

10 Ways to Improve your LinkedIn Research



Sue Ellson

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

13 March 2024



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

Welcome

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



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>

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 March 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



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- ✓ LinkedIn Profile <https://www.linkedin.com/in/sueellson> (24,745 Connections, 28,319 Followers)
- ✓ YouTube <https://www.youtube.com/@sueellson> (494 Subscribers, 139 Videos – goal is 1,000+ Subscribers)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (867 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2> (212 Followers)
- ✓ Twitter <https://twitter.com/sueellson> (435 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (398 Followers)
- ✓ TikTok <https://www.tiktok.com/@sueellson> (43 Followers)
- ✓ Sue Elson Shares LinkedIn Newsletter (5,835 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 Website Blog Notifications Email (50 Subscribers) <https://sueellson.com/blog-subscribe>
- ✓ **Sue Elson Email Newsletter (72 Subscribers)** <https://sueellson.com/newsletters>

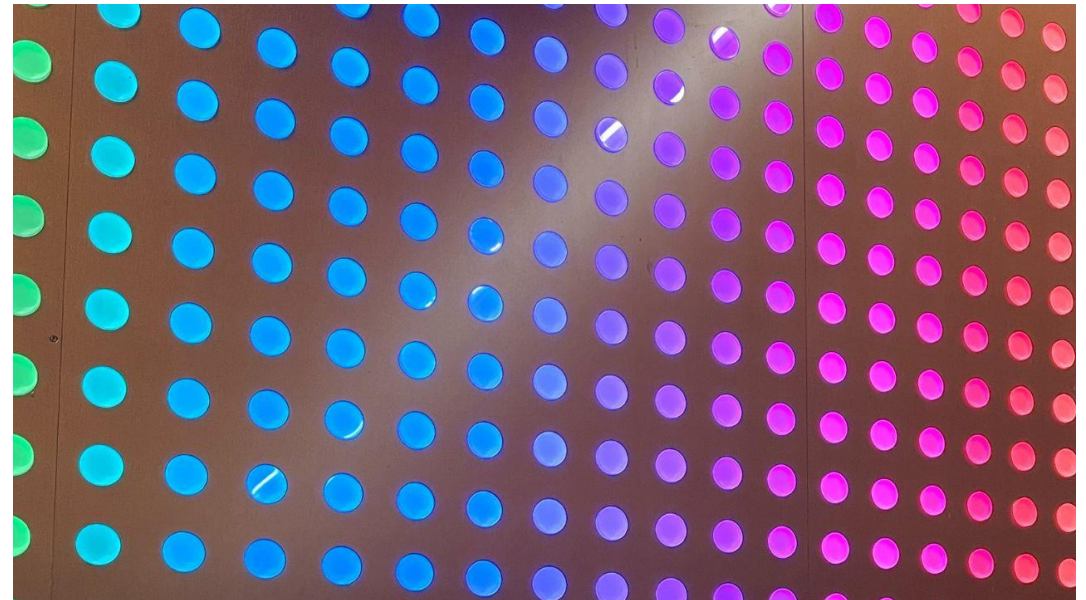


Blogs – New!



Work from Home Rights in Australia

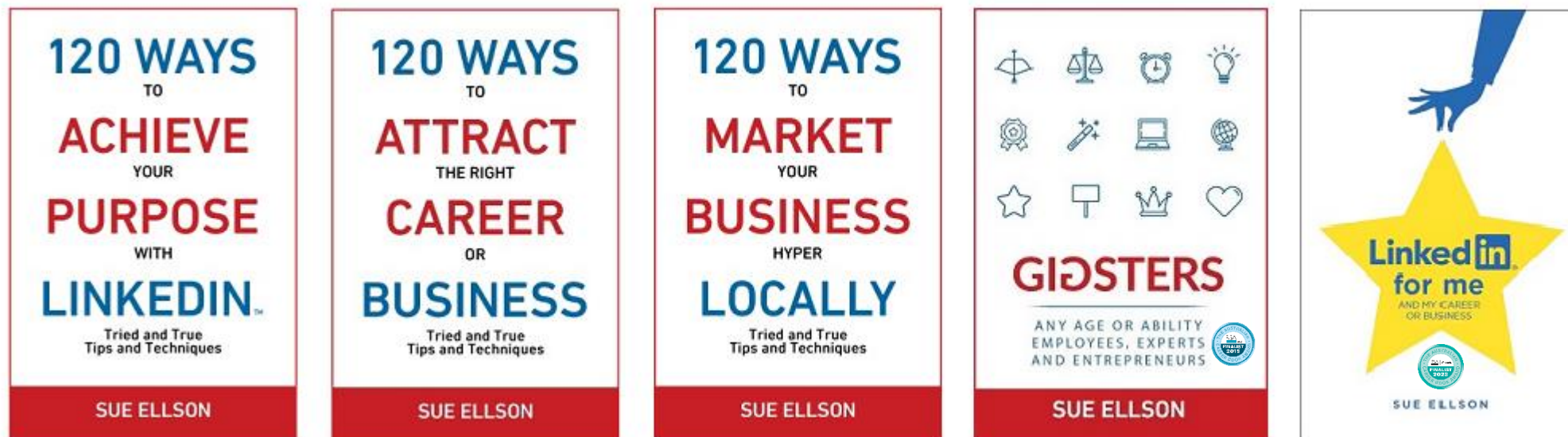
★ <https://sueellson.com/blog/work-from-home-rights-in-australia>



Existing Terminology and Artificial Intelligence Terminology

★ <https://sueellson.com/blog/existing-terminology-and-artificial-intelligence-terminology>

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 Research

1. Clarify your Purpose
2. Develop a Connection Strategy
3. Develop an Engagement Strategy
4. Develop an Attraction Strategy
5. Use LinkedIn Special Features
6. Use Advanced Searches
7. Create Conversations
8. Be a Creative Detective
9. Ask Questions
10. Publish Your Research



10 Ways to Improve your LinkedIn Research

What do you want to research on LinkedIn?

- 1 – sales opportunities
- 2 – career or promotion opportunities
- 3 – data for your research project
- 4 – branding opportunities
- 5 – media sources and stories
- 6 – information for learning or education
- 7 – maintain or develop professional relationships
- 8 – other



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

10 Ways to Improve your LinkedIn Research

1. Clarify your Purpose

Sales – products or services?

Career – jobs or promotion?

Research – participants or findings?

Brand – publicity or thought leaders?

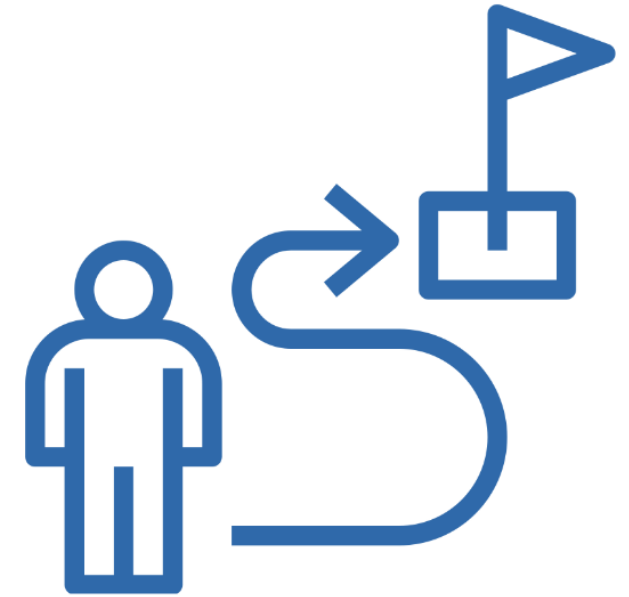
Media – journalists or producers?

Learning – training or education?

Other – be specific

Recommend

Your purpose will determine what to look for, where to find it, who to talk to and where you will ask questions and publish your findings



10 Ways to Improve your LinkedIn Research

2. Develop a Connection Strategy

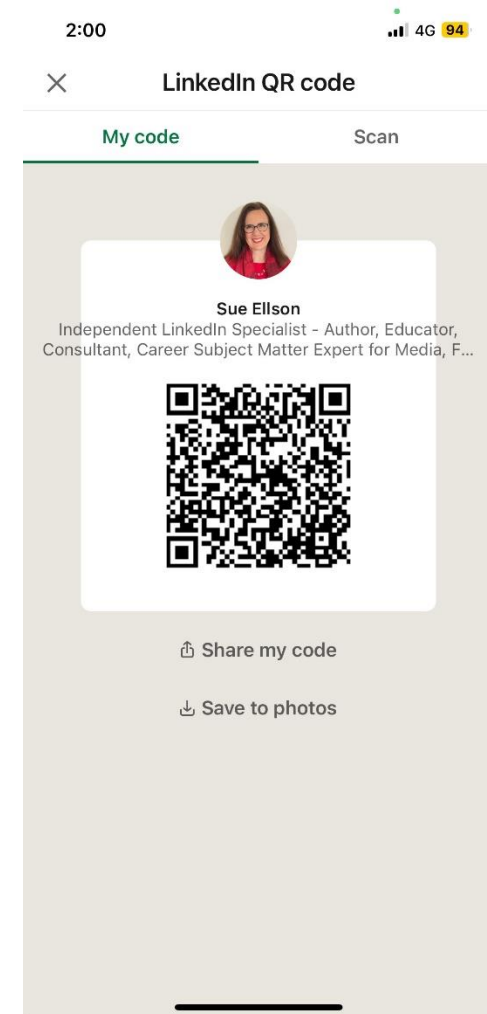
- local, interstate, overseas
- profession
- industry
- academics and early career researchers
- shared Connections

Recommend

From now on, invite everyone you meet online or offline to connect with you on LinkedIn – do it at 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 😊

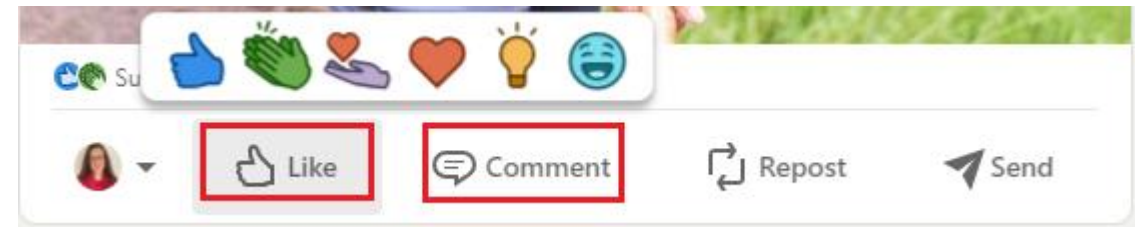
Don't forget to click the Notification Bell on VIPs 🔔



10 Ways to Improve your LinkedIn Research

3. Develop an Engagement Strategy

- which people, Companies and Schools will you Follow and Notify 🔔?
- which Groups will you join?
- which Content will you React to and Comment on to help the algorithm learn what is of interest to you?
- which Content will you not stop scrolling on, react to or comment on because it is unrelated to your purpose?



Recommend

Remember that social media expects you to 'listen' as well as 'speak' so be the nice 'friend' that engages with published content related to your purpose

10 Ways to Improve your LinkedIn Research

4. Develop an Attraction Strategy

- keyword optimise your LinkedIn Profile (Headline and Industry)
- keyword optimise your LinkedIn Company or School Page
- keyword optimise your LinkedIn Articles (and add in SEO Title and Description)
- follow aligned #hashtags
- explore Events (people attending)
- explore Newsletters (aligned content)

Recommend

Being found for your name and keywords will help other 'researchers' find you and invite you to be involved.

120 WAYS TO ACHIEVE YOUR PURPOSE WITH LINKEDIN. Tried and True Tips and Techniques SUE ELLSON

120 WAYS TO ATTRACT THE RIGHT CAREER OR BUSINESS Tried and True Tips and Techniques SUE ELLSON

120 WAYS TO MARKET YOUR BUSINESS HYPER LOCALLY Tried and True Tips and Techniques SUE ELLSON

GIGSTERS ANY AGE OR ABILITY EMPLOYED, EXPERTS AND ENTREPRENEURS SUE ELLSON

Linked in for me SUE ELLSON

sueellson.com/books

Sue Ellson (She/Her)

Independent LinkedIn Specialist - Author, Educator, Consultant, Career, Workplace Subject Matter Expert for Media, Founder, Gigster, Keynote Speaker, Trainer, Poet, Writer, Business, Social Media Marketing, Digital, AI

Top Career Development Voice

Greater Melbourne Area · Contact info

Sue Ellson Services & Pricing

28,319 followers · 500+ connections

Open to Add profile section More

Open to work Corporate Trainer, Book Author, Workshop Instruc... Show details

Providing services Career Development Coaching, Training, Social Me... Show details

Industry* Management Consulting

Learn more about industry options

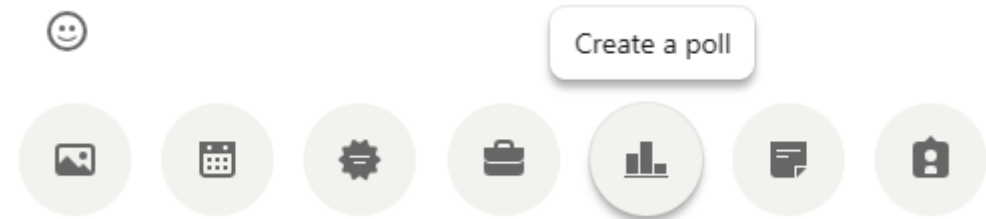
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5. Use LinkedIn Special Features

- Polls via Newsfeed
- Collaborative Articles
<https://www.linkedin.com/pulse/topics/home>
- Articles
<https://www.linkedin.com/article/new>
- Newsletters
<https://www.linkedin.com/mynetwork/network-manager/newsletters>
- LinkedIn Learning
<https://www.linkedin.com/learning>

Recommend

Use special features most aligned with your research purpose.




What is the difference between a collaborative article and other articles on LinkedIn? ^

We invite experts to directly contribute insights within sections of the collaborative articles. These articles begin as AI-powered conversation starters, developed with our editorial team, but they aren't complete without insights from our members. Other articles on LinkedIn are created by members, organizations, and LinkedIn Editors, and allow members to react and comment at the bottom of the article.

Learn more about Collaborative Articles

We're unlocking community knowledge in an all new way. It starts with an article on a professional topic or skill, written with the help of AI — but it's not complete without insights and advice from people with real-life experiences. We invited experts to contribute. [Learn more](#)


You're testing software and need to ensure its security. What's the best way to do it?

 23 posts · 3 minutes ago

Learn how to test software security effectively and efficiently with these tips and best practices. Understand the risks, choose the right ones...

Software Testing · Engineering

How can you use variation to avoid plateaus in functional training?

 3 contributions · 1 hour ago

Learn how to use variation to avoid plateaus in functional training and keep your workouts fun and effective. Modify your exercises...

Functional Training · Healthcare

More to explore

- Marketing
- Public Administration
- Healthcare
- Engineering
- IT Services
- Sustainability
- Business Administration
- Telecommunications
- HR Management

10 Ways to Improve your LinkedIn Research

6. Use Advanced Searches

- start typing in the Search box and see all the extra filters that come up (limited search queries)
- use a Google Advanced Search (for unlimited search queries across the entire LinkedIn platform)
https://www.google.com.au/advanced_search
- include specialist words in your search query like 'research paper,' 'white paper,' 'report' or 'research findings'
- look at the Publications list on personal LinkedIn Profiles, particularly for academics

Recommend

Remember that a lot of people, including academics, will not keep LinkedIn up to date – find people and then question them

The screenshot shows the LinkedIn search results for the term "Research". The search bar at the top contains the word "Research". Below the search bar, a navigation bar includes tabs for "People", "Services", "Jobs", "Groups", "Companies", "Products", "Posts", "Courses", "Schools", "Events", and "All filters". The "People" tab is selected, and a dropdown menu on the left lists "On this page", "People", "Services", "Jobs", "Groups", "Companies", "Products", "Posts", "Courses", and "More people". The main content area displays three search results for "People":

- Dr Roya Khalil** (2nd connection): Director of Research and Development at Incitec Pivot... Melbourne, VIC. Current: Industry Advisor **Research** Hub for Nutrients in Circulat Economy (NICE) at Australian **Research**... Andrew Ford, Alex Makin FGIA FAMI CPM, and 27 other mutual connections.
- Andi Caragounis** (2nd connection): Executive Research and Talent Director Greater Melbourne Area. Current: Executive **Research** and Talent Director|Finance & Accounting at Sharp & Carter. David Reddin, Karen Tisdell, and 67 other mutual connections.
- Nadia Levin** (2nd connection): CEO & Managing Director at Research Australia Greater Sydney Area. Volunteer Experience: Board Member at New Zealanders for Health **Research**. Russell Wylie, Sophie Scott OAM, and 21 other mutual connections.

At the bottom of the results, there is a link to "See all people results" and a "Services" tab highlighted in a red box.

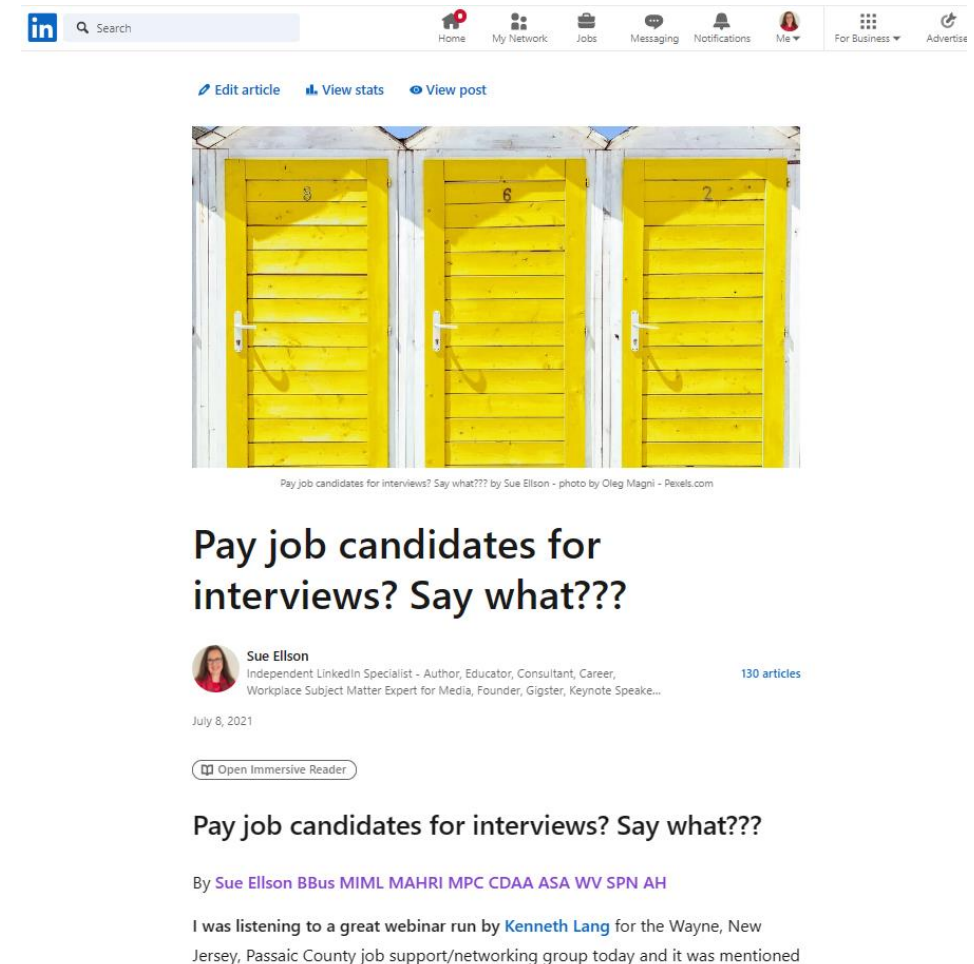
10 Ways to Improve your LinkedIn Research

7. Create Conversations

- your own or other people's viral content
<https://www.linkedin.com/pulse/pay-job-candidates-interviews-say-what-sue-ellson>
- include good quality and meaningful statistics
- use hypnotic language and ask questions in your Posts
- engage with content in a meaningful way (not AI Comments) and always respond to Comments on your content (at length if possible)

Recommend

Look for trending or new topics and see if you can add value and see who has engaged and reach out.



The screenshot shows a LinkedIn article interface. At the top, there's a search bar and navigation icons for Home, My Network, Jobs, Messaging, Notifications, and Me. Below the navigation, there are options to 'Edit article', 'View stats', and 'View post'. The main content area features a photograph of three yellow doors with numbers 8, 6, and 2 on them. Below the photo is the article title 'Pay job candidates for interviews? Say what???' and the author's name 'Sue Ellson'. The author's bio reads 'Independent LinkedIn Specialist - Author, Educator, Consultant, Career, Workplace Subject Matter Expert for Media, Founder, Gigster, Keynote Speake...'. The date 'July 8, 2021' and '130 articles' are also visible. A button for 'Open Immersive Reader' is present. The article text begins with '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'.

10 Ways to Improve your LinkedIn Research

8. Be a Creative Detective

- who is engaging with content?
- who is involved in professional or industry associations?
- which other platforms would researchers or journalists use to share their content? i.e.
<https://orcid.org>
<https://www.researchgate.net> <https://scholar.google.com>
<https://muckrack.com>
<https://authory.com>
- what is visible versus invisible? (you or content)
<https://www.linkedin.com/mypreferences/d/profile-viewing-options>
- put out a request for Research Participants (for a poll or approved survey – targeted with Direct Messages and Posts)
- ask for Referrals to someone they may know

Recommend

Find people by name on LinkedIn and search their research on other platforms

← Back

Profile viewing

Select what others see when you've viewed their profile

✓ Your name and headline



Sue Ellson
Independent LinkedIn Specialist - Author, Educator, Consultant, Career, Workplace Subject Matter Expert for Media, Founder, Gigster, Keynote Speaker, Trainer, Poet, Writer, Business, Social Media Marketing, Digital, AI 🙌
Greater Melbourne Area | Business Consulting and Services

Private profile characteristics



Founder in the Social Networking Platforms industry from Greater Melbourne Area

Private mode



You will be in complete private mode

10 Ways to Improve your LinkedIn Research

9. Ask Questions

- find centres of influence and ask for referrals
- contact Authors of content ask for more information
- contact Group Administrators
- be clear about the specific information and time you need and don't overburden people
- don't ask questions already answered on their LinkedIn Profile

Recommend

Allow time, especially for people who are unlikely to check their LinkedIn account – find them on LinkedIn but then contact them directly by phone or email

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

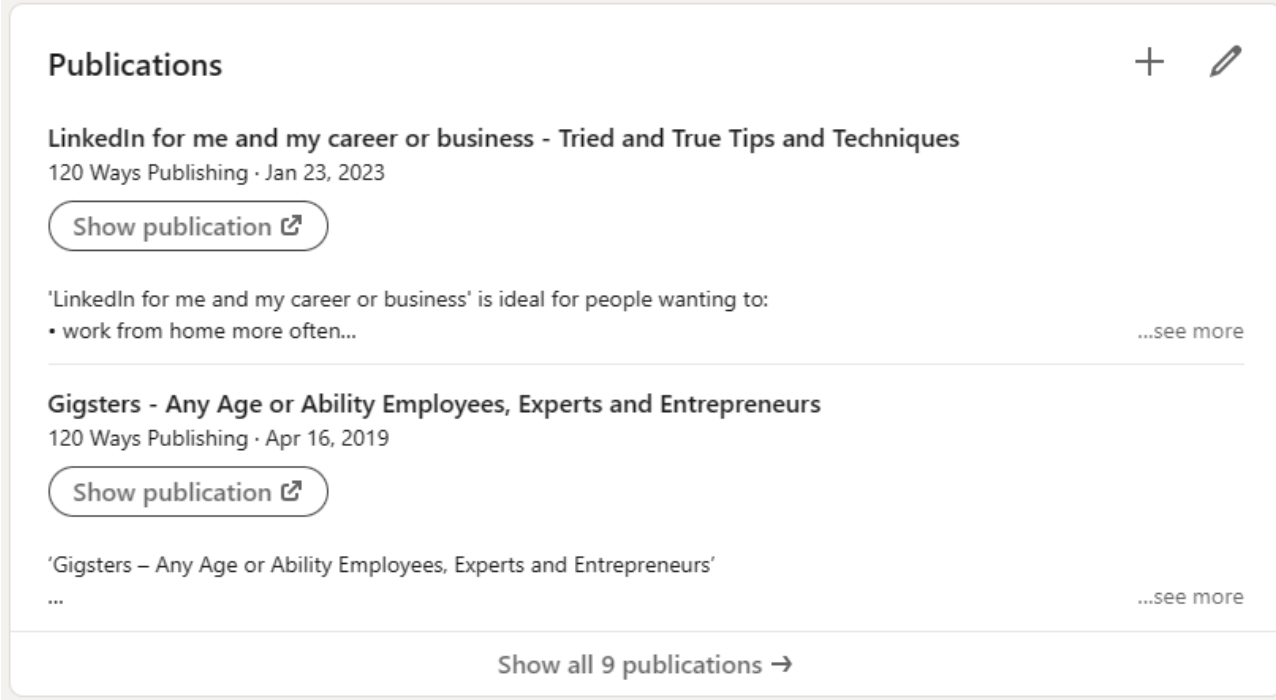
10 Ways to Improve your LinkedIn Research

10. Publish your Research

- as a minimum in the Publications section of your LinkedIn Profile and as a Post in the Newsfeed
- ideally, have a spreadsheet and record the date that your Research Summary was published on each Publication Platform + LinkedIn
<https://sueellson.com/blog/online-presence-a-results-driven-approach-at-instem-conference-melbourne-naarm>
- personally ask fellow Researchers and Participants to share with their networks
- consider reaching out to others who can share your findings (including specialist journalists and producers)

Recommend

Be proud of your findings – create an impact!



The screenshot shows the 'Publications' section of a LinkedIn profile. At the top right, there are icons for adding (+) and editing (pencil) publications. The first publication is titled 'LinkedIn for me and my career or business - Tried and True Tips and Techniques', published on Jan 23, 2023. Below the title is a 'Show publication' button with an external link icon. The preview text reads: 'LinkedIn for me and my career or business' is ideal for people wanting to: • work from home more often... followed by a '...see more' link. The second publication is titled 'Gigsters - Any Age or Ability Employees, Experts and Entrepreneurs', published on Apr 16, 2019. It also has a 'Show publication' button. The preview text reads: 'Gigsters - Any Age or Ability Employees, Experts and Entrepreneurs' followed by '...' and a '...see more' link. At the bottom of the section, there is a 'Show all 9 publications →' link.

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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 – 31st – 10 Ways to Improve Your LinkedIn Business Results 10 April 2024

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

- 10 Ways to Improve your LinkedIn Research 13 March 2024
- 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
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<https://sueellson.com/courses/linkedin-for-me-and-my-career-or-business>

Special Gift – Free Downloads

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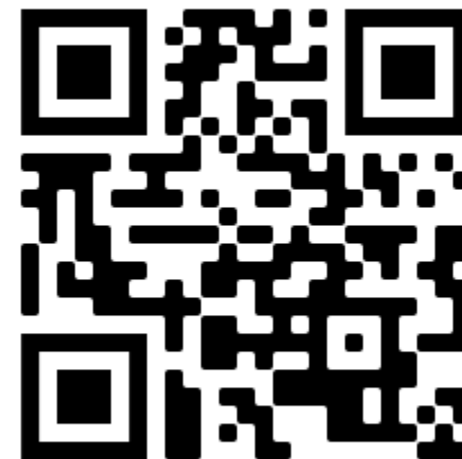
✓ keep up to date by following me on social media



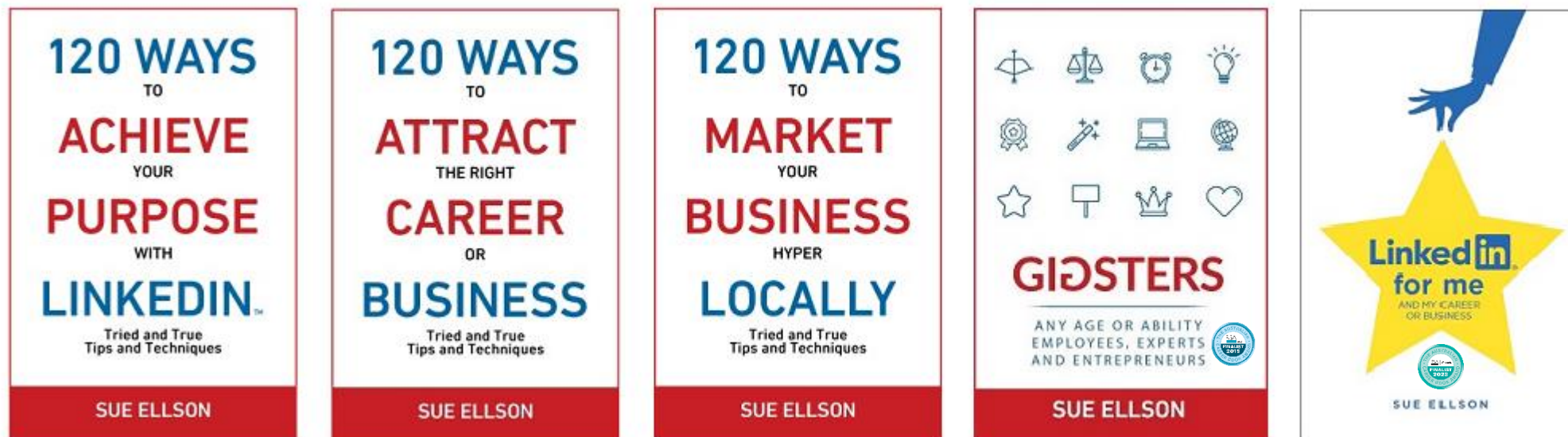
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- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (867 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2> (212 Followers)
- ✓ Twitter <https://twitter.com/sueellson> (435 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (398 Followers)
- ✓ TikTok <https://www.tiktok.com/@sueellson> (43 Followers)
- ✓ Sue Elson Shares LinkedIn Newsletter (5,835 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 Website Blog Notifications Email (50 Subscribers) <https://sueellson.com/blog-subscribe>
- ✓ **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-research>



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> (144 Google Reviews) or

Facebook <https://www.facebook.com/sueellson2/reviews> (11 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