



10 Ways to Improve your LinkedIn Engagement

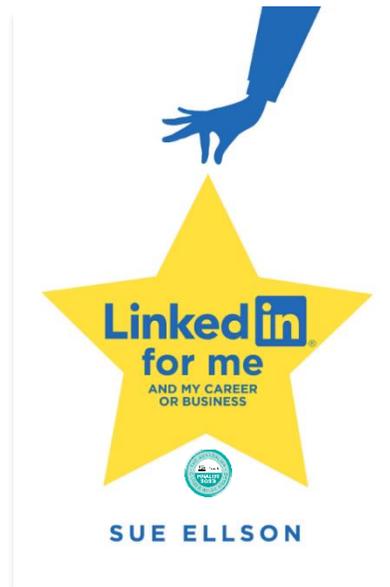
Sue Ellson

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

9 August 2023

sueellson@sueellson.com

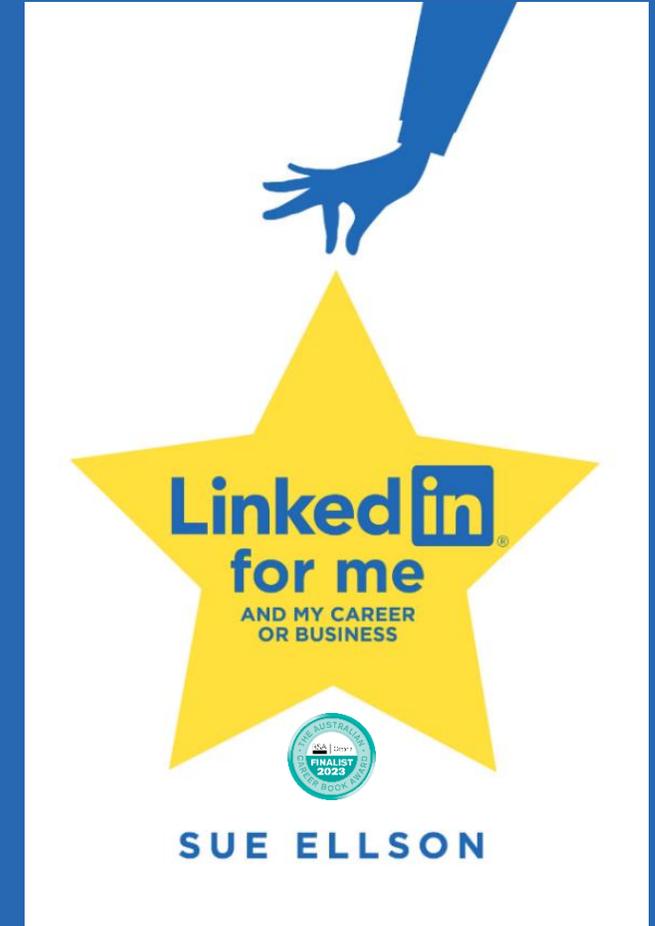
<https://www.linkedin.com/in/sueellson>



Welcome

- ✓ 10 ways to improve your LinkedIn Engagement
- ✓ profile engagement
- ✓ page engagement
- ✓ 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!

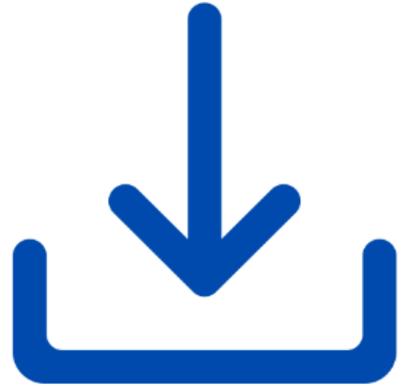
✓ **LIVE EVENT – LinkedIn for me and my career or business Workshop**

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 19 August 2023

✓ keep up to date by following me on social media



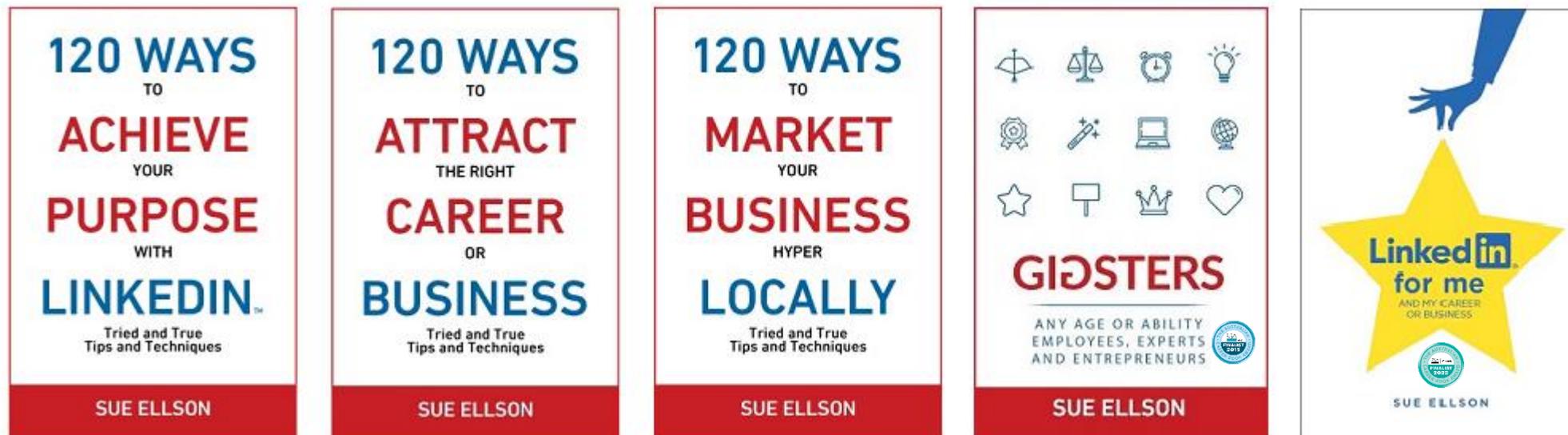
Follow / Subscribe to Sue Elson Online



- ✓ LinkedIn Profile <https://www.linkedin.com/in/sueellson> (24,166 Connections, 27,293 Followers)
- ✓ YouTube <https://www.youtube.com/@sueellson> (250 Subscribers – goal is 1,000+)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (818 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2> (162 Followers)
- ✓ Twitter <https://twitter.com/sueellson> (426 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (388 Followers)
- ✓ Threads <https://www.threads.net/@sueellson> (35 Followers)
- ✓ TikTok <https://www.tiktok.com/@sueellson> (24 Followers)
- ✓ Sue Elson Shares LinkedIn Newsletter (5,383 Subscribers) <https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Elson Sharing LinkedIn Newsletter (259 Subscribers) <https://www.linkedin.com/newsletters/7011478630589497344>
- ✓ **Sue Elson Email Newsletter (69 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>

Online Course



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 the course 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

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)

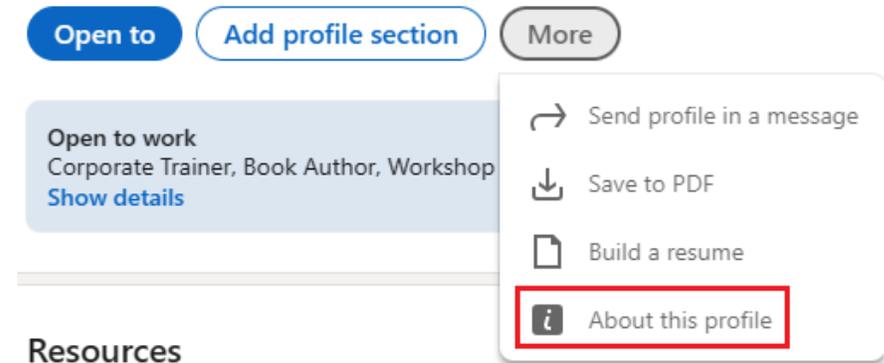
Mine is

2003 A

You can ask questions at any time

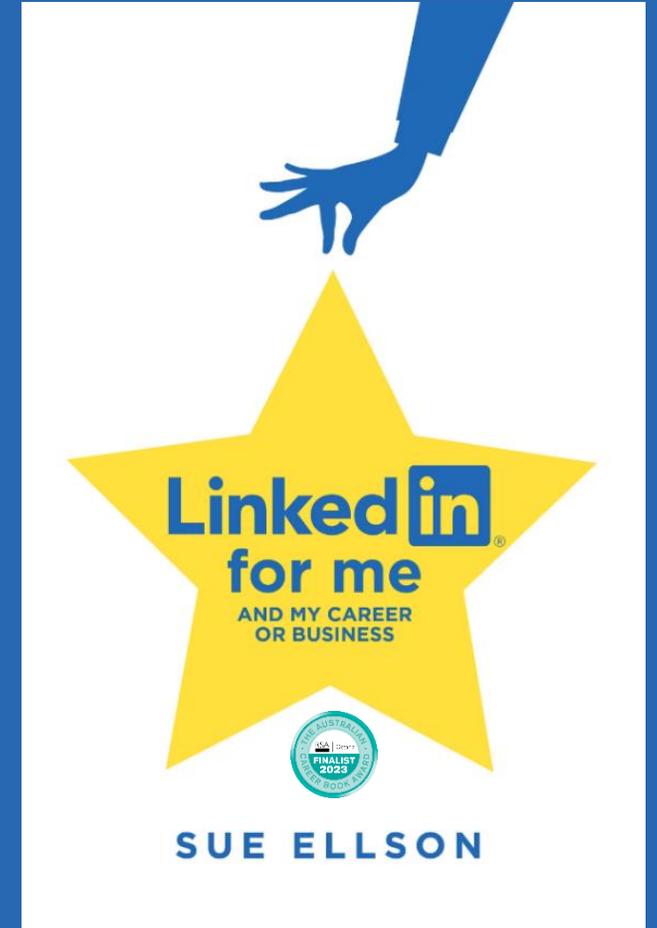
You can ask 'everyone' or 'just me' in the chat or contact me directly afterwards...

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



10 Ways to Improve your LinkedIn Engagement

1. Decide on your purpose for using LinkedIn
2. Consider using various Reactions
3. Have a Comments strategy
4. Include @Mentions and/or #Hashtags (no spam)
5. Keep the Conversation going
6. Keep the focus on the Author not you
7. No more selfies or spam tags
8. See who Reacts/Comments and Connect
9. Follow, Bookmark or Subscribe to People, Companies, Newsletters
10. Repost or Share

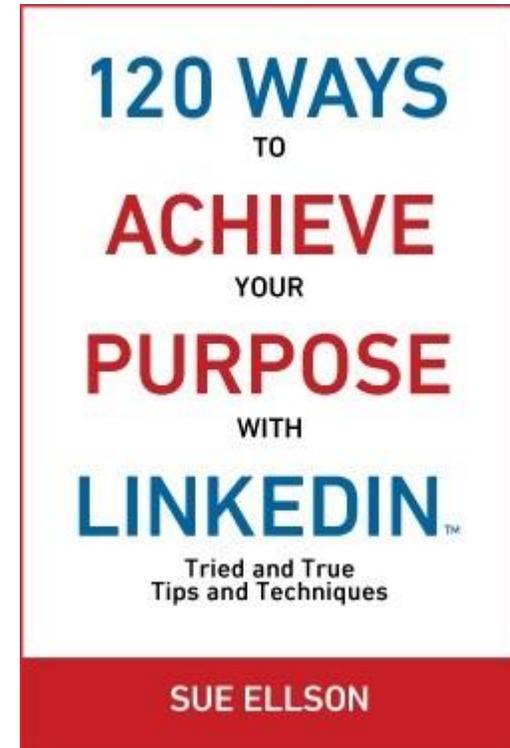


10 Ways to Improve your LinkedIn Engagement

1. Decide on your purpose for using LinkedIn

- networking
- maintaining relationships
- referrals
- branding
- publishing
- research
- education
- advocacy

And so much more...



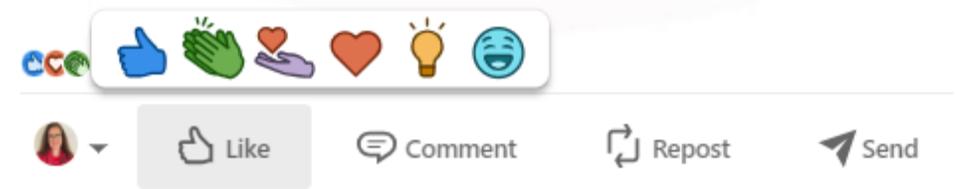
<https://www.linkedin.com/pulse/how-choose-your-next-job-career-sue-ellson>

10 Ways to Improve your LinkedIn Engagement

2. Consider using various Reactions

- thumbs up – standard Like
- clapping hands - celebrate
- support – appeals to the algorithm, but generally indicates sad news
- heart – really like / love the Post
- lightbulb – insightful
- blue laugh – funny
- no need to Like your own Posts

- may remember Purple Thinking / Curious – was removed)
- may be time to do a social media audit?
<https://sueellson.com/blog/social-media-and-online-marketing-checklist>



10 Ways to Improve your LinkedIn Engagement

3. Have a Comments Strategy

- can include emojis and images
- URLs are not edited
- choose who you respond as (Profile or Page)
- remember it is a signal of your interests and behaviour marker that can affect the algorithm that chooses your newsfeed content
- consider a reasonable time allocation (say 10 minutes a week)
- consider your Engagement Ratio – 12:1
- keep the focus on the Author not you

https://www.linkedin.com/posts/leahmetherspeak_er_the-power-of-effective-communication-with-activity-7094059564249075712-ashK

Most relevant ▾



Sue Ellson (She/Her) • You

Independent LinkedIn Specialist - Author, Educator, Career Development P...

1d ...

When I helped facilitate regular events for a professional association, we had the most guests for technical presentations but the guest numbers at personal skill presentations were always less but they always said how valuable learning soft skills was for their career. Keep up the good work

[Leah Mether](#)

[See translation](#)

Like · 🗨️ 1 | Reply · 3 Replies



Leah Mether (She/Her) **Author**

Communication + Soft Skills Specialist. Helping make the 'people ...

1d ...

Interesting [Sue Ellson](#). I wonder if there's an element of realising (consciously or unconsciously) that the technical skills are often easier to work on than the human/soft skills which rec ...see more

Like · 🗨️ 1 | Reply



Sue Ellson (She/Her) • You

Independent LinkedIn Specialist - Author, Educator, Career Develo...

1d ...

[Leah Mether](#) I would say that a lot of people back then were focused on the technical to get ahead of the pack...nowadays, tech is just a search or prompt away - personal skills a ...see more

Like · 🗨️ 1 | Reply



Leah Mether (She/Her) **Author**

Communication + Soft Skills Specialist. Helping make the 'people ...

1d ...

[Sue Ellson](#) completely agree.

[See translation](#)

Like · 🗨️ 1 | Reply

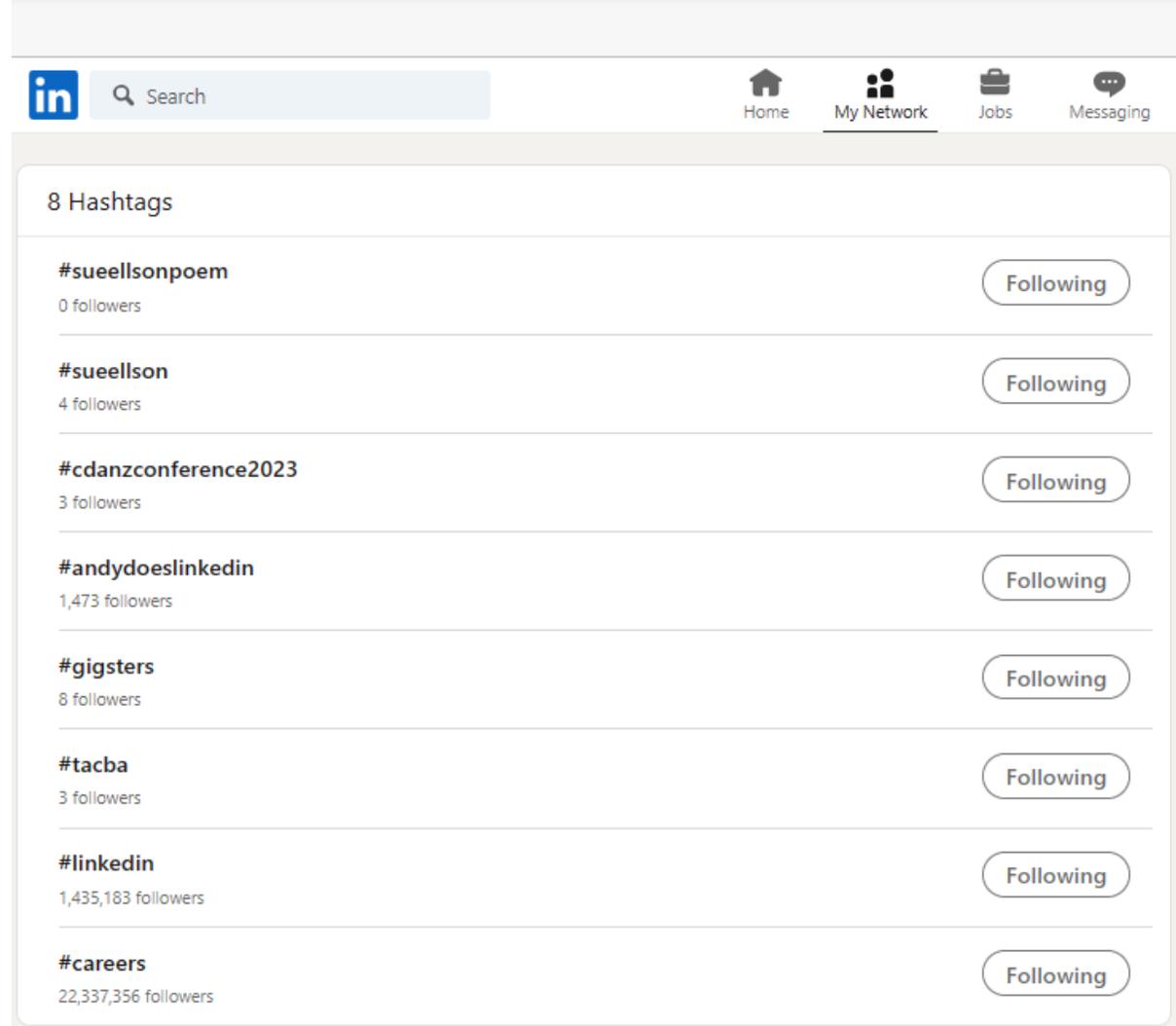
10 Ways to Improve your LinkedIn Engagement

4. Include @Mentions and/or #Hashtags in your Comments

- you can @Mention people who wrote the Post or who may be interested in the Post but DO NOT spam tag
- you can include #hashtags
- you can also Follow #hashtags so that you can keep on top of topics that are of interest to you (and your own so you can see if you are mentioned)
- @Mentions send a Notification that the Profile or Page has been mentioned

<https://www.linkedin.com/mynetwork/network-manager/hashtags/>

<https://www.linkedin.com/mynetwork/network-manager/hashtags/>



The screenshot shows the LinkedIn interface for the '8 Hashtags' page. At the top, there is a search bar and navigation icons for Home, My Network, Jobs, and Messaging. Below the navigation, the page title '8 Hashtags' is displayed. The main content area lists eight hashtags, each with its name, follower count, and a 'Following' button. The hashtags are: #sueellsonpoem (0 followers), #sueellson (4 followers), #cdanzconference2023 (3 followers), #andydoeslinkedin (1,473 followers), #gigsters (8 followers), #tacba (3 followers), #linkedin (1,435,183 followers), and #careers (22,337,356 followers).

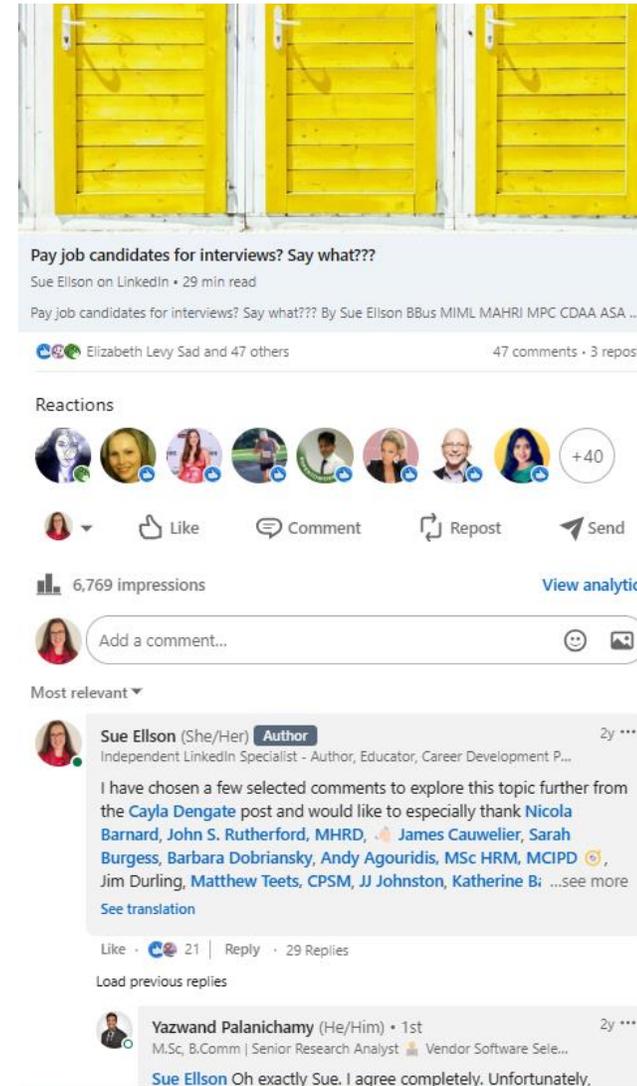
Hashtag	Followers	Status
#sueellsonpoem	0	Following
#sueellson	4	Following
#cdanzconference2023	3	Following
#andydoeslinkedin	1,473	Following
#gigsters	8	Following
#tacba	3	Following
#linkedin	1,435,183	Following
#careers	22,337,356	Following

10 Ways to Improve your LinkedIn Engagement

5. Keep the Conversation going

- LinkedIn Algorithm favours Posts that are professional and generate discussion
- be ready to discuss New Topics that haven't been discussed before
- make sure you respond to as many Comments as possibly in a timely, lengthy, relevant manner

<https://www.linkedin.com/feed/update/urn:li:activity:6818736133455925248/>



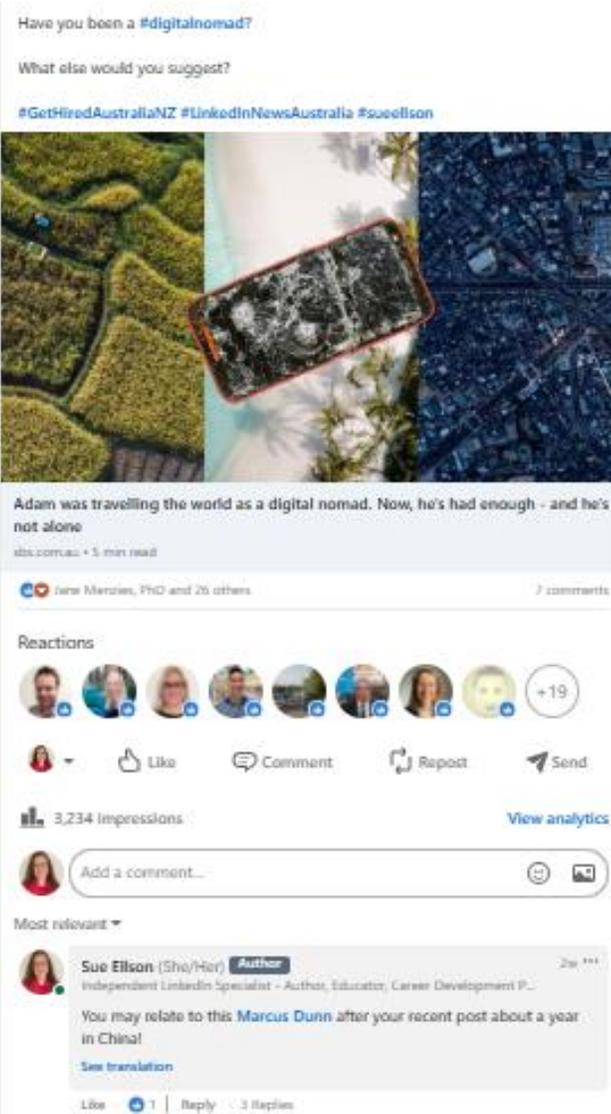
The screenshot shows a LinkedIn post by Sue Ellson titled "Pay job candidates for interviews? Say what???". The post has 47 comments and 3 reposts. The author is Sue Ellson, an Independent LinkedIn Specialist. The post content includes a list of names: Cayla Dengate, Nicola Barnard, John S. Rutherford, MHRD, James Cauwelier, Sarah Burgess, Barbara Dobriansky, Andy Agouridis, MSc HRM, MCIPD, Jim Durling, Matthew Teets, CPSM, JJ Johnston, Katherine Bi, and more. A comment from Yazwand Palanichamy (He/Him) is visible, stating "Sue Ellson Oh exactly Sue. I agree completely. Unfortunately,".

10 Ways to Improve your LinkedIn Engagement

6. Keep the focus on the Author not you

- when curating content, @mention the writer and publication and then add your input
- @mention someone who may find it helpful and respond when they do (pick wisely, best if you know they will respond even if the author or publication doesn't)
- look for ways you can add value

<https://www.linkedin.com/feed/update/urn:li:activity:7089174852724523008>



Have you been a #digitalnomad?
What else would you suggest?
#GetHiredAustraliaNZ #LinkedInNewsAustralia #sueelison



Adam was travelling the world as a digital nomad. Now, he's had enough - and he's not alone
sbs.com.au • 5 min read

Law Mercedes, PhD and 26 others • 7 comments

Reactions



3,234 Impressions • View analytics

Add a comment...

Most relevant

Sue Elison (She/Her) **Author** • 2h • ***
Independent LinkedIn Specialist - Author, Educator, Career Development P...
You may relate to this **Marcus Dunn** after your recent post about a year in China!
[See translation](#)

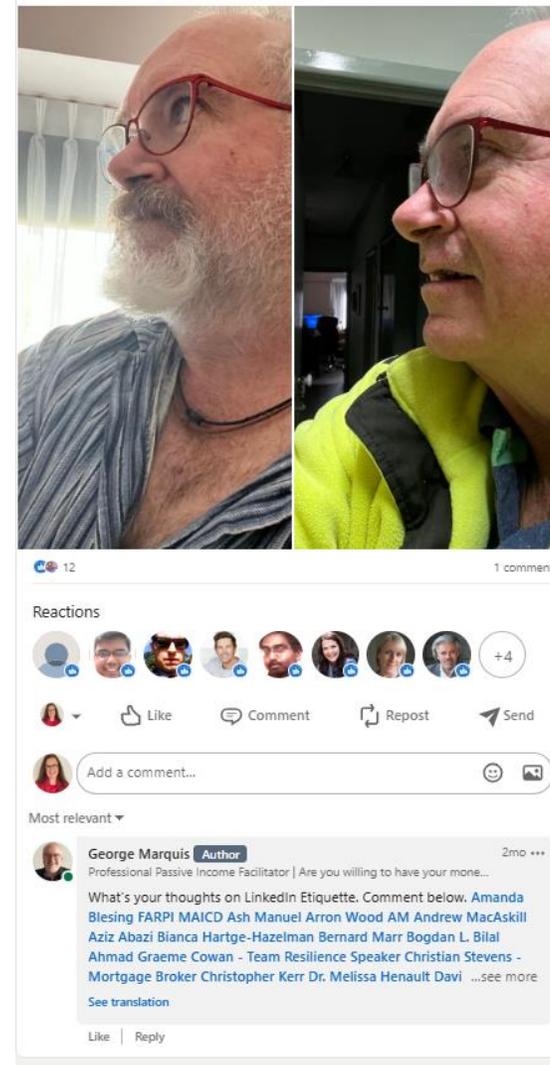
Like • 1 | Reply • 3 Replies

10 Ways to Improve your LinkedIn Engagement

7. No more selfies or spam tags

- selfies were in for a while, now they are out!
- make sure that the people you tag are interested in the topic, you haven't just chosen them because of their Follower count
- tagged people can untag themselves
- consider whether or not the people use LinkedIn on a regular basis – ideally need to engage within 24 hours, may like to copy link to post and send an email to let them know you have tagged them

<https://www.linkedin.com/feed/update/urn:li:activity:7068096665726947328/>



10 Ways to Improve your LinkedIn Engagement

8. See who Reacts/Comments and Connect

- target people you want to have in your network, people you serve, people in your profession
- look at who has commented and invite them to connect with a personalised message related to why you would like to connect
- do it on a regular basis – don't stretch your invitation limit or target people with a low conversion rate (ie CEO's)

<https://www.linkedin.com/company/the-career-development-association-of-australia/posts>

The evolution of career development

20 – 23 October 2024
Pullman, Melbourne on the Park,
Melbourne, Australia.

Career Development Association Australia

Career Development Association Australia
Advancing Professional Career Discovery & Growth.
Non-profit Organizations · Adelaide, South Australia · 7,391 followers · 35 employees

Heidi & 26 other connections work here

Following Visit website More

Home About Posts Jobs People Insights

All Images Videos Articles Documents Ads

Sort by: Top

Career Development Association Australia
7,391 followers
18h · Edited ·

Career Tools recently released the findings of a report into the work of school career development practitioners in Australia.
...see more

See translation

NAVIGATING FUTURES TOGETHER
Empowering Career Practitioners in Schools

Career Tools

Webinar: Navigating Futures Together: Empowering Career Practitioners in Schools
events.teams.microsoft.com · 1 min read

Rebecca Peachey and 26 others 1 repost

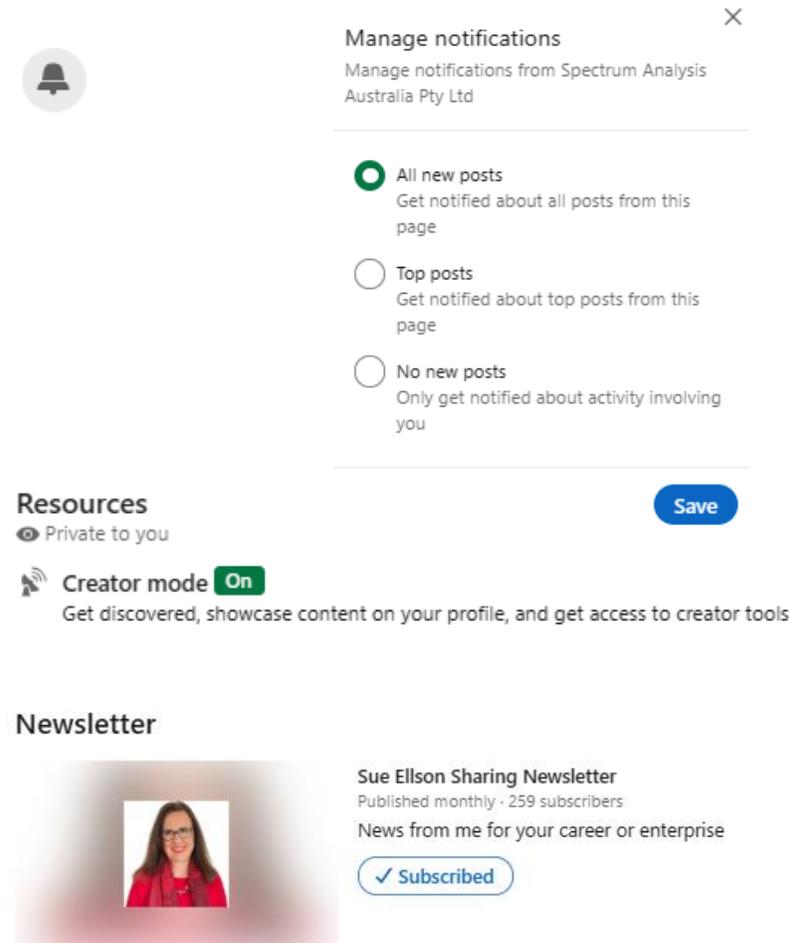
Like Comment Repost Send

10 Ways to Improve your LinkedIn Engagement

9. Follow, Bookmark or Subscribe to People, Companies, Newsletters

- You can create Bookmarks in your internet browser (using desktop or laptop computer) and then allocate your time each week to engage
- You can Follow Thought Leaders, Companies, Best Friends and Colleagues
- You can click the Notification Bell and choose 'All new Posts' to be more likely to see their content in your Newsfeed
- Creator Mode for Individuals or Company Pages for Newsletters – auto invite to Subscribe once created

<https://www.linkedin.com/mynetwork/network-manager/newsletters>



The screenshot shows a LinkedIn interface with three main sections:

- Manage notifications:** A notification bell icon is on the left. The title is "Manage notifications" with a close button (X). Below it, it says "Manage notifications from Spectrum Analysis Australia Pty Ltd". There are three radio button options:
 - All new posts: Get notified about all posts from this page.
 - Top posts: Get notified about top posts from this page.
 - No new posts: Only get notified about activity involving you.
- Resources:** A "Private to you" icon is on the left. A "Save" button is on the right. Below it, "Creator mode" is shown as "On" with a green indicator. The text below reads: "Get discovered, showcase content on your profile, and get access to creator tools".
- Newsletter:** A profile picture of a woman is on the left. The title is "Sue Ellson Sharing Newsletter". Below it, it says "Published monthly · 259 subscribers" and "News from me for your career or enterprise". A "Subscribed" button with a checkmark is on the right.

10 Ways to Improve your LinkedIn Engagement

10. Repost or Share

- Make sure it is aligned with your purpose and you have checked it first
- Still believe Commenting is more valuable overall
- Nice to support others although they may not be notified but if you do find out that someone has reposted, nice to React and add a Comment 'Thanks for sharing with your network'
- consider Following your Employer or Enterprise and Sharing Page Content to your Network 'Employee Advocacy' can win you brownie points



What were your faves?

Please choose three things from this session to do in three hours from now

3 in 3

LinkedIn Insight Webinars

Next LinkedIn Insight Webinar – 10 Ways to Improve Your LinkedIn Posts 13 September 2023

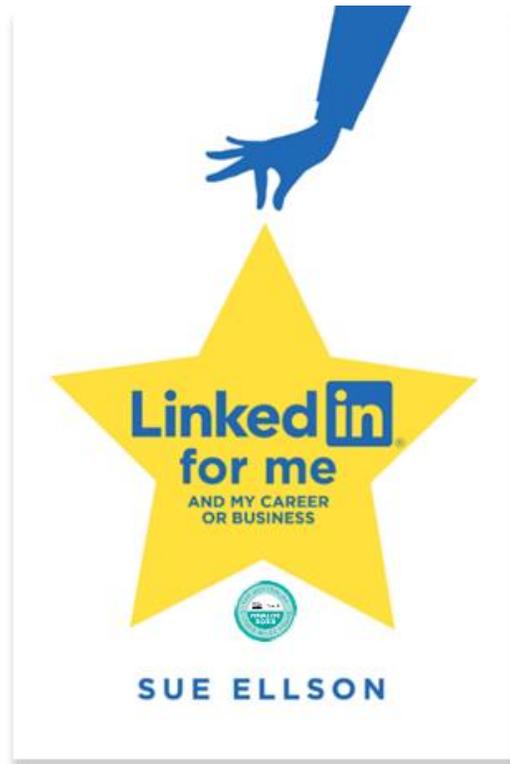
<https://sueellson.com/blog/10-ways-to-improve-your-linkedin-posts>

- 10 Ways to Improve your LinkedIn Engagement 9 August 2023
- 10 Ways to Improve your LinkedIn Page 12 July 2023
- 10 Ways to Improve your LinkedIn Profile 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>

Online Course



LinkedIn for me and my career or business ★

- ✓ includes digital copy of book
- ✓ quick start program
- ✓ entire book instructions – videos too!
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10 weeks – two hours a week – complete and receive
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\$247 AUD

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

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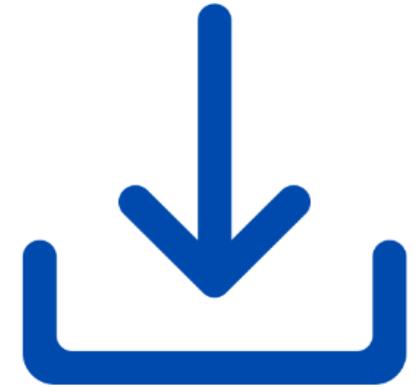
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✓ keep up to date by following me on social media



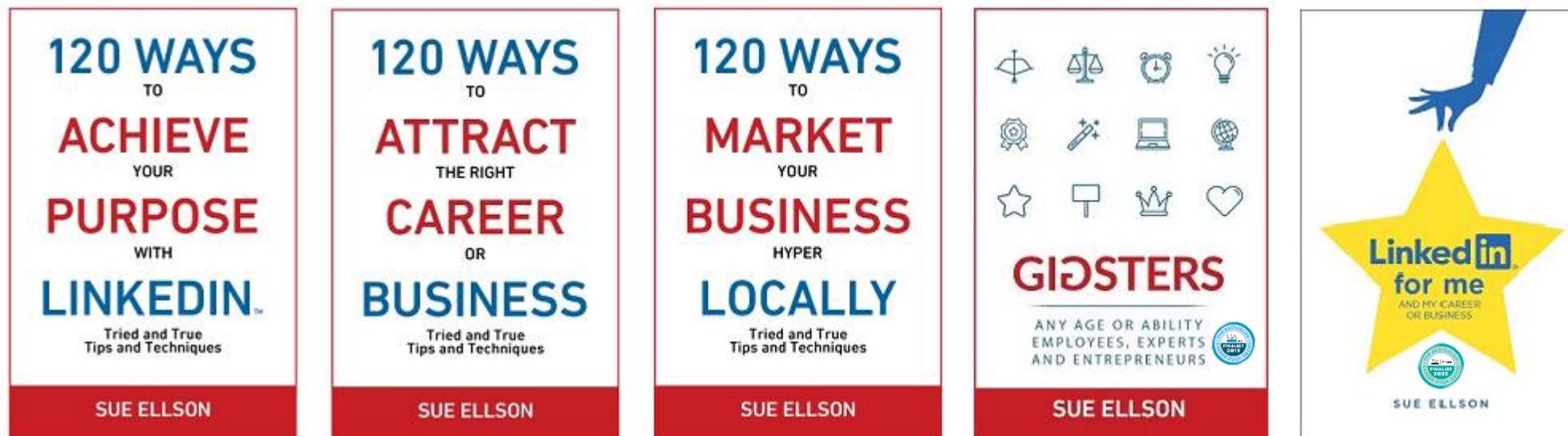
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- ✓ YouTube <https://www.youtube.com/@sueellson> (250 Subscribers – goal is 1,000+)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (818 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2> (162 Followers)
- ✓ Twitter <https://twitter.com/sueellson> (426 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (388 Followers)
- ✓ Threads <https://www.threads.net/@sueellson> (35 Followers)
- ✓ TikTok <https://www.tiktok.com/@sueellson> (24 Followers)
- ✓ Sue Elson Shares LinkedIn Newsletter (5,383 Subscribers) <https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Elson Sharing LinkedIn Newsletter (259 Subscribers) <https://www.linkedin.com/newsletters/7011478630589497344>
- ✓ **Sue Elson Email Newsletter (69 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>

Extra Resources

Blog

<https://sueellson.com/blog>

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<https://sueellson.com/publications>

Presentations

<https://sueellson.com/presentations>

Podcasts

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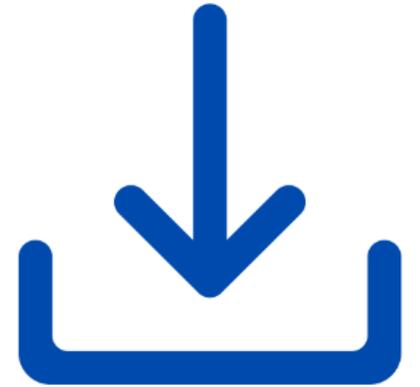
Television

<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-engagement>



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> (lots!)

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



Google Review



Facebook Review



Online Review



Follow Socials / Contact