

10 Ways to Improve your LinkedIn Strategy

Sue Ellson

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

10 January 2024

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



Welcome

- ✓ 10 ways to improve your LinkedIn Strategy
- ✓ 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**

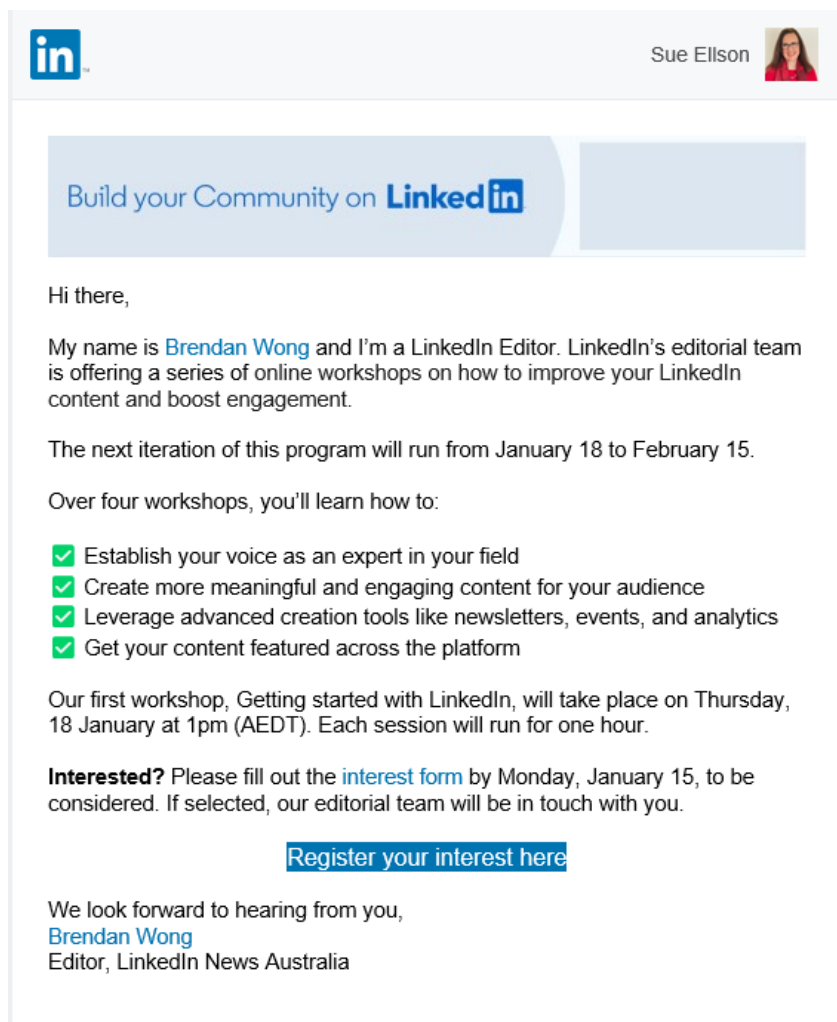
Saturday 20 January 2024 9:30am – 1:30pm in person in Canterbury, Melbourne

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

✓ keep up to date by following me on social media



LinkedIn Editorial Content Program



The screenshot shows a LinkedIn message interface. At the top left is the LinkedIn logo. At the top right, it says "Sue Ellson" next to a small profile picture of a woman. Below this is a header bar with the text "Build your Community on LinkedIn". The main body of the message contains the following text:

Hi there,

My name is [Brendan Wong](#) and I'm a LinkedIn Editor. LinkedIn's editorial team is offering a series of online workshops on how to improve your LinkedIn content and boost engagement.

The next iteration of this program will run from January 18 to February 15.

Over four workshops, you'll learn how to:

- ✓ Establish your voice as an expert in your field
- ✓ Create more meaningful and engaging content for your audience
- ✓ Leverage advanced creation tools like newsletters, events, and analytics
- ✓ Get your content featured across the platform

Our first workshop, Getting started with LinkedIn, will take place on Thursday, 18 January at 1pm (AEDT). Each session will run for one hour.

Interested? Please fill out the [interest form](#) by Monday, January 15, to be considered. If selected, our editorial team will be in touch with you.

[Register your interest here](#)

We look forward to hearing from you,
[Brendan Wong](#)
Editor, LinkedIn News Australia

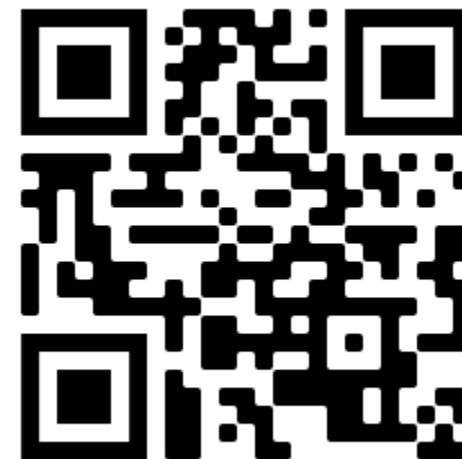
★ Register at

<https://forms.office.com/Pages/ResponsePage.aspx?id=v4j5cvGGr0GRqy180BHbR75CP-fu4axOqEIFvUtZRsBURVkzTkkxUFJTUDdKSUNWQjVWWFdaTIFTSy4u>

Follow / Subscribe to Sue Elson Online



- ✓ LinkedIn Profile <https://www.linkedin.com/in/sueellson> (24,559 Connections, 27,993 Followers)
- ✓ YouTube <https://www.youtube.com/@sueellson> (396 Subscribers, 130 Videos – goal is 1,000+ Subscribers)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (853 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2> (169 Followers)
- ✓ Twitter <https://twitter.com/sueellson> (436 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (401 Followers)
- ✓ TikTok <https://www.tiktok.com/@sueellson> (42 Followers)
- ✓ Sue Elson Shares LinkedIn Newsletter (5,717 Subscribers) <https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Elson Sharing LinkedIn Newsletter (291 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)

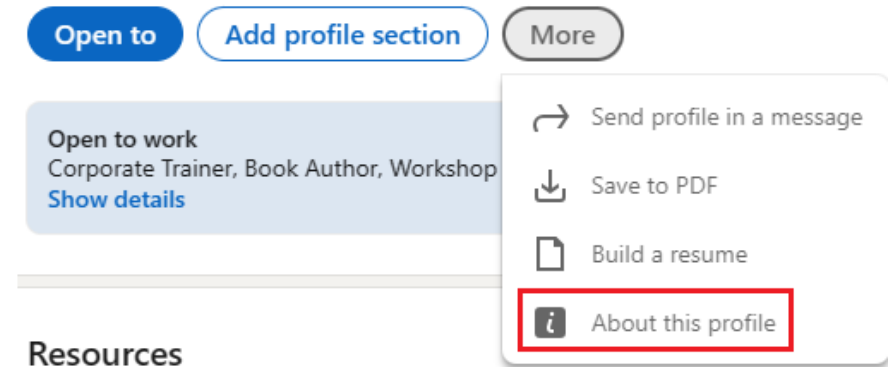
Mine is

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



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

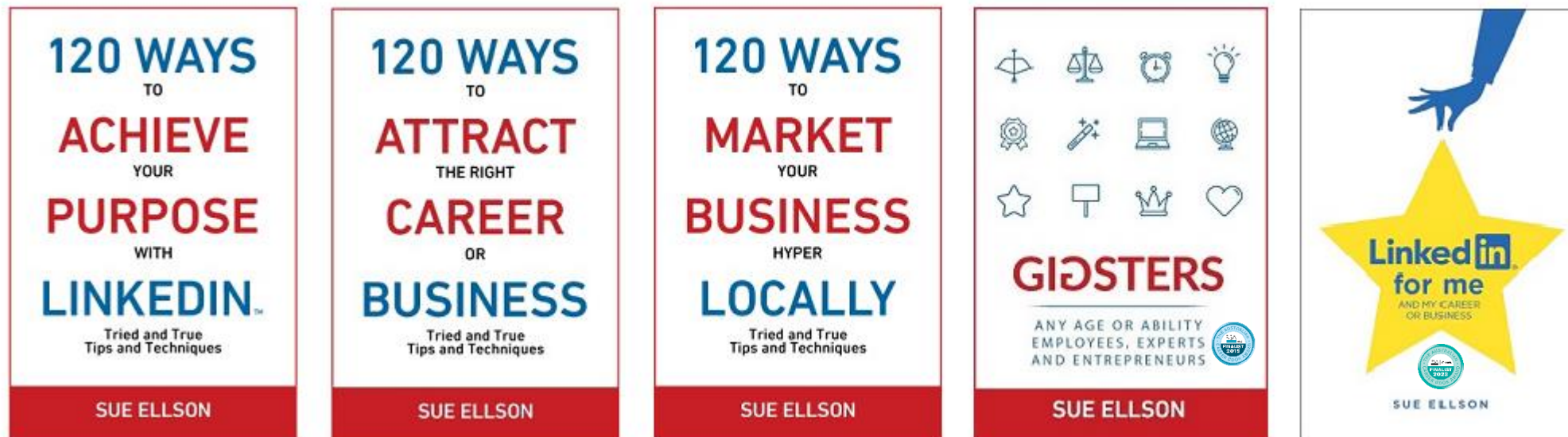


Sue Ellson is the Founder of



<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 Strategy

1. Why Strategy – Career, Business, Brand
2. Backup Strategy
3. Statistics Strategy
4. Profile Strategy
5. Company / School Page Strategy
6. Activity Strategy
7. Content Strategy
8. Networking Strategy
9. Learning Strategy
10. Review Strategy



10 Ways to Improve your LinkedIn Strategy

1. Why Strategy – Career, Business, Brand

- Career – current role and next role – discuss achievements
- Business – generate leads automatically and find leads
- Brand – what is your message and what do you want people to do?

Remember

- your history made you who you are
- you can change your direction
- 24/7 ability to be referred and verified
- make it easy for the right people to engage

Recommend

Be clear before updating or editing your LinkedIn Strategy



10 Ways to Improve your LinkedIn Strategy

2. Backup Strategy

- save to PDF from the More Button on your Profile Page

(do before and after edits and save file as
20240110-sue-ellson-linkedin-profile.pdf)

- get a copy of your data

<https://www.linkedin.com/mypreferences/d/download-my-data>

Recommend

Request a full archive at least every six months

← Back

Export your data

Your LinkedIn data belongs to you, and you can download an archive any time or [view the rich media](#) you have uploaded.

Download larger data archive, including connections, verifications, contacts, account history, and information we infer about you based on your profile and activity. [Learn more](#)

Want something in particular? Select the data files you're most interested in.

- | | | |
|--|---------------------------------------|--|
| <input type="checkbox"/> Articles | <input type="checkbox"/> Connections | <input type="checkbox"/> Imported Contacts |
| <input type="checkbox"/> Messages | <input type="checkbox"/> Invitations | <input type="checkbox"/> Profile |
| <input type="checkbox"/> Recommendations | <input type="checkbox"/> Registration | |

[Request archive](#)

Your download will be ready in about 24 hours

Don't see what you want? Visit our [Help Center](#).

10 Ways to Improve your LinkedIn Strategy

3. Statistics Strategy

1. Number of Connections <https://www.linkedin.com/mynetwork> 60+ min, 500+ in time
2. Number of Followers <https://www.linkedin.com/feed/followers> More than Connections
3. Number you are Following <https://www.linkedin.com/feed/followers> More than Connections
4. Profile Views last 90 days <https://www.linkedin.com/me/profile-views> 100+ per 90 days
5. Views of your Posts or Articles Ideally 1,000+ views per Post Ideally 100+ views per Article
https://www.linkedin.com/analytics/creator/?resultType=IMPRESSIONS&timeRange=past_7_days
6. Search Appearances last 7 days <https://www.linkedin.com/me/search-appearances> 50+ per 7 days
7. Number of Featured Skills and Endorsements (max 50) <https://www.linkedin.com/in/YOURURL> Top 3 20+ votes
8. Number of Recommendations (Given & Received) <https://www.linkedin.com/in/YOURURL> 6+ Recd 6+ Given

+ Strategy for Company / School Page

Recommend

Collect every three or six months

10 Ways to Improve your LinkedIn Strategy

4. Profile Strategy

- Photo – 65% of viewing time
- Banner – not distract from photo
- Headline – most important for your keywords
- Current Job Title – second most important for keywords
- Completeness – the more the better
- Current Role – make sure you have one
- Location – multiple sections – overall, contact info, current role
- Skills – add to About, Experience, Licenses & Certifications, Education

Recommend

Review quarterly

Sue Ellson (She/Her)
Independent LinkedIn Specialist - Author, Educator, Consultant, Career Subject Matter Expert for Media, Founder, Gigster, Keynote Speaker, Trainer, Poet, Writer, Business, Social Media Marketing, Analogue, Digital, AI
Greater Melbourne Area · [Contact info](#)
[Sue Ellson Services & Pricing](#)
27,996 followers · 500+ connections

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

10 Ways to Improve your LinkedIn Strategy

5. Company / School Page Strategy

- complete
- monitor follower numbers and set targets
- invite connections to Follow
- consider a newsletter
- free events – invite 1,000 Connections per week
- develop an activity and content strategy
- review analytics and comparisons

Recommend

Review monthly

The screenshot displays the LinkedIn interface for the 'Sue Ellson' company page. On the left is a navigation sidebar with options: Feed, Activity, Analytics, Inbox, Edit page, Events, Newsletters, and Settings. The main content area includes a 'Today's actions' section with a notification to 'Respond to a Page mention'. Below this is a 'Start a post' section with options for Media, Poll, and Write article. A 'Post ideas' section suggests a post about 'Industry knowledge' with the text 'What new skills do consultants need to stay competitive?'. There are tabs for 'Page posts', 'Following', 'Employee posts', and 'Sponsored'. A 'Boost' button is visible for a post. The right sidebar features 'Grow your followers' with an 'Invite connections' button and 'Analytics' showing metrics for the last 30 days: Search appearances (930, +44.6%), Unique visitors (22, +29.4%), New followers (9, +125%), Post impressions (657, +74.7%), Custom button clicks (0, -100%), and New leads (0).

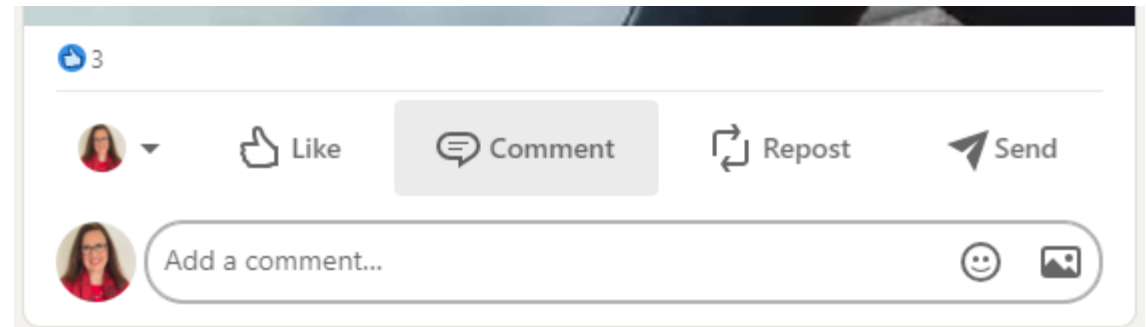
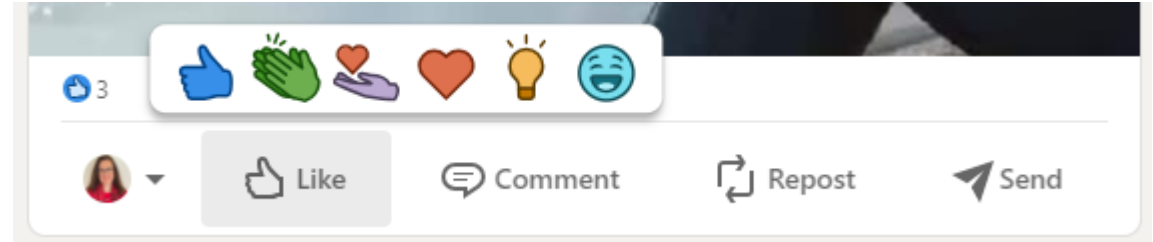
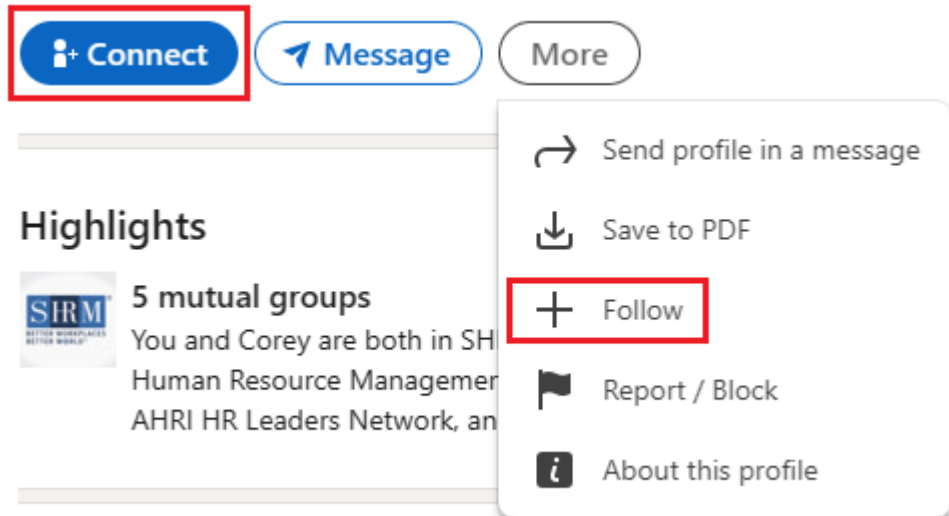
10 Ways to Improve your LinkedIn Strategy

6. Activity Strategy

- reactions
- comments
- connect with
- follow (people and pages)

Recommend

12:1 engagement : posts ratio



10 Ways to Improve your LinkedIn Strategy



7. Content Strategy

- posts – dynamic, newsfeed
- articles – static, lifetime, SEO

Recommend

Post – once a week / month

Articles - quarterly

 **Sue Ellson** (She/Her) • You
Independent LinkedIn Specialist - Author, Educator, Consultant, Career S...
5yr • 

Have you been wondering whether or not your **LinkedIn** Profile Photo should be in colour or black and white? Well here is an interesting tip. Did you know that in China, black and white photos are used on gravestones - so if you want to do business with the Chinese, you may decide that it could be culturally inappropriate to have black and white photos on either your LinkedIn Profile or your website - as you may be perceived as...

[#linkedin](#) [#linkedinprofile](#) [#branding](#)



 Graciela Portugal and 179 others 64 comments · 5 reposts

<https://www.linkedin.com/feed/update/urn:li:activity:6490720517056753664>

See all Posts at
<https://www.linkedin.com/in/sueellson/recent-activity/all>


[Edit article](#) [View post](#)



Pay job candidates for interviews? Say what???

Pay job candidates for interviews? Say what??? by Sue Ellson - photo by Oleg Magni - Pexels.com

Pay job candidates for interviews? Say what???

 **Sue Ellson**
Independent LinkedIn Specialist - Author, Educator, Consultant, Career Subject
Matter Expert for Media, Founder, Gigster, Keynote Speaker, Trainer, Poet, ... 127 articles

July 8, 2021

[Open Immersive Reader](#)

Pay job candidates for interviews? Say what???

By [Sue Ellson](#) [BBus](#) [MIML](#) [MAHRI](#) [MPC](#) [CDAA](#) [ASA](#) [WV](#) [SPN](#) [AH](#)

I was listening to a great webinar run by [Kenneth Lang](#) for the Wayne, New Jersey, Passaic County job support/networking group today and it was mentioned

<https://www.linkedin.com/pulse/pay-job-candidates-interviews-say-what-sue-ellson>

See all Articles at
<https://www.linkedin.com/in/sueellson/recent-activity/articles/>

10 Ways to Improve your LinkedIn Strategy

8. Networking

- connect with everyone you meet from now on, personally or professionally via phone QR code or direct request after every phone call, meeting, email exchange, event etc.
- connect with other people in your industry or profession who are also members of the association (or following it)
- keep up to date by following thought leaders and company pages in your industry or profession
- always be on the lookout for aligned people locally and internationally and do a Google Advanced Search if you can't find them on LinkedIn Search
https://www.google.com.au/advanced_search

Recommend

Connect with everyone!



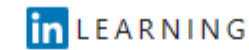
10 Ways to Improve your LinkedIn Strategy

9. Learning

- access LinkedIn Learning via your local library or LinkedIn Premium or your Employer
- subscribe to relevant newsletters - you can discover newsletters that other members are subscribed to by visiting the Interests section on their profile
- curate your newsfeed – you will see more of what you engage with, slow scroll over, connect with or followed in the last two weeks
- approach mentors them with a specific request
- follow relevant hashtags
<https://www.linkedin.com/mynetwork/network-manager/hashtags>

Recommend


Continue learning forever



Welcome

Choose an account

 RMIT University →

 Personal account →

10 Ways to Improve your LinkedIn Strategy

10. Review

- check ALL LinkedIn Options on your Profile and/or Page every six months clicking all menus and choices
- reflect on the statistics and what you need to do to achieve your goals
- set up your strategies, implement and then compare results over time, adjust as needed
- be observant of your competitors, but don't copy – borrow the concept not the content
- seek professional LinkedIn assistance but make sure you know ALL the features and are confident in using them before you subscribe to a LinkedIn offering



Recommend

Review every time there is significant change

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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 – 29th – 10 Ways to Improve Your LinkedIn Networking 14 February 2024

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

- 10 Ways to Improve your LinkedIn Strategy 10 January 2024
- 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
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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>

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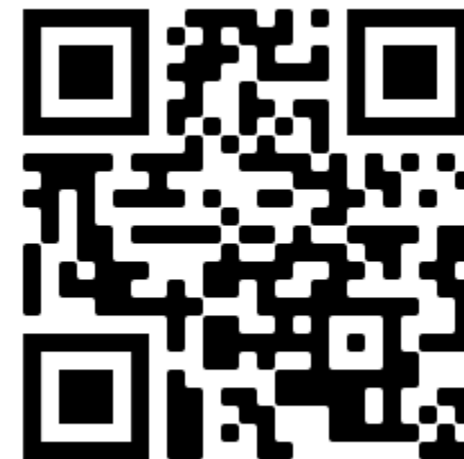
✓ keep up to date by following me on social media



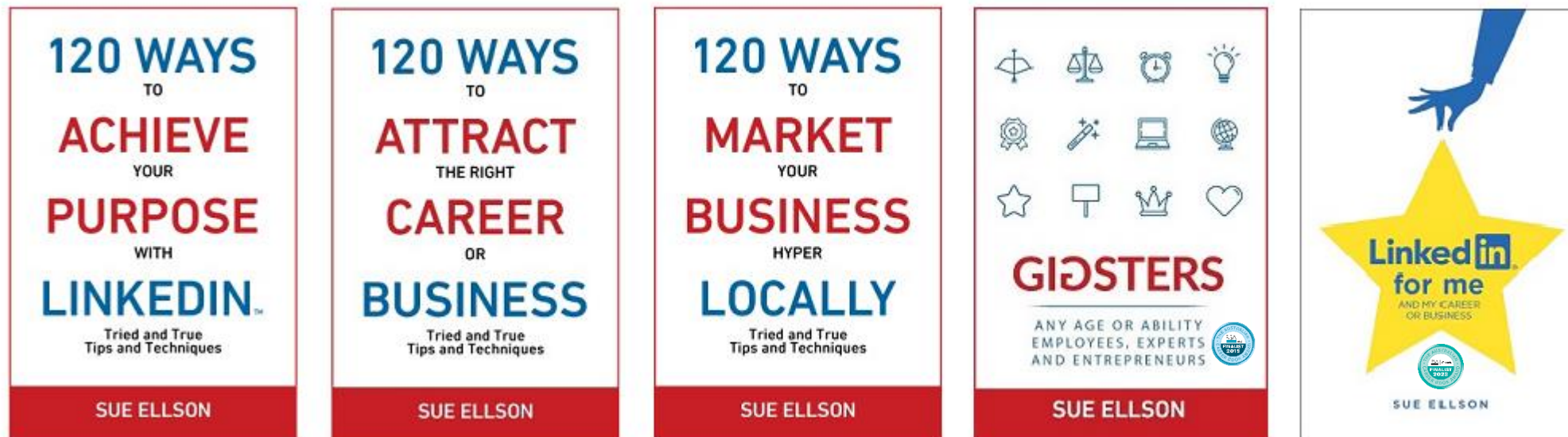
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- ✓ Facebook <https://www.facebook.com/sueellson2> (169 Followers)
- ✓ Twitter <https://twitter.com/sueellson> (436 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (401 Followers)
- ✓ TikTok <https://www.tiktok.com/@sueellson> (42 Followers)
- ✓ Sue Elson Shares LinkedIn Newsletter (5,717 Subscribers) <https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Elson Sharing LinkedIn Newsletter (291 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

<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-strategy>



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)

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