

10 Ways to Improve your LinkedIn Networking



Sue Ellson

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

14 February 2024



sueellson@sueellson.com

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

Welcome

- ✓ 10 ways to improve your LinkedIn Networking
- ✓ 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 17 February 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 Blogs – New!



LinkedIn[®]
Expert, Specialist,
Consultant or
Trainer

★ <https://sueellson.com/blog/linkedin-site-map>

★ <https://sueellson.com/blog/linkedin-expert-specialist-consultant-or-trainer>

Follow / Subscribe to Sue Elson Online



- ✓ LinkedIn Profile <https://www.linkedin.com/in/sueellson> (24,644 Connections, 28,167 Followers)
- ✓ YouTube <https://www.youtube.com/@sueellson> (451 Subscribers, 134 Videos – goal is 1,000+ Subscribers)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (862 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2> (208 Followers)
- ✓ Twitter <https://twitter.com/sueellson> (435 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (400 Followers)
- ✓ TikTok <https://www.tiktok.com/@sueellson> (41 Followers)
- ✓ Sue Elson Shares LinkedIn Newsletter (5,796 Subscribers) <https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Elson Sharing LinkedIn Newsletter (298 Subscribers) <https://www.linkedin.com/newsletters/7011478630589497344>
- ✓ **Sue Elson Email Newsletter (71 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)

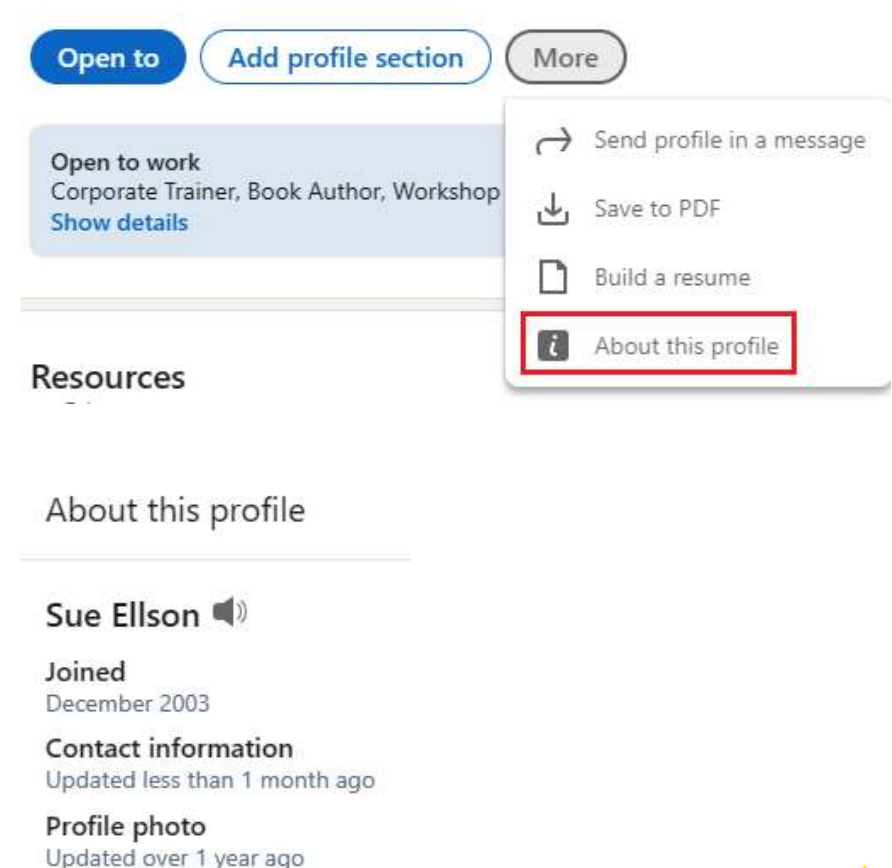
Mine is

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



The screenshot shows a LinkedIn profile interface. At the top, there are three buttons: 'Open to' (blue), 'Add profile section' (light blue), and 'More' (grey). Below these is a section titled 'Open to work' with the text 'Corporate Trainer, Book Author, Workshop' and a 'Show details' link. A 'Resources' section is visible below. The 'More' menu is open, showing options: 'Send profile in a message', 'Save to PDF', 'Build a resume', and 'About this profile' (highlighted with a red box). Below the menu, the profile name 'Sue Ellson' is shown with a speaker icon, followed by 'Joined December 2003', 'Contact information Updated less than 1 month ago', and 'Profile photo Updated over 1 year ago'.

Fast Facts – more at sueellson.com

Sue Ellson is a Member of

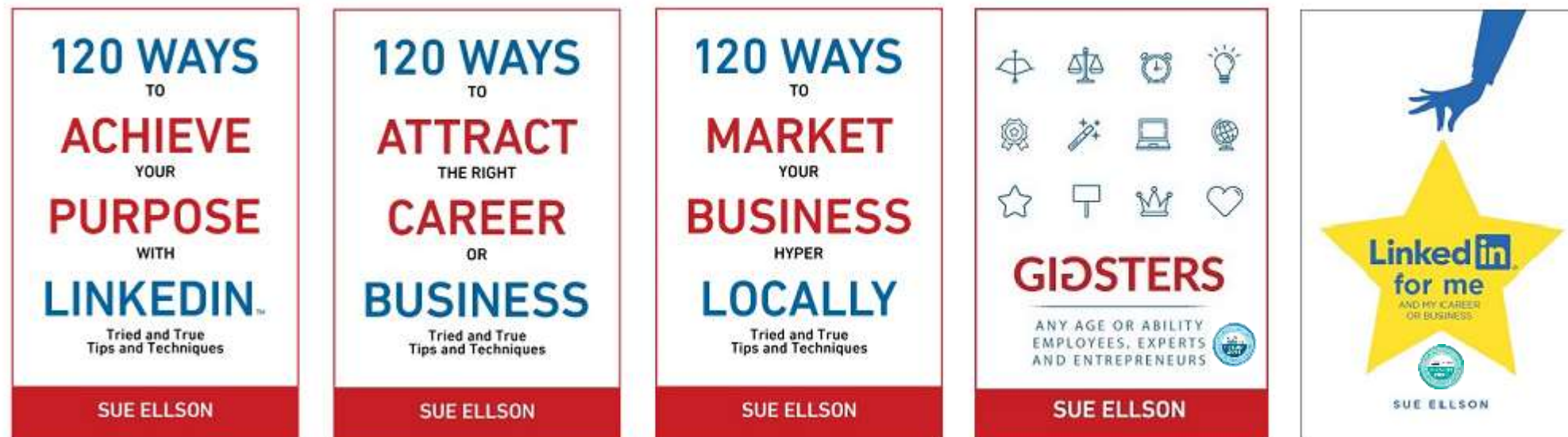


Sue Ellson is the Founder of



<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

\$197 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 Networking

1. Everyone you meet in person
2. Everyone you meet online
3. People who engage with your content
4. Follow Company / School Pages
5. Your Company / School Pages
6. Favourite hashtags
7. Favourite Media Outlets and Publications
8. Own research on LinkedIn or Google
9. Content you find valuable
10. Event Speakers before you attend



10 Ways to Improve your LinkedIn Networking

Why are you wanting to network on LinkedIn?

Your net-work = your net-worth

- 1 – for a promotion where you are
- 2 – for a new role somewhere else
- 3 – for a new career in a different field
- 4 – to find an advisor, mentor, coach
- 5 – to secure leads, sales, business results
- 6 – to improve your brand, profile, status
- 7 – to maintain relationships
- 8 – other



Please add a number that relates to your MAIN focus in the chat

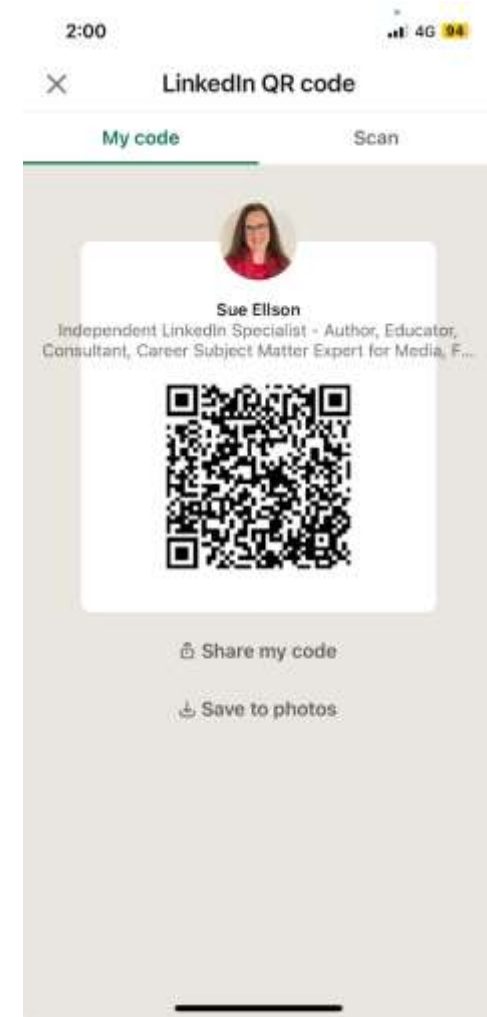
10 Ways to Improve your LinkedIn Networking

1. Everyone you meet in person

- at work
- at events
- socially
- both personal and professional
- skip blue button, click three dots and choose 'Personalize invite'

Recommend

From now on, use Scan Code feature on your mobile device



10 Ways to Improve your LinkedIn Networking

2. Everyone you meet online

- email
- chat message
- text
- phone calls

Recommend

From now on, invite everyone you correspond with to connect with you on LinkedIn – do it as close as possible to the time of the first exchange

e.g. Thank you for your email on the topic of x. I like to invite everyone I meet both personally and professionally to connect with me here on LinkedIn. I look forward to seeing you online! Cheers, Sue 😊



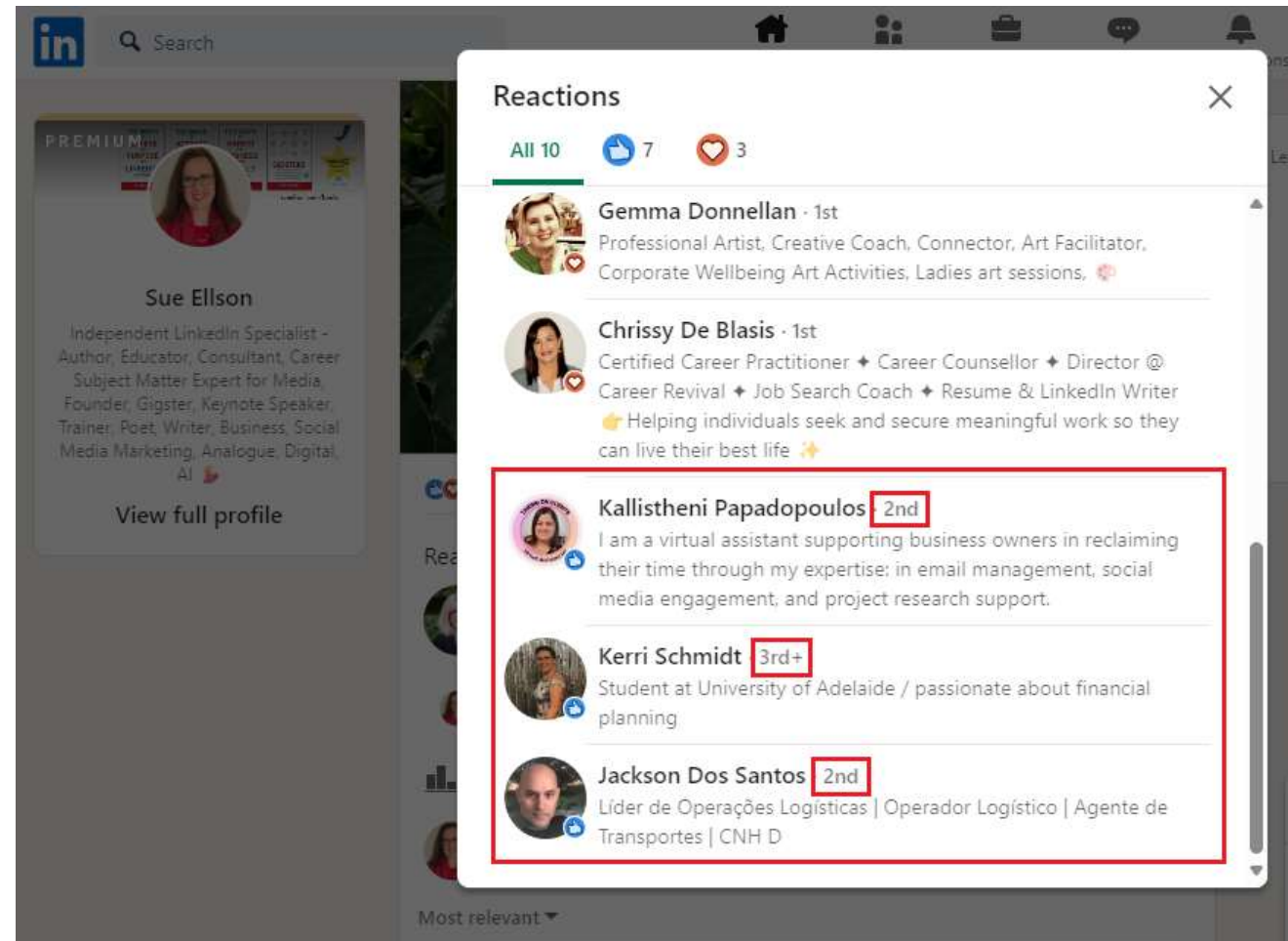
10 Ways to Improve your LinkedIn Networking

3. People who engage with your content

Always good to respond to Comments on your content, but also consider reaching out to people you are not connected to who 'react' or 'comment' on your Posts, Articles or Newsletters

Recommend

Check the reactions on your Posts once a week and consider Connecting with relevant people that are not connected with you now



10 Ways to Improve your LinkedIn Networking

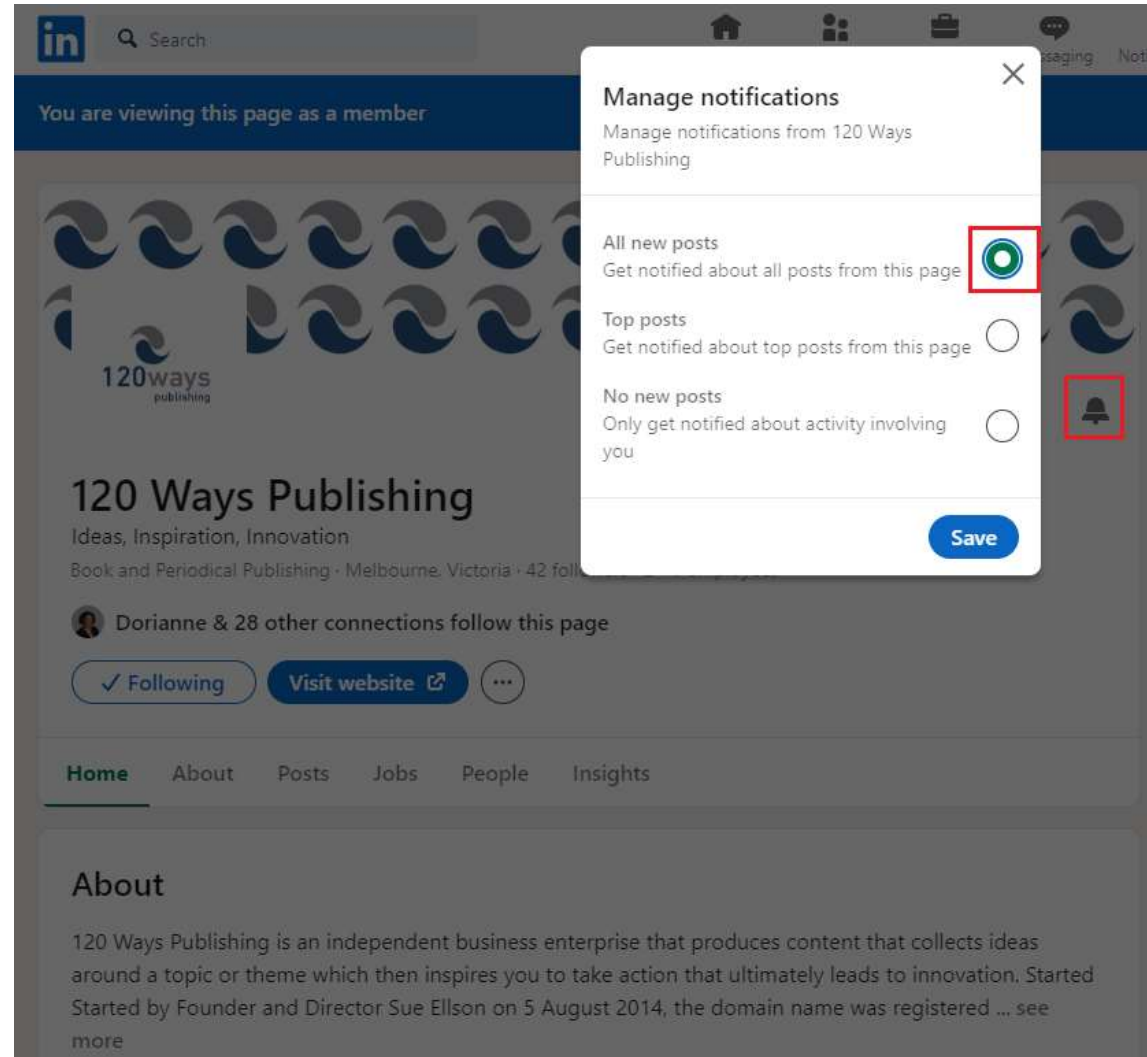
4. Follow Company / School Pages

- any Page that is relevant to you
- choose FOLLOW
- choose NOTIFY 🚨
- choose ALL NEW POSTS

Also consider looking at WHO has engaged with their content in the past and Connect with relevant people there too

Recommend

Consider which Company or School Pages are relevant to you and choose Follow, Notify, All new posts to improve your Newsfeed and be more likely to appear in their Search results.



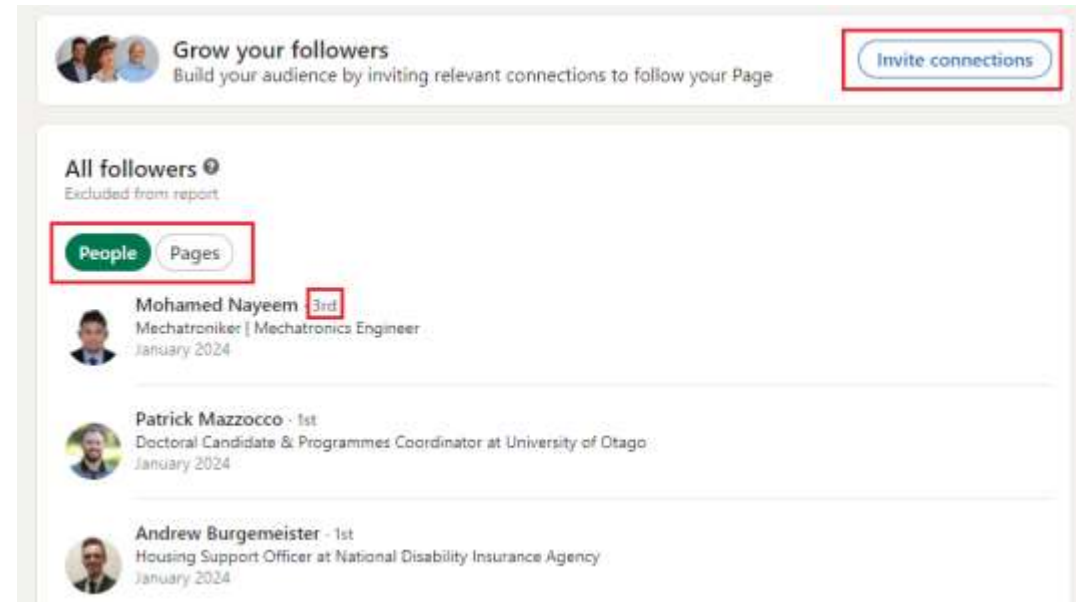
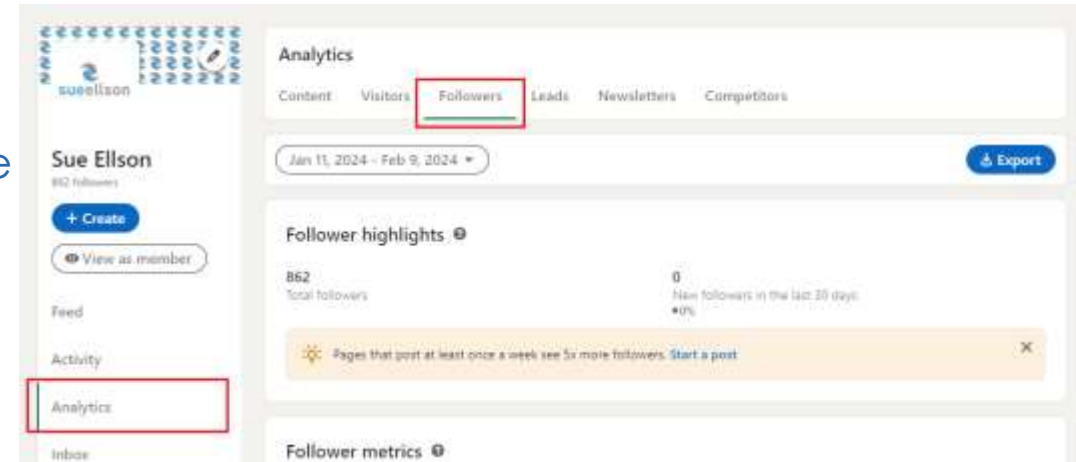
10 Ways to Improve your LinkedIn Networking

5. Your Company / School Pages

- if you are an Admin for a Company / School Page
- visit ANALYTICS
- choose FOLLOWERS
- scroll down
- invite non-connections to FOLLOW
- message later and ask to choose 'Notify All Posts'

Recommend

Review Followers monthly and invite to Connect or alternatively, invite your Connections to Follow the Company or School Page



10 Ways to Improve your LinkedIn Networking

6. Favourite Hashtags

- find what you are following at <https://www.linkedin.com/mynetwork/network-manager/hashtags>

- choose a hashtag by adding the word to the end of this link <https://www.linkedin.com/feed/hashtag/?keywords=> and choose follow

- spot a hashtag in a Post and click and Follow – but see who else is using it or engaging with it and look for people to connect with from there

Recommend

Add your own name hashtag to all of your own Posts and up to four others and check out other Posts once a month

The screenshot shows the LinkedIn interface. At the top, there is a search bar and navigation icons for Home, My Network, Jobs, and Messaging. The main content area is divided into two columns. On the left, the profile of Sue Ellson is displayed, including her name, title 'Independent LinkedIn Specialist', and a 'View full profile' button. Below her profile is a 'Recent' section with a list of hashtags and posts, including '# careers', '# sueellson', and '10 Ways To Improve Your Link...'. On the right, a post by Terri Clark is shown, featuring a post text and a post by Kelly Robinson. The post by Kelly Robinson contains the text 'Looking for a Strategic Accounts Manager to join our client's team. If you have the skills, apply now! #jobsearch #job #hr #careers', where the hashtag '#careers' is highlighted with a red box. Above the post by Kelly Robinson, the hashtag '#careers' is also highlighted with a red box, showing it has 22,277,064 followers and a 'Following' button.

10 Ways to Improve your LinkedIn Networking

7. Favourite Media Outlets and Publications

- consider Connecting with journalists in your field (but always Follow)
- consider Following Company Pages of publications of interest
- always select Follow and Notify
- selectively React and Engage when you have value to offer

Recommend

- selectively provide informed comments and respond to any replies. Always add value but do not seek to up stage the Author

<https://www.linkedin.com/feed/update/urn:li:activity:7160135315058315264>
Euan Black AFR

<https://www.linkedin.com/feed/update/urn:li:activity:7161867318329892864>
Lisa Leong ABC

FINANCIAL REVIEW

Office mandates offer no financial benefit and staff hate them: study
afr.com • 3 min read

You and 51 others • 9 comments • 3 reposts

Like Comment Repost Send

Add a comment...

Most relevant ▾

Euan Black **Author** • Work and Careers Reporter at The Australian Financial Review • 6d ***
Story link: <https://www.afr.com/work-and-careers/workplace/office-mandates-offer-no-financial-benefit-and-staff-hate-them-study-20240202-p5f1xt>
Full academic paper: <https://papers.ssrn.com/sol3/papi...> ...see more
Like | Reply

Sue Elson (She/Her) • You • Independent LinkedIn Specialist - Author, Educator, Consultant, Care... • 6d ***
Under the Australian Fair Work Act, existing employees with 12 months or more service can request flexible working arrangements.
I can see some employees who enjoy working from home not wanting to return to the office to support new hires. ...see more
Like • 5 | Reply • 2 Replies

Euan Black **Author** • Work and Careers Reporter at The Australian Financial Review • 6d ***
Agree there's no one-size-fits-all solution here and that communication is key, Sue.
More broadly, it would also be good to see more managers shift their focus away from when and where work ...see more
Like • 1 | Reply

Sue Elson (She/Her) • You • Independent LinkedIn Specialist - Author, Educator, Consult... • 6d ***
Euan Black absolutely agree!
Like | Reply

10 Ways to Improve your LinkedIn Networking

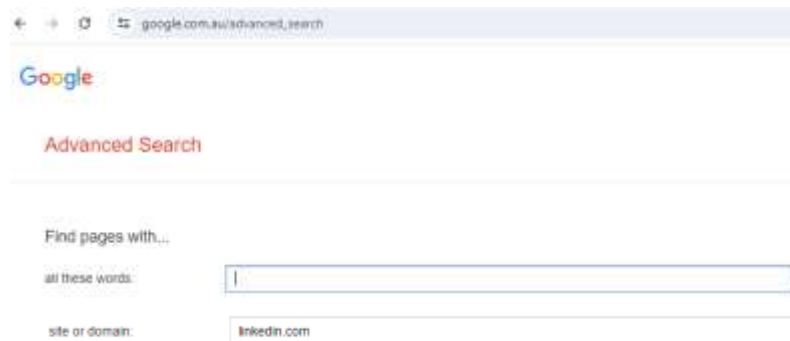
8. Own Research on LinkedIn or Google

- can Search within LinkedIn to look for target individuals or companies
- can do an Advanced Google Search on the entire LinkedIn database and have a strategy for Connecting and Following up

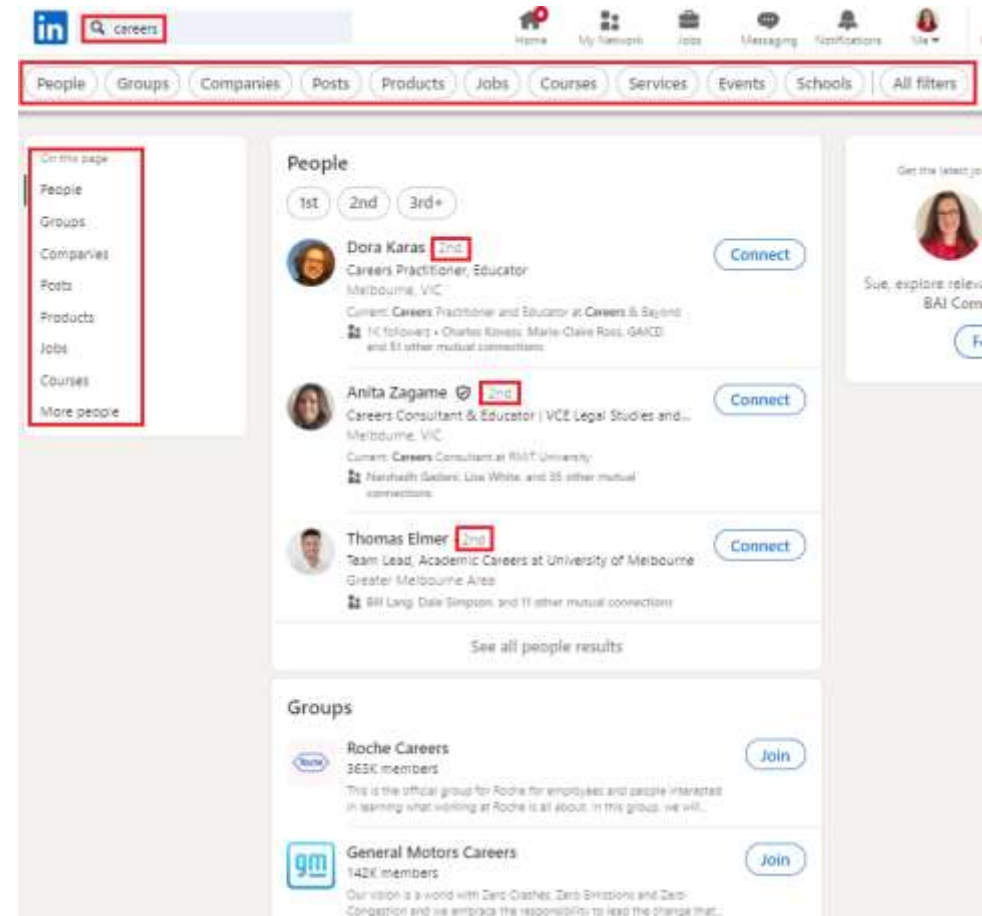
https://www.google.com.au/advanced_search

Recommend

Decide who you need to reach and invite them to your Network but no more than 100 per day



A screenshot of the Google Advanced Search page. The browser address bar shows "google.com.au/advanced_search". The Google logo is at the top left. Below it, the text "Advanced Search" is displayed. Underneath, there is a section titled "Find pages with..." containing two input fields: "all these words:" and "site or domain:". The "site or domain:" field contains the text "linkedin.com".



10 Ways to Improve your LinkedIn Networking

9. Content you find valuable

- be selective about what you engage with as your behaviour signals to LinkedIn what you like and more will appear in your Newsfeed
- be aware of 'scroll stopping' content – even if you don't engage, it still registers interest
- track down your tribe – perhaps in a Group for your Profession or Industry
- consider conducting a Poll in the Newsfeed and connecting with people who respond

Recommend

Keep coming up with new ideas of where to connect both locally and internationally

2024 CDAA Conference
Trends, Transition and Transformation:
The evolution of career development
20 – 23 October 2024
Pullman, Melbourne on the Park, Melbourne, Australia.
Career Development Association Australia

Career Development Association of Australia Inc
Private Listed

3,228 members
Including Max Kalis and 837 other connections

Invite connections
Show all →

Admins
Kay Scutter · 2nd Owner
Membership Support at CDAA
Georgia Kelly-Bakker · 1st Manager
Communications and Events Officer at Career Development Association of Australia

Groups you might be interested in
Microsoft Excel Users
1,150,399 members

10 Ways to Improve your LinkedIn Networking

10. Event Speakers before you attend

- personally invite all of the guest speakers for events, workshops, conferences, professional development to connect with you either when you see the event or register to attend
- connect with everyone you meet at events, including online events
- connect with all the organisers and guests if you are a guest speaker
- message people after the event or consider a Messaging Group Chat to stay in touch

Recommend

Keep connecting everywhere you go!



10 Ways to Improve your LinkedIn Networking

1. Everyone you meet in person
2. Everyone you meet online
3. People who engage with your content
4. Follow Company / School Pages
5. Your Company / School Pages
6. Favourite hashtags
7. Favourite Media Outlets and Publications
8. Own research on LinkedIn or Google
9. Content you find valuable
10. Event Speakers before you attend



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 – 30th – 10 Ways to Improve Your LinkedIn Research 13 March 2024

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

- 10 Ways to Improve your LinkedIn Networking 14 February 2024
- 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
- ✓ Setup, Shine, Surprise Methodology

10 weeks – two hours a week

\$197 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 17 February 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



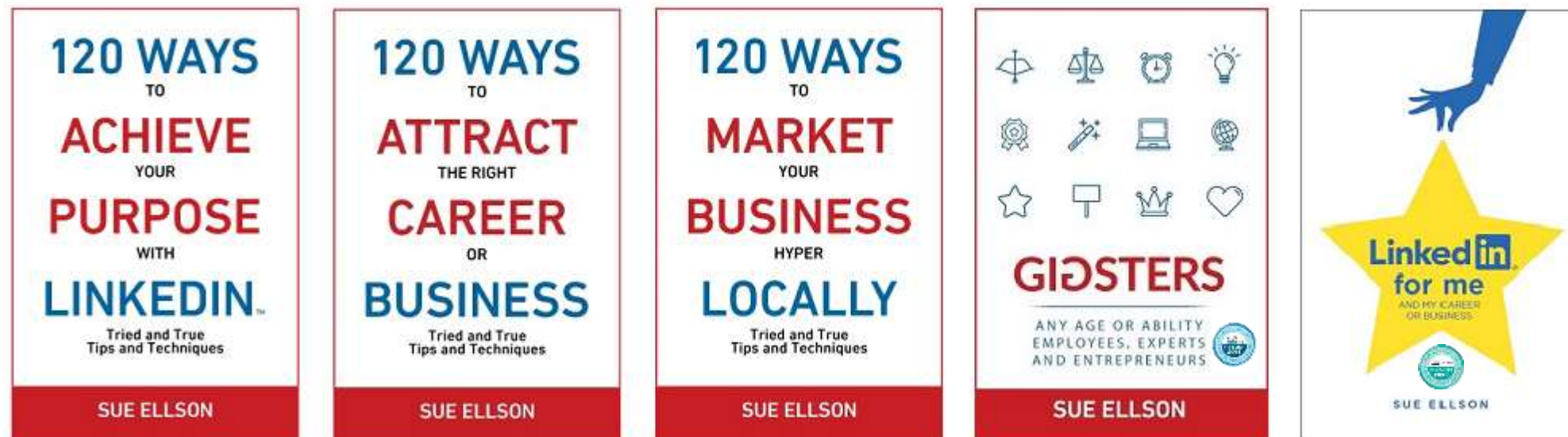
Follow / Subscribe to Sue Elson Online



- ✓ LinkedIn Profile <https://www.linkedin.com/in/sueellson> (24,644 Connections, 28,167 Followers)
- ✓ YouTube <https://www.youtube.com/@sueellson> (451 Subscribers, 134 Videos – goal is 1,000+ Subscribers)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (862 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2> (208 Followers)
- ✓ Twitter <https://twitter.com/sueellson> (435 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (400 Followers)
- ✓ TikTok <https://www.tiktok.com/@sueellson> (41 Followers)
- ✓ Sue Elson Shares LinkedIn Newsletter (5,796 Subscribers) <https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Elson Sharing LinkedIn Newsletter (298 Subscribers) <https://www.linkedin.com/newsletters/7011478630589497344>
- ✓ **Sue Elson Email Newsletter (71 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-networking>



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> (142 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