



10 Ways to Improve your LinkedIn Events

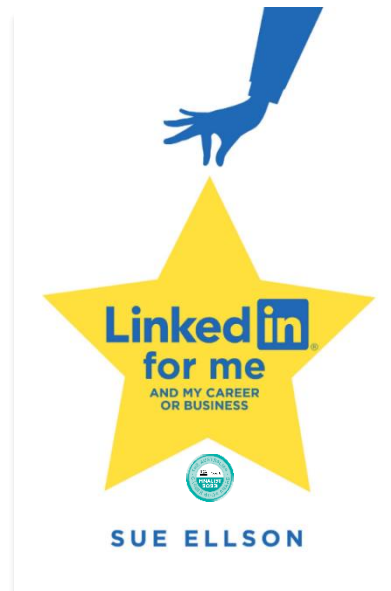
Sue Ellson

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

13 December 2023

sueellson@sueellson.com

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



Welcome

- ✓ 10 ways to improve your LinkedIn Events
- ✓ specific tips
- ✓ relevant examples



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**

Saturday 16 December 2023 9:30am – 1:30pm in person in Canterbury, Melbourne

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

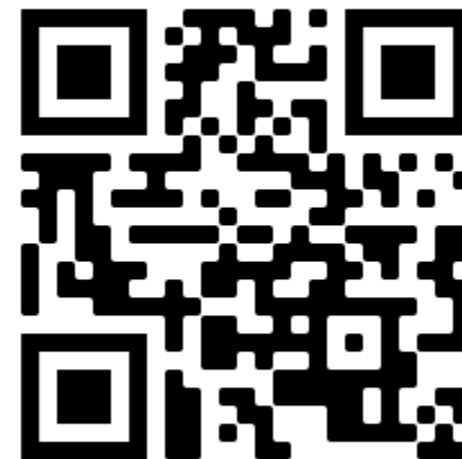
✓ keep up to date by following me on social media



Follow / Subscribe to Sue Elson Online



- ✓ LinkedIn Profile <https://www.linkedin.com/in/sueellson> (24,546 Connections, 27,928 Followers)
- ✓ YouTube <https://www.youtube.com/@sueellson> (364 Subscribers, 126 Videos – goal is 1,000+ Subscribers)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (847 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2> (1 68 Followers)
- ✓ Twitter <https://twitter.com/sueellson> (432 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (397 Followers)
- ✓ TikTok <https://www.tiktok.com/@sueellson> (40 Followers)
- ✓ Sue Elson Shares LinkedIn Newsletter (5,677 Subscribers) <https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Elson Sharing LinkedIn Newsletter (288 Subscribers) <https://www.linkedin.com/newsletters/7011478630589497344>
- ✓ **Sue Elson Email Newsletter (72 Subscribers)** <https://sueellson.com/newsletters>



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)

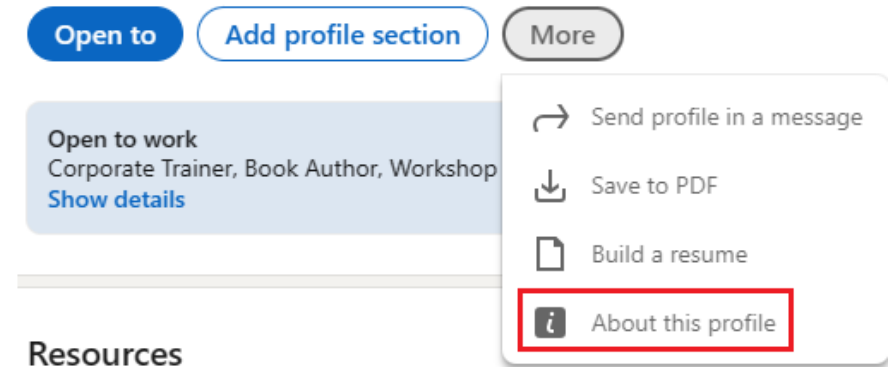
Mine is

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



A screenshot of a LinkedIn profile navigation menu. At the top, there are three buttons: 'Open to' (dark blue), 'Add profile section' (light blue), and 'More' (grey). Below these is a light blue box containing the text 'Open to work' followed by 'Corporate Trainer, Book Author, Workshop' and a link 'Show details'. To the right of this box is a dropdown menu with four options: 'Send profile in a message' (with a right-pointing arrow icon), 'Save to PDF' (with a download icon), 'Build a resume' (with a document icon), and 'About this profile' (with an information icon). The 'About this profile' option is highlighted with a red rectangular border.

Resources

About this profile

Sue Ellson 

Joined
December 2003

Contact information
Updated less than 1 month ago

Profile photo
Updated over 1 year ago

Fast Facts – more at sueellson.com

Sue Ellson is a Member of

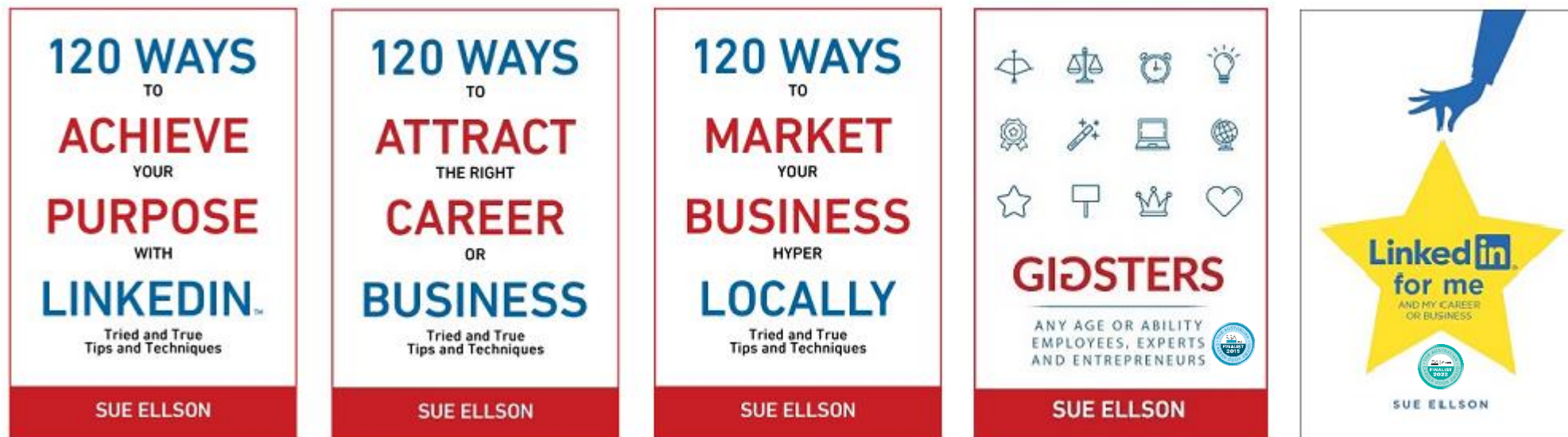


Sue Ellson is the Founder of



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

Author of five books

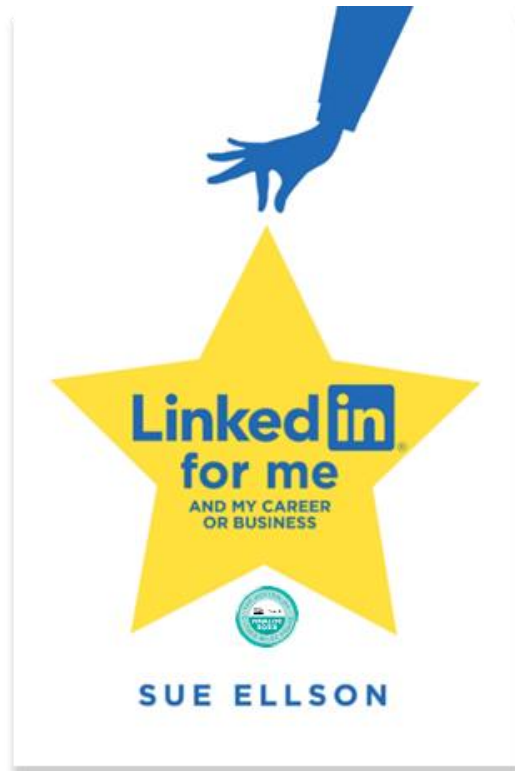


Latest – **LinkedIn for me and my career or business** – launched 23 January 2023

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

\$247 AUD

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

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



10 Ways to Improve your LinkedIn Events

1. Review your Events Strategy
2. Publish on your website first
3. Add to LinkedIn
4. Share as a Post
5. Invite Connections to attend
6. Invite Attendees to connect
7. Send Calendar Invitation
8. Send Event Reminder
9. Add Recording to YouTube and your website
10. Follow Up with Attendees






10 Ways to Improve your LinkedIn Events

1. Review your Events Strategy

- need to upload on LinkedIn four weeks (or more) before event
- need to focus on free and online events
- need to link to a website page, not Zoom or event registration
- need to promote event in your newsletter, social media etc
- need to have a Privacy Policy on your website and link to it
- preferable to have regular schedule rather than random dates
- I prefer External Event Link rather than Audio or LinkedIn Live
- be aware some people have turned off notifications for events
- maximum duration 60 minutes (prefer 30 minutes or less)
- decide if better off just adding content on your website and socials
- does your audience fit a certain day, date or time?
- encourage people to REGISTER even if they cannot attend live

Event format*

Select ▼

-  **LinkedIn Audio Event**
An audio only format that allows participants to raise their hand to join the conversation.
-  **LinkedIn Live**
Stream from a 3rd party tool. Attendees join on LinkedIn to watch and comment.
-  **External event link**
Share event details on LinkedIn. Enter an external link for participants to join.

10 Ways to Improve your LinkedIn Events

2. Publish on your website first

- permanent record
- increase your digital asset value
- can include Zoom link
- can insert images and videos
- can include feedback
- can gain lifetime value from event on LinkedIn
- can add to Eventbrite, Humanitix, Google, Facebook
- can search engine optimise

<https://sueellson.com/blog/category/linkedin-webinar>

Sue Ellson

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10 Ways to Improve your LinkedIn Events

LinkedIn, LinkedIn Webinar, Presentations, Social Media, Videos / November 25, 2023 / Sue Ellson, Sue Ellson LinkedIn, Sue Ellson LinkedIn Webinar, Sue Ellson Presentation, Sue Ellson Video



10 Ways To Improve Your LinkedIn Events

with Sue Ellson, Author



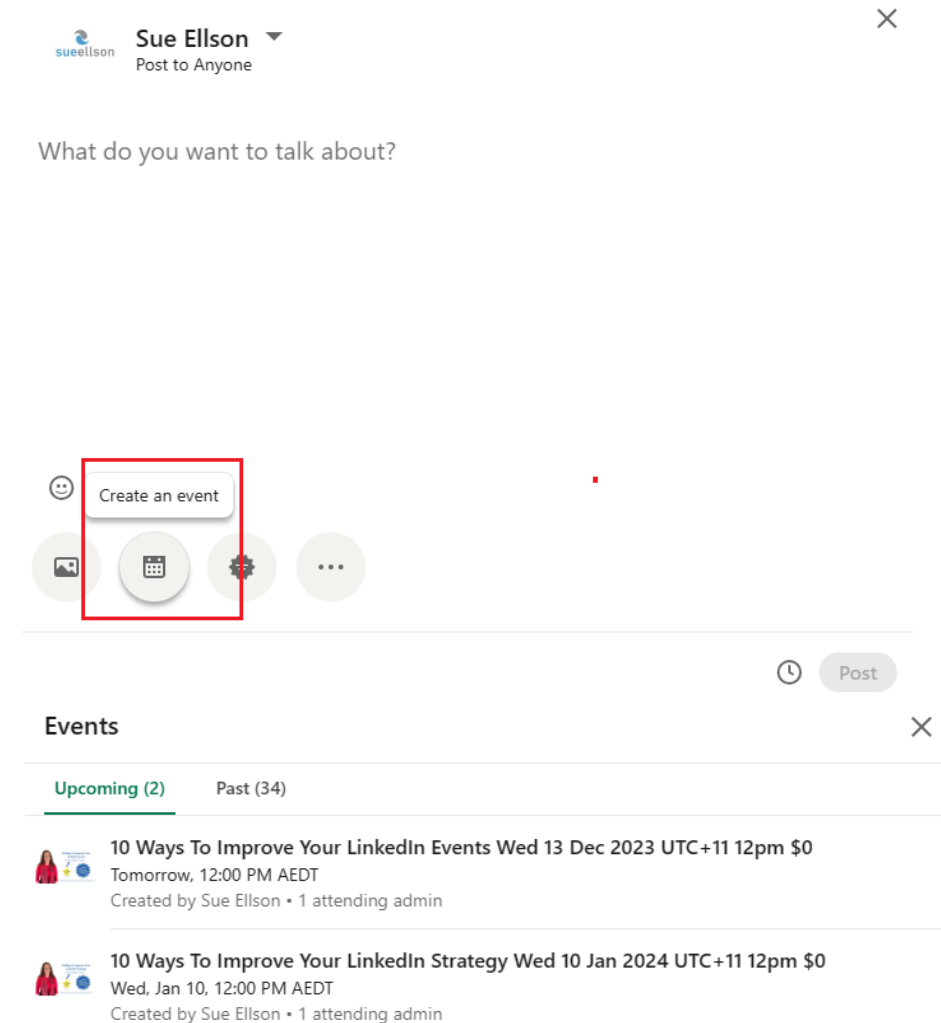
Wednesday 13 December 2023 12-12:30pm \$0

10 Ways to Improve your LinkedIn Events

3. Add to LinkedIn

- can add as a Person or as a Company/School Page (prefer Company/School for a 'Past List') from the Newsfeed
- link to Privacy Policy so you can collect Attendee details
- include an image (with details) and a title with details (may appear on Attendees LinkedIn Profile)
- select Speakers (hopefully you have connected already with them)
- in link section, link to the event on your WEBSITE so that the link works after the event as well
- include a Zoom or online link in the Description as well and plenty of details (consider adding an exit survey in Zoom)
- be aware that if you edit the event details, your link to the event may vanish!

<https://www.linkedin.com/events/10waystoimproveyourlinkdineven7119462320686186496>

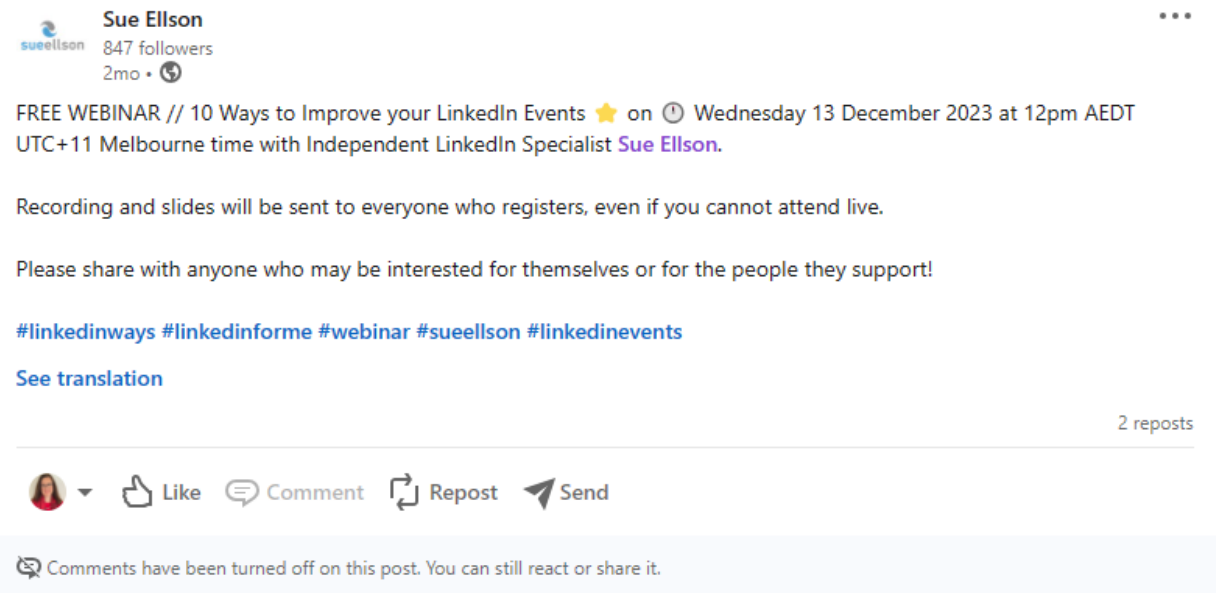


10 Ways to Improve your LinkedIn Events

4. Share as a Post

- it will automatically create a Post when you have finished uploading it – so be mindful
- make sure you share through your other channels
- Boosting your Event requires a minimum spend AUD\$130 – ask if your audience uses LinkedIn frequently before spending
- watch out for spammers on the day of the event (another reason why you want to correspond directly with attendees) and turn off Comments

https://www.linkedin.com/posts/sue-ellson_linkedinways-linkedinforme-webinar-activity-7119462323685126144-KzQ8



The screenshot shows a LinkedIn post from Sue Ellson, who has 847 followers and posted it 2 months ago. The post is for a free webinar titled "10 Ways to Improve your LinkedIn Events" held on Wednesday, 13 December 2023 at 12pm AEDT (UTC+11 Melbourne time) with Independent LinkedIn Specialist Sue Ellson. The post includes text stating that recordings and slides will be sent to registrants, even if they cannot attend live, and asks for shares. It features several hashtags: #linkedinways, #linkedinforme, #webinar, #sueellson, and #linkedinevents. There is a "See translation" link and a "2 reposts" indicator. At the bottom, there are icons for Like, Comment, Repost, and Send. A light blue banner at the bottom of the post area states: "Comments have been turned off on this post. You can still react or share it."

10 Ways to Improve your LinkedIn Events

5. Invite Connections to Attend

- 1,000 per week (for you and any attendee – but getting others to do this is challenging!)
- can invite a sorted list of your Connections
- remember some people have turned off Event Invitations
- use your other channels to promote the Event (including other event listings like Eventbrite, Humanitix, Try Booking, Google, Facebook etc)
- consider copying the event link and sending direct messages to key people to invite to attend
- If you change the date/time then it will advise people who have already registered

The screenshot shows a LinkedIn event page for "10 Ways To Improve Your LinkedIn Events" scheduled for Wednesday, December 13, 2023, at 12:00 PM UTC+11. The event is hosted by Sue Ellson and is currently free. A share menu is open, displaying options to share on LinkedIn, Facebook, and Twitter, as well as to invite, repost, or send a message. Below the share menu, there is a section for inviting connections, with a search bar and filters for location, current company, and school. The interface also shows a "Boost" button and a "2 reposts" indicator.

Tomorrow, 12:00 PM

10 Ways To Improve Your LinkedIn Events Wed 13 Dec 2023 UTC+11

12pm \$0

Event by Sue Ellson

Wed, Dec 13, 2023, 12:00 PM - 12:30 PM (your local time) Add to calendar

Online

Event link · <https://sueellson.com/blog/10-ways-to-improve-your-linkedin-events/>

Kelly Briede and 96 other attendees

Share Manage

Share on LinkedIn

- Invite
- Repost to Feed
- Send in a message

Other options

- Copy link
- Twitter
- Facebook

Reach your target audience and increase attendance. Boost

Networking Analytics

Copy link

Twitter

Facebook

improve your LinkedIn Events on Wednesday 13 December 2023 at 12pm AEDT
Independent LinkedIn Specialist Sue Ellson.

nt to everyone who registers, even if you cannot attend live.

Please share with anyone who may be interested for themselves or for the people they support!

#linkedinways #linkedinforme #webinar #sueellson #linkedinvents

See translation

2 reposts

Invite

Search by name

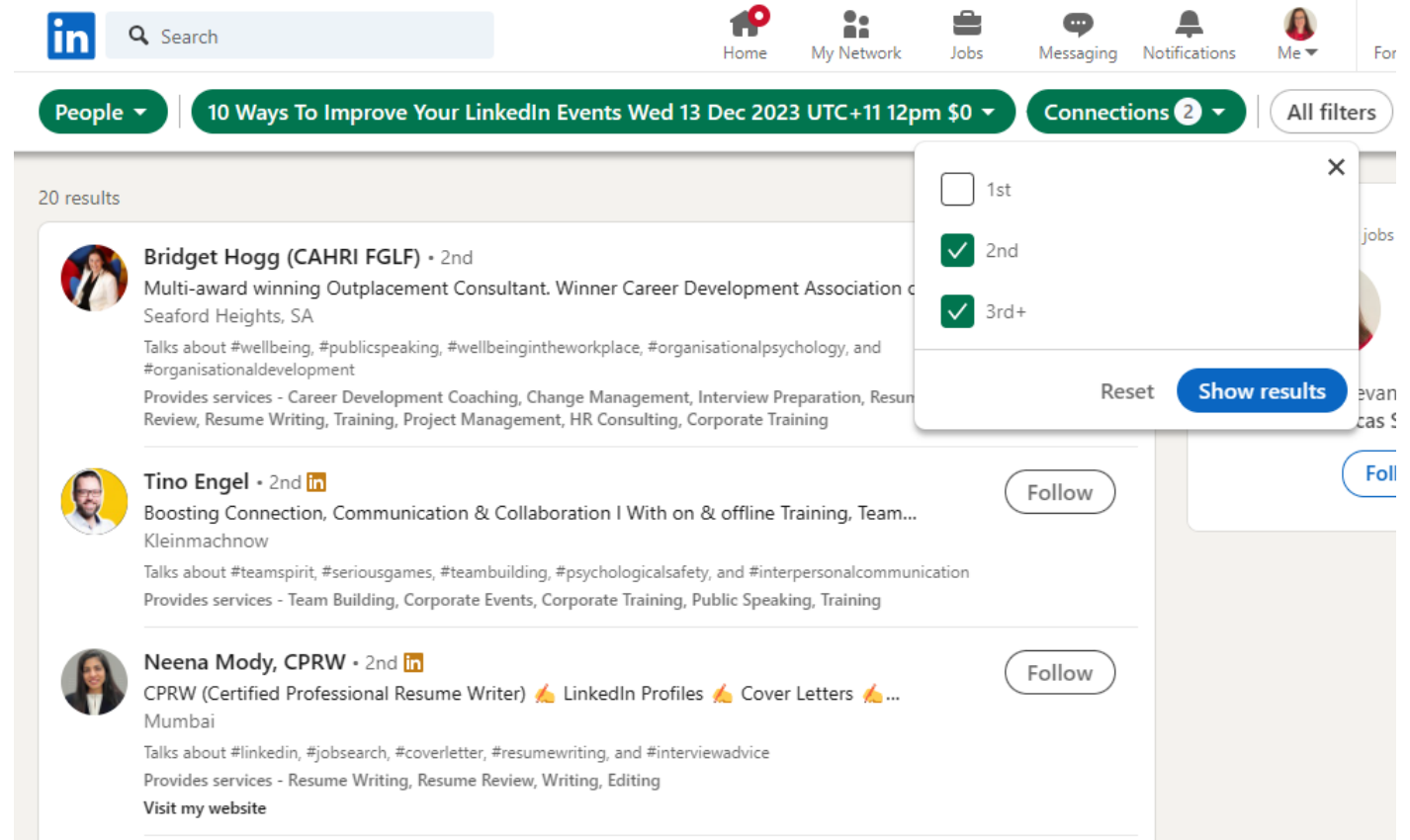
Locations Current company School

0 selected Unselect all

10 Ways to Improve your LinkedIn Events

6. Invite Attendees to connect

- click on list of attendees and sort by 2nd and 3rd Connections
- invite relevant people to Connect (can include message to say thanks for registering to attend event and inviting to connect and/or follow)
- can also prompt you to consider who else to invite or message directly



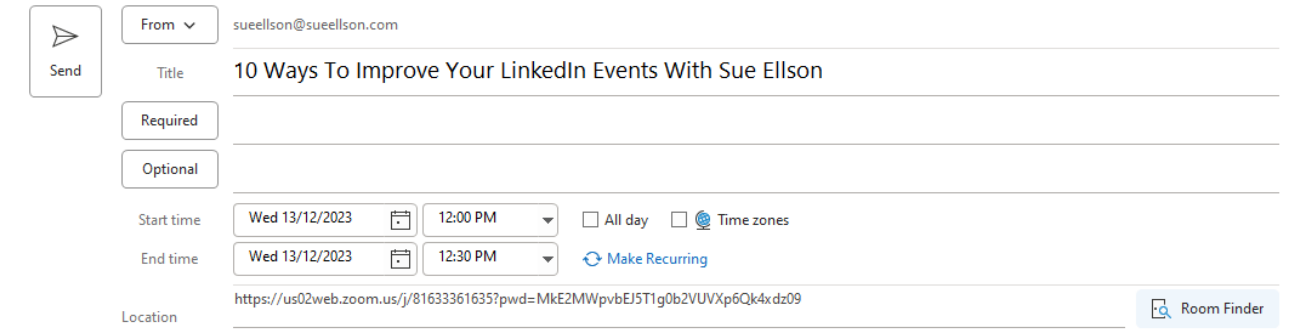
The screenshot shows the LinkedIn interface for an event titled "10 Ways To Improve Your LinkedIn Events Wed 13 Dec 2023 UTC+11 12pm \$0". The event page shows 20 results for attendees. A filter overlay is visible, allowing selection of connection levels: 1st (unchecked), 2nd (checked), and 3rd+ (checked). The "Show results" button is highlighted. The list of attendees includes:

- Bridget Hogg (CAHRI FGLF) • 2nd**
Multi-award winning Outplacement Consultant. Winner Career Development Association of South Africa (CDA) 2019, 2020, 2021, 2022, 2023
Seaford Heights, SA
Talks about #wellbeing, #publicspeaking, #wellbeingintheworkplace, #organisationalpsychology, and #organisationaldevelopment
Provides services - Career Development Coaching, Change Management, Interview Preparation, Resume Review, Resume Writing, Training, Project Management, HR Consulting, Corporate Training
- Tino Engel • 2nd**
Boosting Connection, Communication & Collaboration | With on & offline Training, Team...
Kleinmachnow
Talks about #teamspirit, #seriousgames, #teambuilding, #psychologicalsafety, and #interpersonalcommunication
Provides services - Team Building, Corporate Events, Corporate Training, Public Speaking, Training
- Neena Mody, CPRW • 2nd**
CPRW (Certified Professional Resume Writer) 🙌 LinkedIn Profiles 🙌 Cover Letters 🙌 ...
Mumbai
Talks about #linkedin, #jobsearch, #coverletter, #resumewriting, and #interviewadvice
Provides services - Resume Writing, Resume Review, Writing, Editing
Visit my website

10 Ways to Improve your LinkedIn Events

7. Send Calendar Invitation

- whilst LinkedIn can send a reminder, I recommend an email calendar invitation sent individually to each person who has registered to attend (I use MS Outlook Plugin Send Personally by MAPILab to send individual email calendar invites)
- include Zoom link in calendar invitation (and website link)
- turn off Send Responses (no need for people to confirm)
- remember to send calendar invitation to people who have registered via other channels (and the speakers are confirmed)



The screenshot shows an Outlook calendar invitation form. The 'From' field is 'sueellson@sueellson.com'. The 'Title' is '10 Ways To Improve Your LinkedIn Events With Sue Ellson'. There are 'Required' and 'Optional' fields. The 'Start time' is 'Wed 13/12/2023' at '12:00 PM'. The 'End time' is 'Wed 13/12/2023' at '12:30 PM'. There are checkboxes for 'All day' and 'Time zones', and a 'Make Recurring' button. The 'Location' is a Zoom meeting link: 'https://us02web.zoom.us/j/81633361635?pwd=MkE2MWpvbEJ5T1g0b2VUVXp6Qk4xdz09'. A 'Room Finder' button is also visible.

Zoom Meeting <https://us02web.zoom.us/j/81633361635?pwd=MkE2MWpvbEJ5T1g0b2VUVXp6Qk4xdz09> Meeting ID: 816 3336 1635 Passcode: 306485

Hello

This is your calendar reminder for Wednesday's webinar on 10 Ways To Improve Your LinkedIn Events with me, Sue Ellson!

I will send a reminder email tomorrow.

The **Zoom Link, slides and video recording** will all be at <https://sueellson.com/blog/10-ways-to-improve-your-linkedin-events>

If you find the webinar helpful, please consider adding a review describing what you found helpful at

<https://g.page/sue-ellson-author/review> OR

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

<https://sueellson.com/reviews>

as a way of saying thank you (roughly 10 hours of work to provide this webinar to you). There will be a special email sent to those who attend live on the day!

Network with the other guests who have registered to attend via <https://www.linkedin.com/events/10waystoimproveyourlinkedineven7119462320686186496> (you can also invite your own LinkedIn Connections to attend via the Share button) or book yourself in for the next one on 10 Ways To Improve Your LinkedIn Strategy on 10 January 2024 at <https://www.linkedin.com/events/10waystoimproveyourlinkedinstra7140290821047631872> or <https://linkedininsights28.eventbrite.com.au>

Enjoy your day! Cheers, Sue

10 Ways to Improve your LinkedIn Events

8. Send Event Reminder

- on the day of the event, approximately one hour beforehand, send an email with the link to click to attend (with a reminder of how they can access the recording which will appear on the event page of your website)
- don't be too disappointed if people register but do not attend live – some will only be registering to receive the recording as the time zone may not be suitable

Send

From sueilson@sueilson.com

To 'sueilson@sueilson.com'

Cc

Bcc

Subject Today's Webinar and Recording Link for '10 Ways To Improve Your LinkedIn Events' Wed 12 Dec 2023 at 12pm AEDT UTC-11

Hello

Thank you for registering to attend and/or receive the recording of '10 Ways To Improve Your LinkedIn Events' 30 minute webinar being held today, Wednesday 13 December 2023 from 12pm Melbourne, Australia AEDT UTC+11 time with me, Sue Elson, Independent LinkedIn Specialist, Author, Educator, Practitioner and Consultant.

Here are the details! <https://us02web.zoom.us/j/81633361635?pwd=MkE2MjVlVXp6Qk4vdz09> Meeting ID: 816 3336 1635 Passcode: 306485

The slides and recording will be at <https://sueilson.com/blog/10-ways-to-improve-your-linkedin-events> later today if you can't attend live.

I encourage you to take notes when you watch the webinar as there will be a lot of extra information in the live presentation.

People who attend live will also be emailed some digital files you can use immediately.

All questions are very welcome in the chat – let me know if you have anything specific you would like me to discuss by reply email.

My latest book, 'LinkedIn for me and my career or business' launched on 23 January 2023 is available now at <https://sueilson.com/books> It offers a step by step guide on how to update your LinkedIn Profile and LinkedIn Page and then use LinkedIn for your career or business and my very first online course (that includes the book) is at <https://sueilson.com/courses/linkedin-for-me-and-my-career-or-business/>

I encourage you to follow me online on your favourite social channels and click the Notification Bell!

Everything I share, roughly twice a week, adds value.

LinkedIn Profile <https://www.linkedin.com/in/sueilson> (if we are not connected, visit the link, choose 'More' then choose Connect)

YouTube <https://www.youtube.com/@sueilson> (help me reach 1,000 subscribers!)

LinkedIn Page <https://www.linkedin.com/company/sue-elson>

Facebook <https://www.facebook.com/sueilson2>

TikTok <https://www.tiktok.com/@sueilson>

Twitter <https://twitter.com/sueilson>

Sue Elson Shares Monthly LinkedIn Newsletter <https://www.linkedin.com/newsletters/sue-elson-shares-6869552819440099328>

Sue Elson Monthly Email Newsletter <https://sueilson.com/newsletters>

Please let me know what has been most helpful to you at the end (great feedback for me).

if you find the webinar helpful, please consider adding a review describing what you found helpful at

<https://x.page/sue-elson-author/review> OR

<https://www.facebook.com/sueilson2/reviews> OR

<https://sueilson.com/reviews>

as a way of saying thank you.

Whilst I am screen sharing, you will not appear on the recording, so there is no need for you to have your video camera on.

Please keep your microphone on mute unless you are asking a question.

Check out who else has registered or click on the invite button to invite a Connection of yours on LinkedIn to attend and/or receive the recording at <https://www.linkedin.com/events/10waystomproveyourlinkedinevent711946232088186496>

Tickets for next month's webinar on '10 Ways To Improve Your LinkedIn Strategy' will be on 10 January 2024 <https://linkedininsights28.eventbrite.com.au> or <https://www.linkedin.com/events/10waystomproveyourlinkedinstra7140290821047631872>

I am hosting an in-person live workshop for four hours on LinkedIn here in Melbourne on Saturday 16 December 2023 from 9:30am – 1:30pm in person in Canterbury, Melbourne <https://linkedinforme.eventbrite.com.au> \$195 includes a copy of my book and there are only four places available.

Can't wait to share with you all - see you online shortly!

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Sue Elson GK BBus MPC PCDAAS ASA WV SPN MEDplus
Independent LinkedIn Specialist, Author, Educator, Career Development Practitioner, Consultant, Founder, Gigster, Trainer, Poet
+61 403 243 271

Publications, Presentations, Podcasts, Poems, Pricing
<https://sueilson.com>

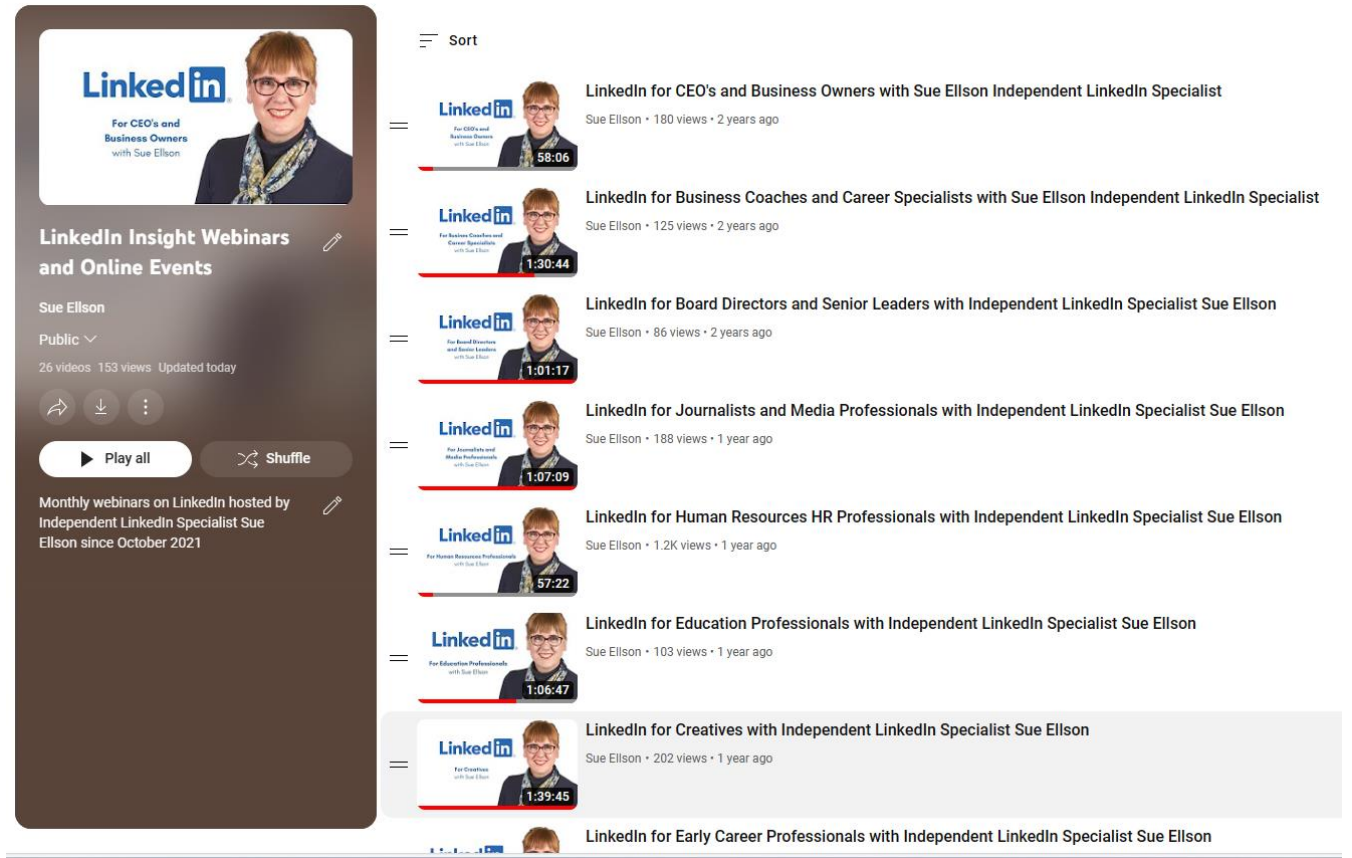
Connect on LinkedIn
<https://www.linkedin.com/in/sueilson>

My five non-fiction books
<https://sueilson.com/books>

10 Ways to Improve your LinkedIn Events

9. Add recording to YouTube and your website

- can be unlisted if you wish but I do public to have ongoing value from the event
- encourage you to turn on subtitles and edit the most important words
- hold all comments for review (to prevent spammers and comments you cannot delete)
- choose NOT suitable for children so it can be shared and/or embedded
- select a relevant thumbnail image (I use the same as for my event listings – 1280 x 720 pixels)
- you may wish to add the video to a Playlist on your Channel
<https://www.youtube.com/playlist?list=PLkTG344YGqRHSHuEiY-l1b5ZNxC8O5RYm>
- embed the YouTube video on the event page on your website



The image shows two screenshots side-by-side. The left screenshot is a LinkedIn profile page for Sue Ellson, an Independent LinkedIn Specialist. It features a video player for a LinkedIn Insight Webinar titled "LinkedIn Insight Webinars and Online Events" by Sue Ellson. The video is public, has 26 videos, 153 views, and was updated today. Below the video player are buttons for "Play all" and "Shuffle". A description below the player states: "Monthly webinars on LinkedIn hosted by Independent LinkedIn Specialist Sue Ellson since October 2021".

The right screenshot is a YouTube playlist titled "Sort". It contains eight videos, all featuring Sue Ellson as the presenter. The videos are:

- LinkedIn for CEO's and Business Owners with Sue Ellson Independent LinkedIn Specialist (Sue Ellson • 180 views • 2 years ago) - 58:06
- LinkedIn for Business Coaches and Career Specialists with Sue Ellson Independent LinkedIn Specialist (Sue Ellson • 125 views • 2 years ago) - 1:30:44
- LinkedIn for Board Directors and Senior Leaders with Independent LinkedIn Specialist Sue Ellson (Sue Ellson • 86 views • 2 years ago) - 1:01:17
- LinkedIn for Journalists and Media Professionals with Independent LinkedIn Specialist Sue Ellson (Sue Ellson • 188 views • 1 year ago) - 1:07:09
- LinkedIn for Human Resources HR Professionals with Independent LinkedIn Specialist Sue Ellson (Sue Ellson • 1.2K views • 1 year ago) - 57:22
- LinkedIn for Education Professionals with Independent LinkedIn Specialist Sue Ellson (Sue Ellson • 103 views • 1 year ago) - 1:06:47
- LinkedIn for Creatives with Independent LinkedIn Specialist Sue Ellson (Sue Ellson • 202 views • 1 year ago) - 1:39:45
- LinkedIn for Early Career Professionals with Independent LinkedIn Specialist Sue Ellson

10 Ways to Improve your LinkedIn Events

10. Follow up with attendees

- Have you connected with all relevant attendees? (visible for 12 months but don't forget!)
- Do you want to invite them to Follow your Company Page?
- Do you want to invite them to your Email Mailing List (don't automatically do it)?
- Do you want to follow up from chat comments or survey responses?
- Do you want to invite them to subscribe to your LinkedIn Newsletter?
- Do you want to send one more email a week later to remind them to watch the recording?
- Have you prepared for the next event and started the 1,000 invitations per week?

Grow your followers



250/250 credits available 

Build your audience and reach by inviting connections to follow your Page

[Invite connections](#)

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8. Send Event Reminder
9. Add Recording to YouTube and your website
10. Follow Up with Attendees



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 – 28th – 10 Ways to Improve Your LinkedIn Strategy 10 January 2024

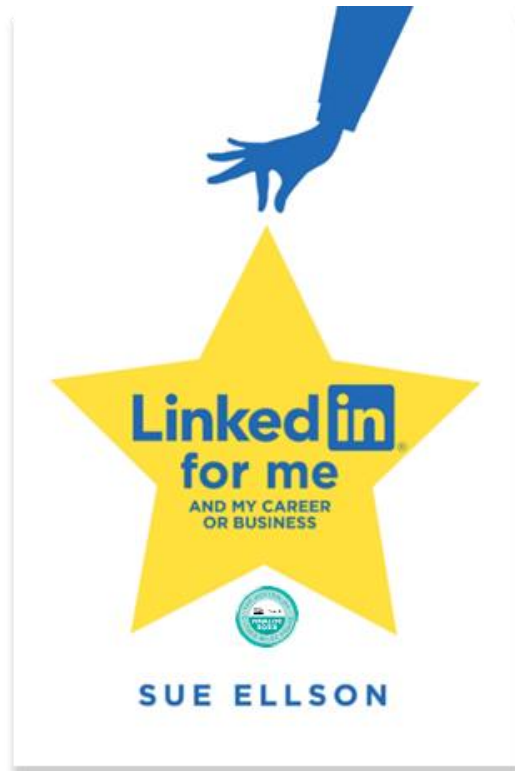
<https://sueellson.com/blog/10-ways-to-improve-your-linkedin-strategy>

- 10 Ways to Improve your LinkedIn Events 13 December 2023
- 10 Ways to Improve your LinkedIn Newsletters 7 November 2023
- 10 Ways to Improve your LinkedIn Articles 11 October 2023
- 10 Ways to Improve your LinkedIn Posts 13 September 2023
- 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!
- ✓ clickable links
- ✓ LinkedIn Profiles, Pages, Groups
- ✓ LinkedIn Engagement, Content, Results
- ✓ Setup, Shine, Surprise Methodology

10 weeks – two hours a week

\$247 AUD

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

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

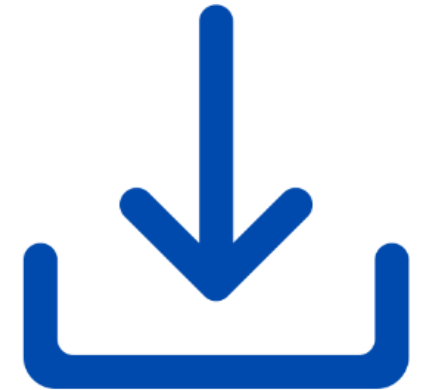
✓ **will send these direct to participants who attended live!**

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

Saturday 16 December 2023 9:30am – 1:30pm in person in Canterbury, Melbourne

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

✓ keep up to date by following me on social media



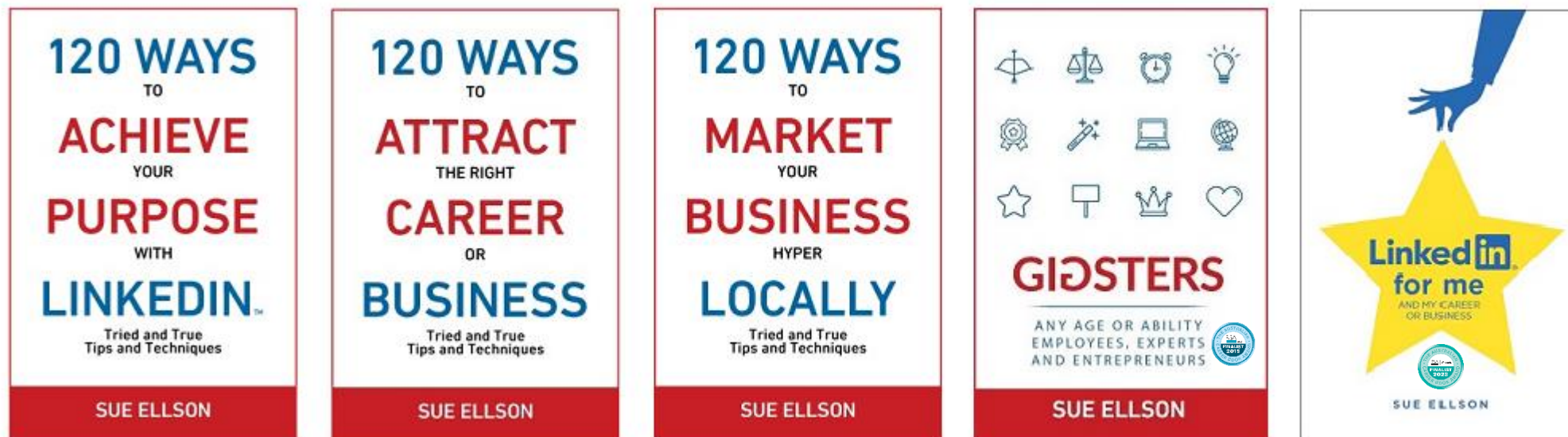
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- ✓ LinkedIn Profile <https://www.linkedin.com/in/sueellson> (24,546 Connections, 27,928 Followers)
- ✓ YouTube <https://www.youtube.com/@sueellson> (364 Subscribers, 126 Videos – goal is 1,000+ Subscribers)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (847 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2> (168 Followers)
- ✓ Twitter <https://twitter.com/sueellson> (432 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (397 Followers)
- ✓ TikTok <https://www.tiktok.com/@sueellson> (40 Followers)
- ✓ Sue Elson Shares LinkedIn Newsletter (5,677 Subscribers) <https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Elson Sharing LinkedIn Newsletter (288 Subscribers) <https://www.linkedin.com/newsletters/7011478630589497344>
- ✓ Sue Elson Email Newsletter (72 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

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Publications

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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-events>



What has been most helpful to you today?

✓ You can add a comment saying what was most helpful in the Zoom chat now – great reflection for others

✓ Please complete the Exit Survey when you leave the webinar

✓ **Write a Review on**

Google <https://g.page/sue-ellson-author/review> (141 Google Reviews) or

Facebook <https://www.facebook.com/sueellson2/reviews> (10 Reviews)

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Google Review



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