://sueellson.com/courses/linkedin-for-me-and-my-career-or-business>

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

Saturday 22 July 2023

✓ **Melbourne Career Expo** 15 July 2023 <https://www.careerexpo.com.au>

✓ keep up to date by following me on social media





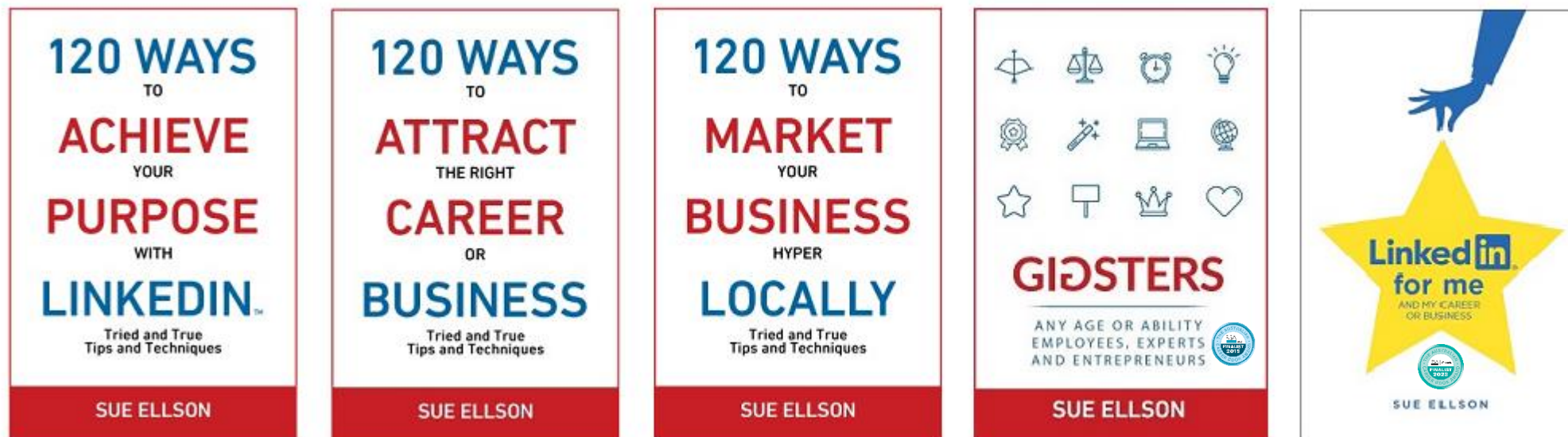
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- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (785 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2> (162 Followers)
- ✓ Twitter <https://twitter.com/sueellson> (425 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (379 Followers)
- ✓ Threads <https://www.threads.net/@sueellson> (3 Followers)
- ✓ TikTok <https://www.tiktok.com/@sueellson> (24 Followers)
- ✓ Sue Elson Shares LinkedIn Newsletter (5,310 Subscribers) <https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Elson Sharing LinkedIn Newsletter (244 Subscribers) <https://www.linkedin.com/newsletters/7011478630589497344>
- ✓ **Sue Elson Email Newsletter (67 Subscribers)** <https://sueellson.com/newsletters>



# Author of five books



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<https://sueellson.com/books> or <https://120wayspublishing.com>

# Extra Resources

Blog

<https://sueellson.com/blog>

Publications

<https://sueellson.com/publications>

Presentations

<https://sueellson.com/presentations>

Podcasts

<https://sueellson.com/podcasts>

Television

<https://sueellson.com/television>

Videos

<https://sueellson.com/videos>

Today's slides and recording will be at <https://sueellson.com/blog/10-ways-to-improve-your-linkedin-page>



# What has been most helpful to you today?

✓ Add a comment saying what was most helpful in the Zoom chat now

✓ Write a Review on

Google <https://g.page/sue-ellson-author/review> (137 Google Reviews) or

Facebook <https://www.facebook.com/sueellson2/reviews> (8 Reviews)

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

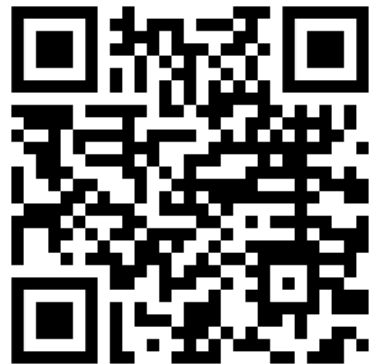
✓ Follow Sue Ellson's Socials or Contact directly <https://sueellson.com/contact>



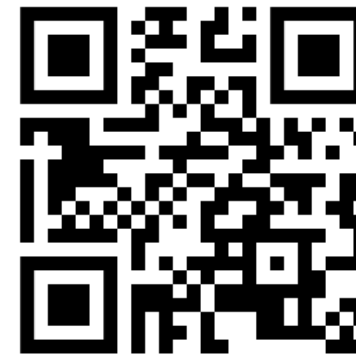
Follow Socials / Contact



Google Review



Facebook Review



Online Review