



# ASBA



## LinkedIn Strategy

**Sue Ellson**  
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Author, Educator, Practitioner

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

# Fast Facts – more at [sueellson.com](https://sueellson.com)

Sue Ellson is a Member of

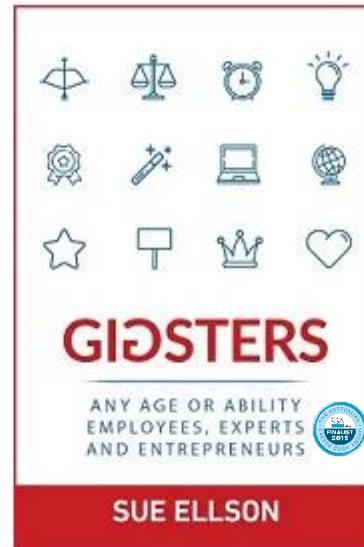
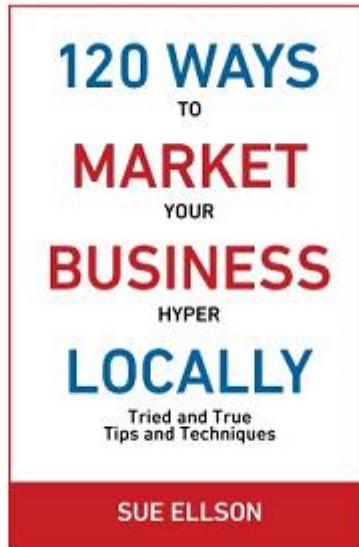
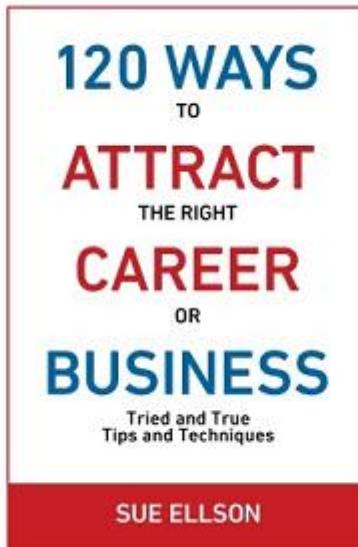
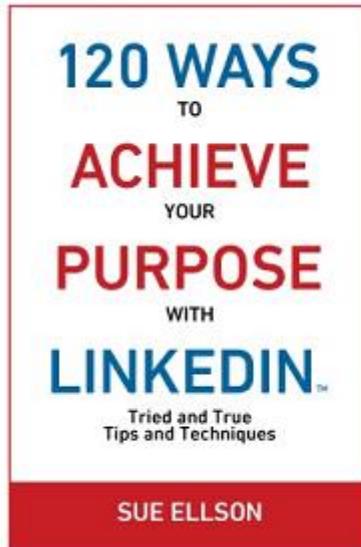


Sue Ellson is the Founder of



<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

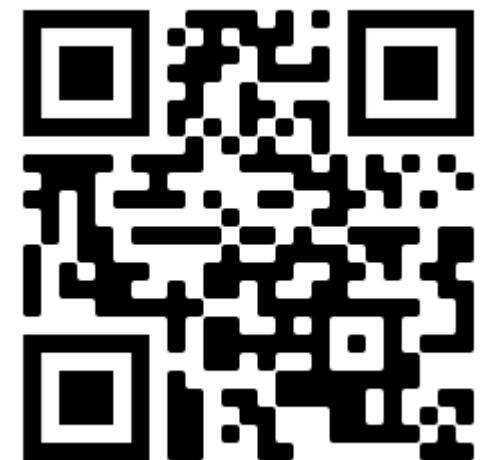
Give yourself a gold star ★ LinkedIn Presence

<https://sueellson.com/books> or <https://120wayspublishing.com>

# Follow / Subscribe to Sue Ellson Online



- ✓ LinkedIn Profile <https://www.linkedin.com/in/sueellson> (24,809 Connections, 28,399 Followers)
- ✓ YouTube <https://www.youtube.com/@sueellson> (506 Subscribers, 140 Videos – goal is 1,000+ Subscribers)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (866 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2> (213 Followers)
- ✓ Twitter <https://twitter.com/sueellson> (437 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (399 Followers)
- ✓ TikTok <https://www.tiktok.com/@sueellson> (46 Followers)
- ✓ Sue Ellson Shares LinkedIn Newsletter (5,845 Subscribers)  
<https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Ellson Sharing LinkedIn Newsletter (298 Subscribers)  
<https://www.linkedin.com/newsletters/7011478630589497344>
- ✓ Sue Ellson Website Blog Notifications Email (52 Subscribers)  
<https://sueellson.com/blog-subscribe>
- ✓ Sue Ellson Email Newsletter (72 Subscribers)  
<https://sueellson.com/newsletters>



## Quick Points

- ✓ acknowledge traditional owners of land where we are all based
- ✓ this presentation is for people of all backgrounds
- ✓ this is not professional advice for your personal circumstances
- ✓ slides can be shared
- ✓ will be asking you what has been most helpful to you
- ✓ encourage you to find 3 things to do in 3 hours or days



# Previous Presentation for ASBA

✓ LinkedIn for Association of School Business Administrators (ASBA) Members 12 August 2022

Recording -

<https://asba.asn.au/int/asba/uploads/files/Pips%20files/Webinar%20Uploads/LinkedIn%20webinar%20120822.mp4>

Slides -

<https://asba.asn.au/int/asba/uploads/files/Pips%20files/Webinar%20Uploads/LinkedIn%20notes%20120822.pdf>



## Recommended Links

<https://sueellson.com/linkedin-insight-webinars-and-recordings> (full list)

<https://sueellson.com/blog/linkedin-for-board-directors-and-senior-leaders>

<https://sueellson.com/blog/2024-data-finance-and-online-update-for-schools>

<https://sueellson.com/blog/linkedin-for-schools-colleges-and-universities>

<https://sueellson.com/blog/educate-plus>

# ASBA Presence – Please Connect on Socials

Follow, Join and/or Subscribe and choose NOTIFY  to receive details

## Facebook Page

<https://www.facebook.com/ASBALtd> - Like and Follow - 130 Likes, 153 Followers

## LinkedIn Group

<https://www.linkedin.com/groups/5130414/> - Join - 436 Members

## LinkedIn School

<https://www.linkedin.com/school/association-of-school-business-administrators-asba>  
- List Board Position and Notify All New Posts 936 Followers 1 Alumni

## ASBA Victoria LinkedIn Page

<https://www.linkedin.com/company/asbavic> Follow and Notify - 313 Followers

## ASBA YouTube Channel

<https://www.youtube.com/@AssocSchoolBusAdmin> Subscribe and Notify - 5 Subscribers, 2 Videos

# ASBA Updates for your LinkedIn Profile

1. Could add ASBA Logo to LinkedIn Banner Image 1584 x 396 pixels
2. Can add Position to Professional or Voluntary Experience – choose ASBA from drop down box
3. Can add Description in Details of Position

Established in 1977, the Association of School Business Administrators Limited (ASBA) is the peak body representing 8 Member associations of over 1,450 Bursars, Business Managers and Business Administrators employed in independent non-government schools throughout Australasia. ASBA provides Professional Development opportunities, a salary survey, the Associate magazine, Chapter and National Conferences, webinars and a Bulletin Board as well as bespoke programs in partnership with universities and other educational bodies in Australia. ASBA also provides advice and information to Independent Schools Australia. <https://asba.asn.au>

4. Can add video to Bond University Introduction as 'Media' for your position <https://vimeo.com/722425347>
5. Can add ASBA Membership in Licenses and Certifications Section
6. Can add ASBA to Organizations Section
7. Can add any Courses to Education and/or Courses Section (Education = added to Alumni)
8. Can add Website Link <https://asba.asn.au/#boarddirectors> in Contact Info Section

# ASBA Updates for your LinkedIn Company Page

If your School has a LinkedIn Company Page instead of a LinkedIn School Page, you need to ask one of the ideally three LinkedIn Super Admins to request it to be changed from a Company Page to a School Page via this form

<https://www.linkedin.com/help/linkedin/ask/CP-primary>

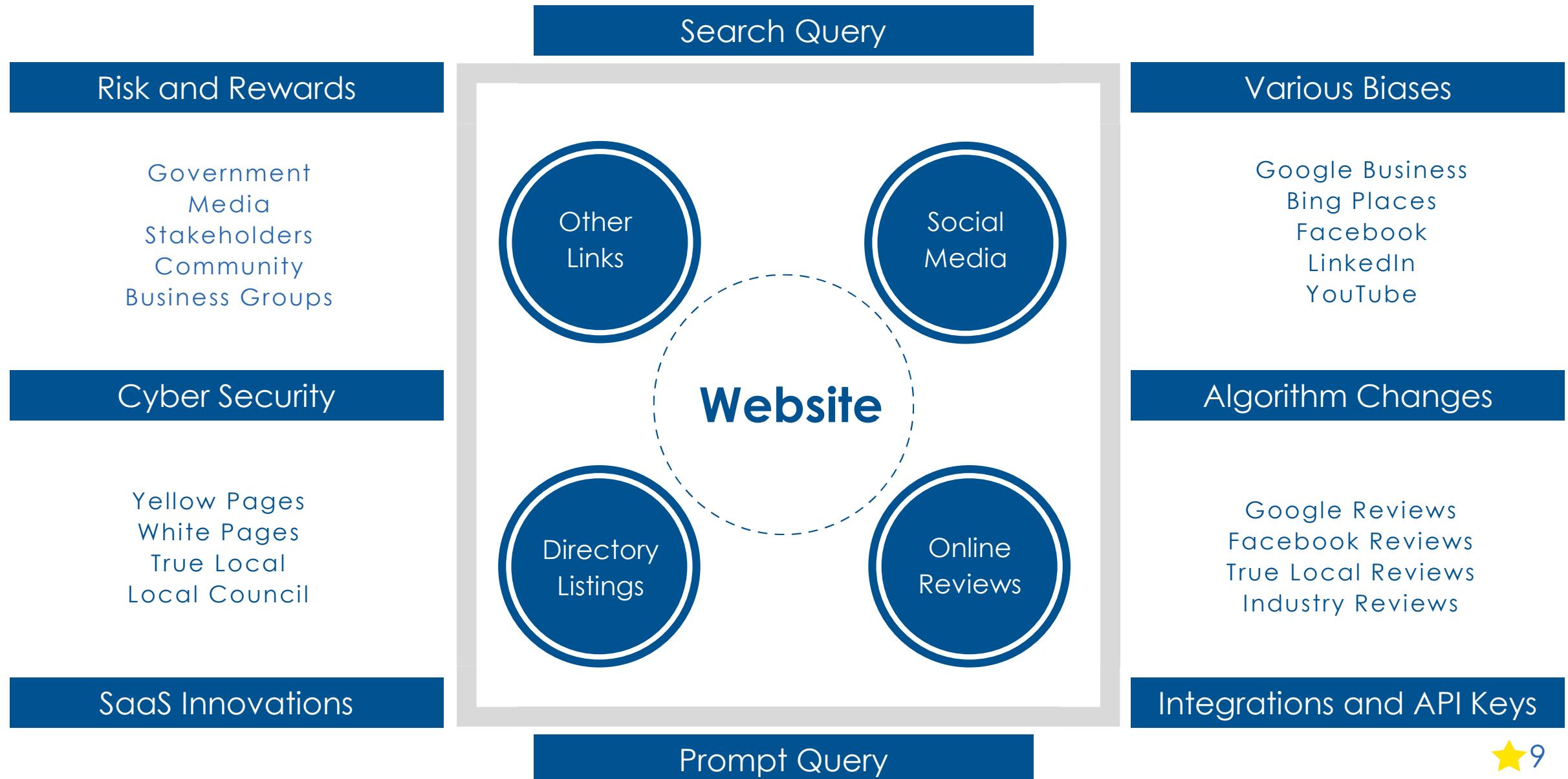
Should only take a couple of days to process and allows you to track your Alumni as well as let Staff choose it as their Employer from the drop down box

e.g. <https://www.linkedin.com/company/ringwood-secondary-college> should be <https://www.linkedin.com/school/ringwood-secondary-college>

\* Good idea to also check for any duplicate Pages or Groups for your School and have them merged / removed



# Online Presence



# Online Presence

## Search Engine Results Pages (SERPs)

Database

Algorithm

Paid Ads

## Chat Experience Results Pages (CERPs)

Multiple  
Datasets

Natural Language  
Processing (NLP)

Large Language  
Model (LLM)

Embedded AI

Prompted AI

Generative AI

Fast Processing

Low Reliability

Exponential

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

From SERPs to CERPs [https://issuu.com/educateplus/docs/2023\\_educate\\_plus\\_f2f\\_magazine](https://issuu.com/educateplus/docs/2023_educate_plus_f2f_magazine)

# Online Presence – Search Engine

## Places where your school needs to be correctly and completely listed

<https://business.google.com> (suggest you have one email address for all Google Properties)

<https://www.bingplaces.com>

<https://www.facebook.com/pages/create> (turn on Reviews so they can appear in Bing)

<https://linkedin.com>

<https://www.youtube.com> (change your Handle to <https://www.youtube.com/@yourschoolname>)

<https://www.localguidesconnect.com> (for giving Google Reviews and earning points)

<https://www.truelocal.com.au/add-business> (to be found in local suburb results)

<https://get.yellow.com.au/yellow-online> (free link to your school website high Domain Authority (DA) website)

<https://business.whitepages.com.au/products/listing> (free link to your school website high DA website)

Need to be found for

1. Type of school and location or service area
2. Name of school and name of principal / individual staff
3. Type of school by broader location (region including suburb or location names, state, country, etc)
4. Keywords used in search or chat queries by typing or voice (nearest girls school)

(e.g. Siena College Catholic Girls School Camberwell Melbourne as the Title of the website)

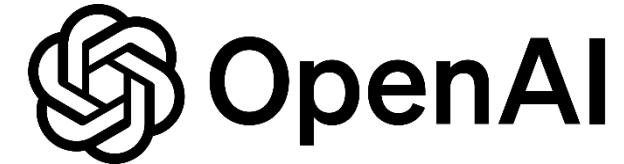
## Online Presence – Chat Experience



<https://gemini.google.com>



<https://www.bing.com/chat>



<https://chat.openai.com>

How does your school perform in these three chat experiences?

These all rely on content from your school's website so your website needs to answer chat user questions

I suggest that you continuously publish content on your website first and then share it on all of your socials

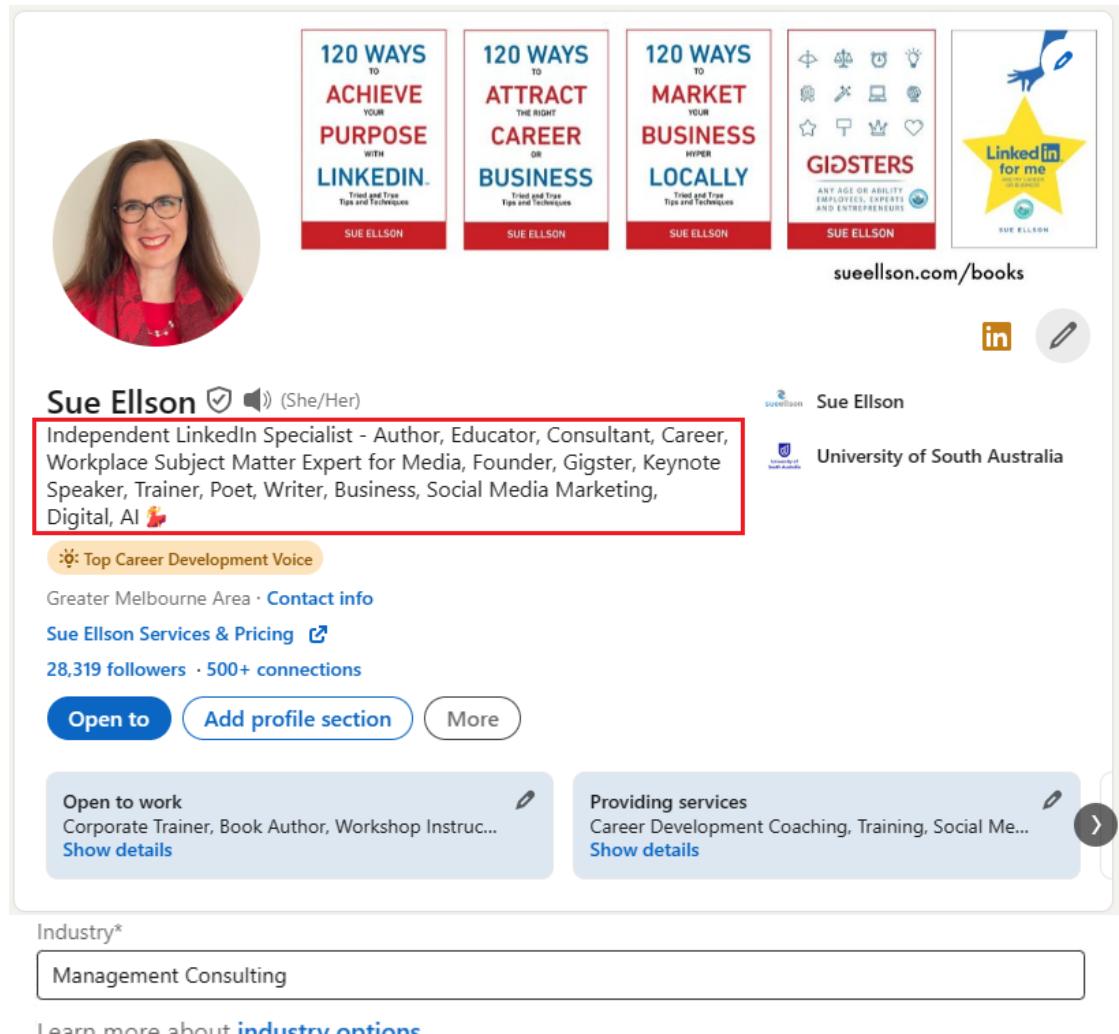
I also suggest copy/pasting links to all archival quality content to <https://archive.org/web>

# Attraction Strategy

- change your LinkedIn URL  
<https://www.linkedin.com/public-profile/settings>
- keyword optimise your LinkedIn Profile (Headline and Industry) and complete in full
- keyword optimise your LinkedIn Company or School Page and complete in full
- 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 people invite you to be involved.



Sue Ellison  (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 Ellison 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](#)

# Connection Strategy

- local, interstate, overseas
- profession and/or industry
- shared employer or education provider
- <https://www.linkedin.com/in/kathy-dickson>
- <https://asba.asn.au/#boarddirectors>
- <https://asba.asn.au/#chapterpresidents>

## 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

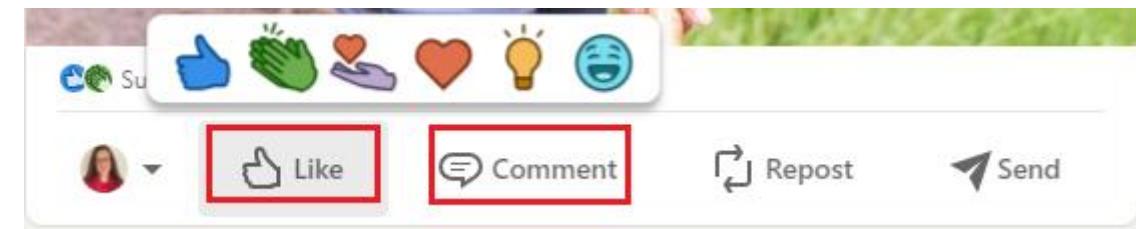
e.g. Thank you for your email on the topic of x. I like to invite everyone I meet both personally and professionally to connect with me here on LinkedIn. I look forward to seeing you online! Cheers, Sue 😊

Don't forget to click the Notification Bell on VIPs 



# 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

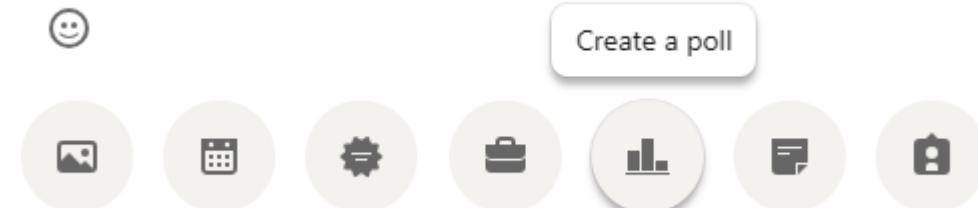
Remember that social media expects you to 'listen' as well as 'speak' so be the nice 'friend' that engages with published content related to your purpose – can provide 'more' value than posting

# Content Strategy

- Variety of Scroll Stopping Posts – image, video, documents
- Polls via Newsfeed
- Collaborative Articles – Be a Top Voice  
<https://www.linkedin.com/pulse/topics/home>
- Articles  
<https://www.linkedin.com/article/new>
- Newsletters  
<https://www.linkedin.com/mynetwork/network-manager/newsletters>
- Events – Past and Future invite 1,000 Connections per week, better for free events, link to website
- LinkedIn Learning – Free with a library card  
<https://www.linkedin.com/learning>

## Recommend

Use features most aligned with your business 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

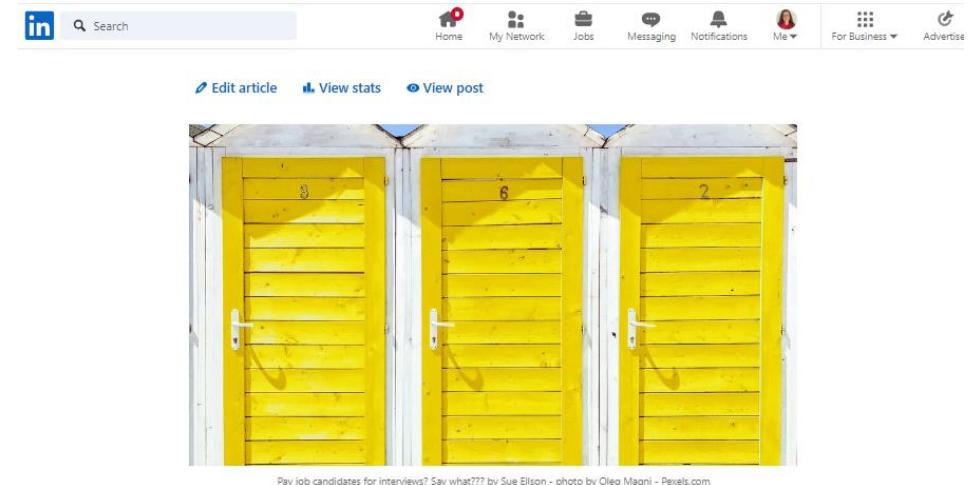
HR Management

# Conversation Strategy

- 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 soon after publication or if a Post has a lot of engagement)

## Recommend

Look for trending or new topics and see if you can add value and see who has engaged and reach out (real time amplification or news jacking).



**Pay job candidates for interviews? Say what???**



**Sue Ellson**  
Independent LinkedIn Specialist - Author, Educator, Consultant, Career, Workplace Subject Matter Expert for Media, Founder, Gigster, Keynote Speake...

130 articles

July 8, 2021

[Open Immersive Reader](#)

**Pay job candidates for interviews? Say what???**

By [Sue Ellson BBus MIML MAHRI MPC CDA 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

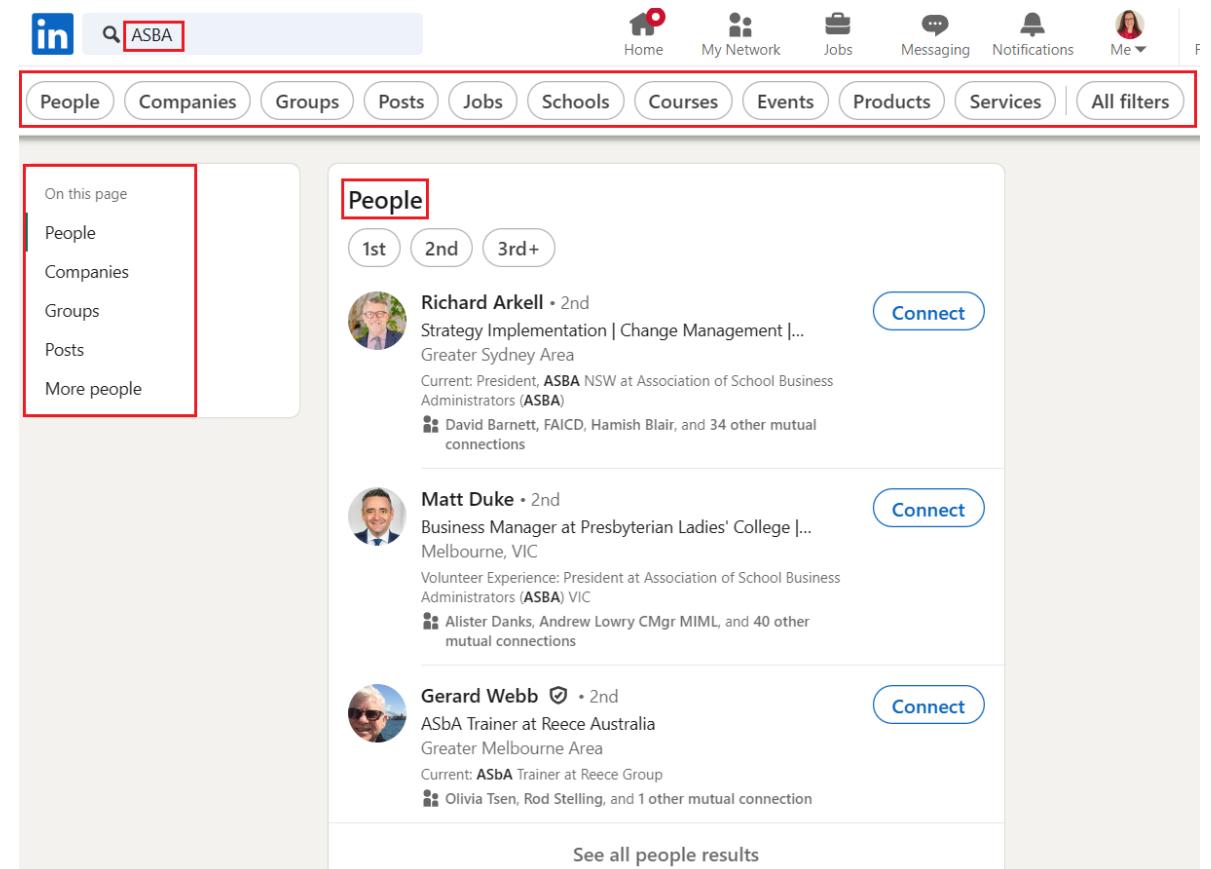
# Research Strategy

- 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](https://www.google.com.au/advanced_search)
- include specialist words in your search query like

## Recommend

Remember that a lot of people, will not keep LinkedIn up to date – find people and then contact them directly via website, phone, email

Can also look at LinkedIn Profiles anonymously via  
<https://www.linkedin.com/mypreferences/d/profile-viewing-options>



The screenshot shows the LinkedIn search interface with the search term 'ASBA' entered in the search bar. The results are filtered to show 'People' (which is highlighted with a red box). Below this, there are three search results for individuals:

- Richard Arkell** • 2nd  
Strategy Implementation | Change Management [...]  
Greater Sydney Area  
Current: President, ASBA NSW at Association of School Business Administrators (ASBA)  
David Barnett, FAICD, Hamish Blair, and 34 other mutual connections  
**Connect**
- Matt Duke** • 2nd  
Business Manager at Presbyterian Ladies' College [...]  
Melbourne, VIC  
Volunteer Experience: President at Association of School Business Administrators (ASBA) VIC  
Alister Danks, Andrew Lowry CMgr MIML, and 40 other mutual connections  
**Connect**
- Gerard Webb** • 2nd  
ASbA Trainer at Reece Australia  
Greater Melbourne Area  
Current: ASbA Trainer at Reece Group  
Olivia Tsien, Rod Stelling, and 1 other mutual connection  
**Connect**

At the bottom of the results, there is a link to 'See all people results'.

# Relevant Statistics

LinkedIn Profile Connections - 500+

LinkedIn Profile Followers - more than Connections

LinkedIn Profile Recommendations 6+ both Given and Received

LinkedIn School Page - 500+ Followers and 500+ Alumni  
- aim to have 80% of this year's final students listing your school in 'Education' section (from now on)

Reactions per Post – more than 5

Comments per Post – more than 1

Engaging with other people's content per week 3 – 12 times

Posting your own content per week 1 – 2 times

Consistency > Silver Bullet

**Download free spreadsheet you can use at**  
<https://suellson.com/latest-offer>



What were your faves?

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

3 in 3

# Extra Resources

Blog

<https://sueellson.com/blog>

Publications

<https://sueellson.com/publications>

Presentations

<https://sueellson.com/presentations>

Podcasts

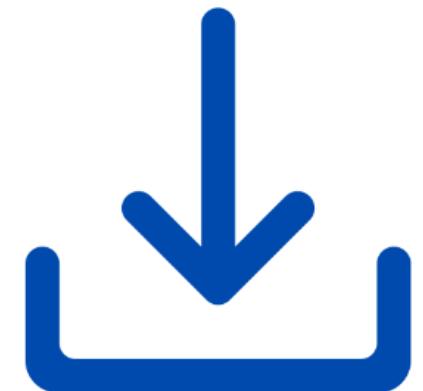
<https://sueellson.com/podcasts>

Television

<https://sueellson.com/television>

Videos

<https://sueellson.com/videos>



# What has been most helpful to you today?

## ✓ Write a Review on

Google <https://g.page/sue-ellson-author/review> (144 Google Reviews) or

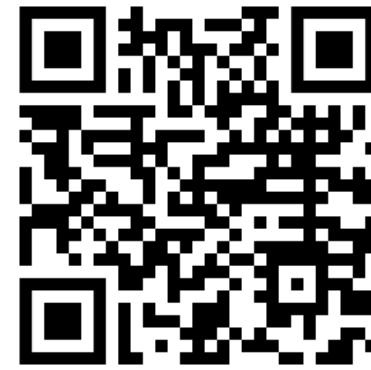
Facebook <https://www.facebook.com/sueellson2/reviews> (12 Reviews)

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