



ASBA

LinkedIn Strategy

Sue Ellson

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Independent LinkedIn Specialist

Author, Educator, Practitioner

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

Fast Facts – more at sueellson.com

Sue Ellson is a Member of

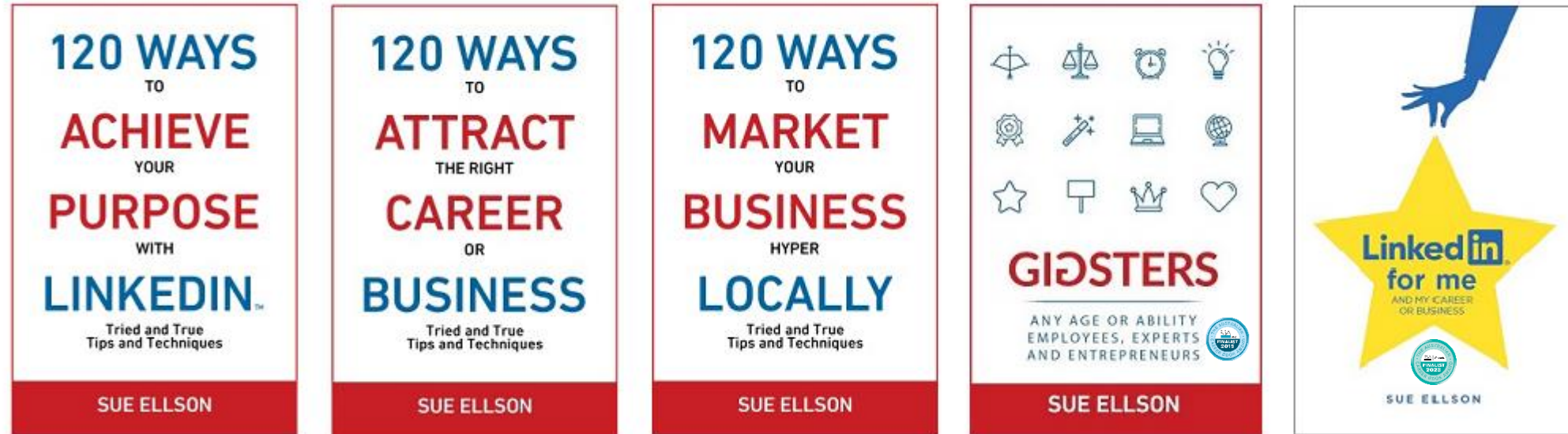


Sue Ellson is the Founder of



<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>

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>

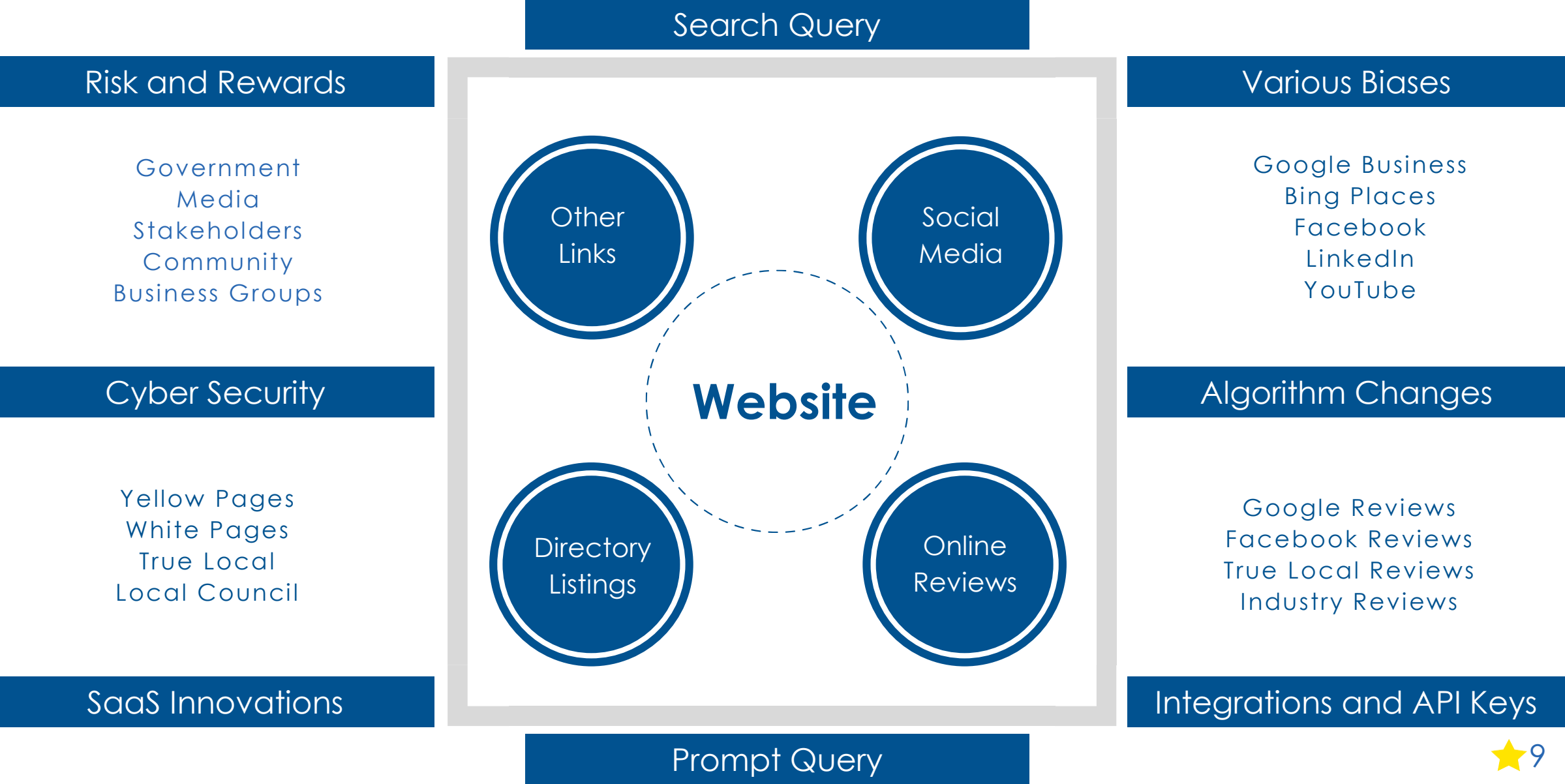
Should only take a couple of days to process and allows you to track your Alumni as well as let Staff choose it as their Employer from the drop down box

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 CHERPs 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

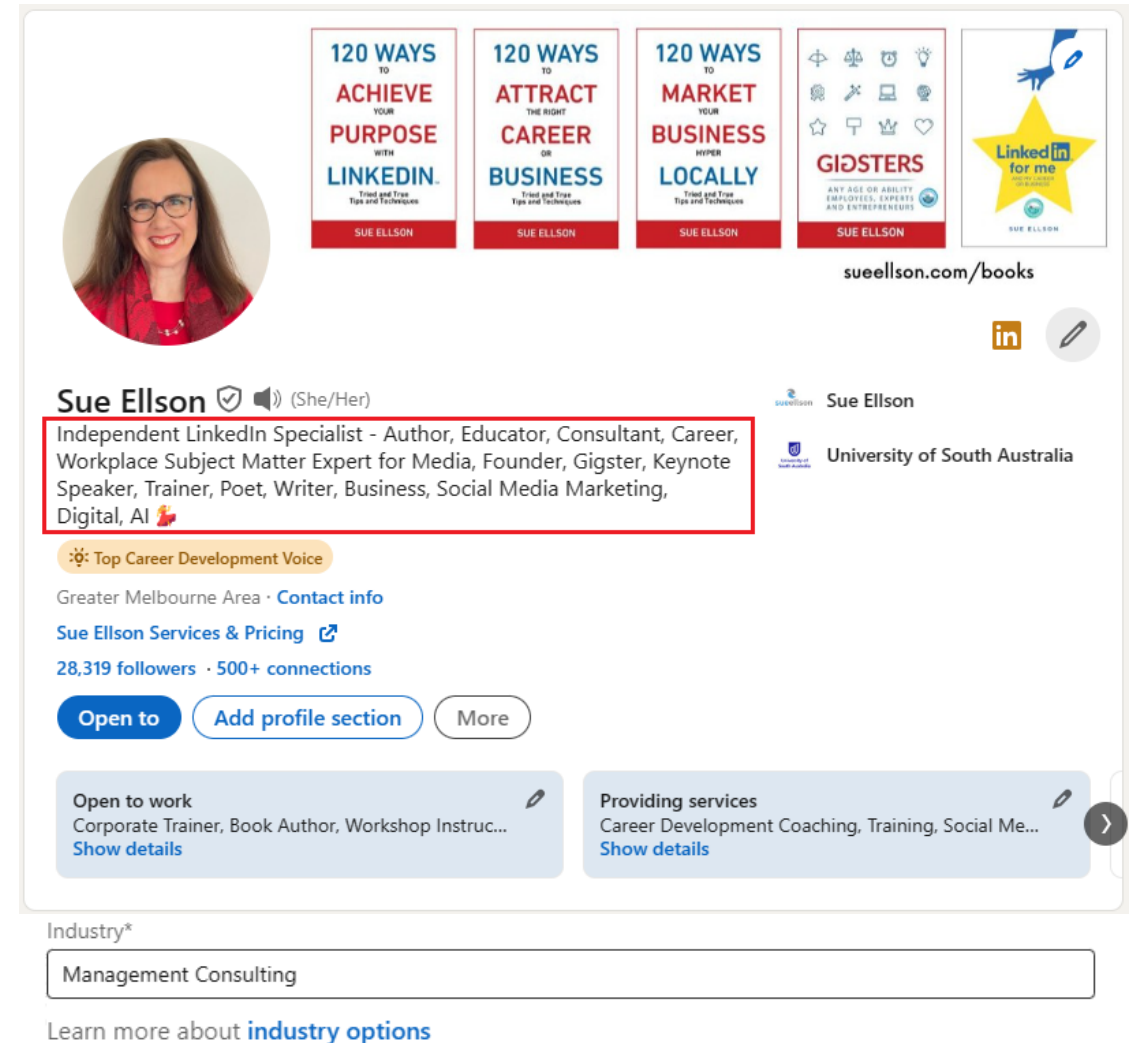
I also suggest copy/pasting links to all archival quality content to <https://archive.org/web>

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.



The screenshot shows Sue Ellson's LinkedIn profile. At the top, there are five book covers: '120 WAYS TO ACHIEVE YOUR PURPOSE WITH LINKEDIN', '120 WAYS TO ATTRACT THE RIGHT CAREER OR BUSINESS', '120 WAYS TO MARKET YOUR BUSINESS HYPER LOCALLY', 'GIGSTERS', and 'LinkedIn for me'. Below the books is the URL 'sueellson.com/books'. The profile picture shows Sue Ellson, a woman with glasses and a red top. The name 'Sue Ellson' is followed by a shield icon and '(She/Her)'. The headline, which is highlighted with a red box, reads: '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'. Below the headline is a badge that says 'Top Career Development Voice'. The location is 'Greater Melbourne Area' and there is a 'Contact info' link. The profile has '28,319 followers' and '500+ connections'. There are three buttons: 'Open to', 'Add profile section', and 'More'. Below these are two sections: 'Open to work' (Corporate Trainer, Book Author, Workshop Instruc...) and 'Providing services' (Career Development Coaching, Training, Social Me...). At the bottom, the 'Industry*' field is set to 'Management Consulting' with a link to 'Learn more about industry options'.

120 WAYS TO ACHIEVE YOUR PURPOSE WITH LINKEDIN. Sue ELLSON

120 WAYS TO ATTRACT THE RIGHT CAREER OR BUSINESS Sue ELLSON

120 WAYS TO MARKET YOUR BUSINESS HYPER LOCALLY Sue ELLSON

GIGSTERS Sue ELLSON

LinkedIn 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](#)

Connection Strategy

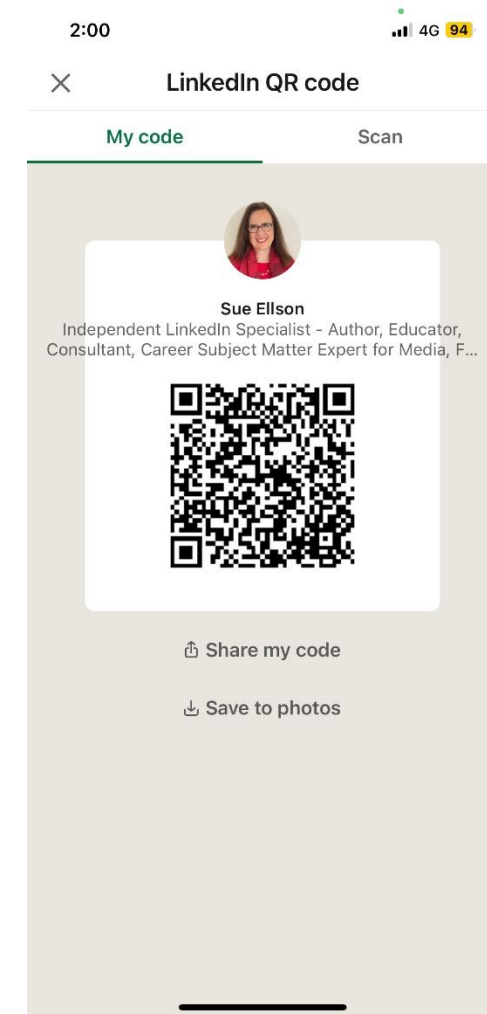
- local, interstate, overseas
- profession and/or industry
- shared employer or education provider
- <https://www.linkedin.com/in/kathy-dickson>
- <https://asba.asn.au/#boarddirectors>
- <https://asba.asn.au/#chapterpresidents>

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

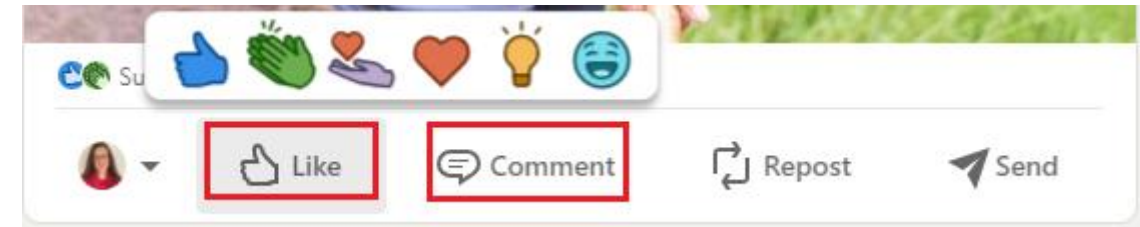
e.g. Thank you for your email on the topic of x. I like to invite everyone I meet both personally and professionally to connect with me here on LinkedIn. I look forward to seeing you online! Cheers, Sue 😊

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

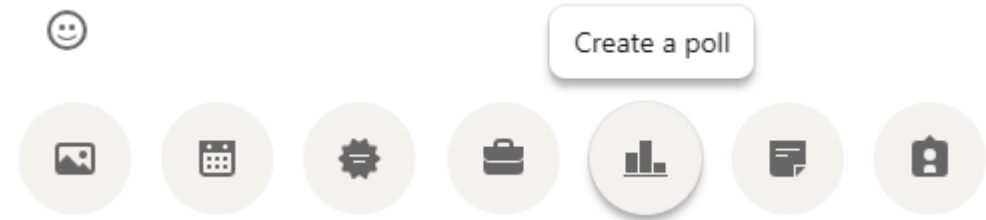
Content Strategy

- 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.

<https://www.linkedin.com/pulse/content-engagement-curation-creation-strategies-busy-people-ellson>



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

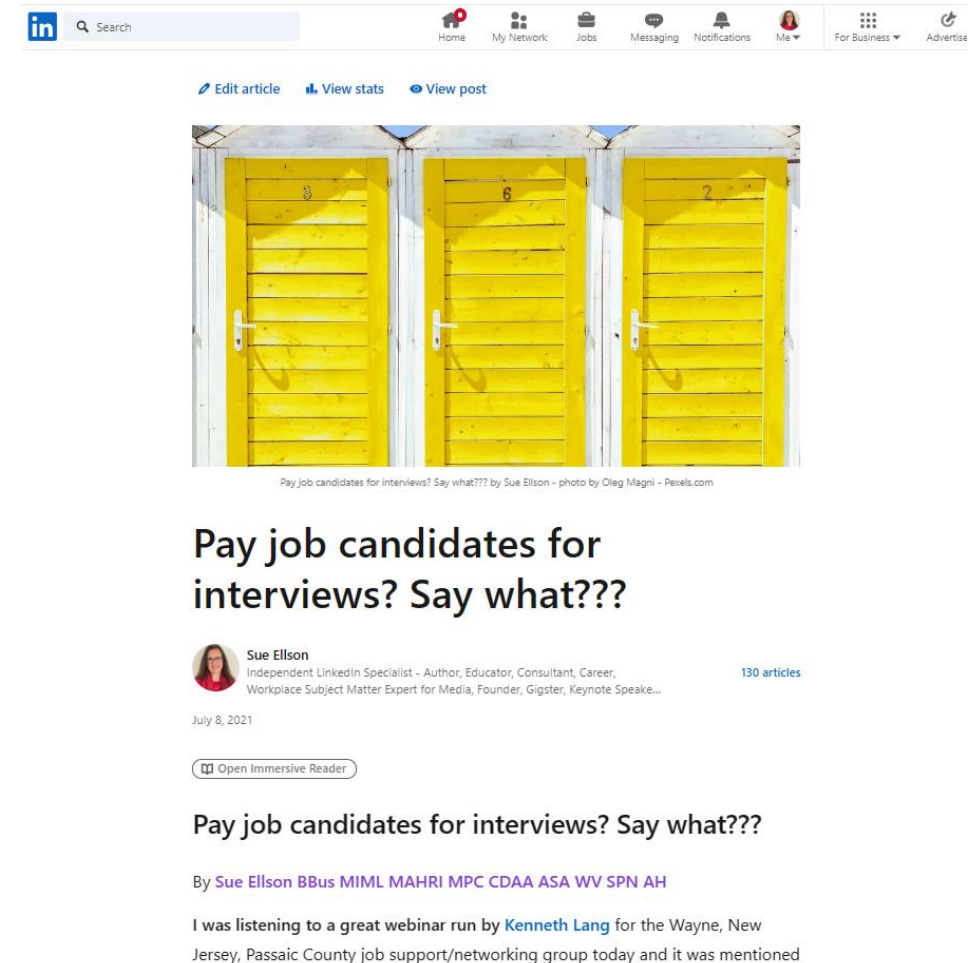
- Marketing
- Public Administration
- Healthcare
- Engineering
- IT Services
- Sustainability
- Business Administration
- Telecommunications
- HR Management

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).



The screenshot shows a LinkedIn article interface. At the top is the LinkedIn navigation bar with the logo, search bar, and icons for Home, My Network, Jobs, Messaging, Notifications, Me, For Business, and Advertise. Below the navigation bar are links for 'Edit article', 'View stats', and 'View post'. The main image is a photograph of three yellow wooden doors with white handles, numbered 8, 6, and 2 from left to right. Below the image is a caption: 'Pay job candidates for interviews? Say what??? by Sue Ellson - photo by Oleg Magni - Pexels.com'. The article title is 'Pay job candidates for interviews? Say what???' in bold black text. Below the title is the author's profile picture and name 'Sue Ellson', followed by her bio: 'Independent LinkedIn Specialist - Author, Educator, Consultant, Career, Workplace Subject Matter Expert for Media, Founder, Gigster, Keynote Speake...'. To the right of the bio is a link to '130 articles'. Below the author information is the date 'July 8, 2021' and a button that says 'Open Immersive Reader'. The article text begins with 'Pay job candidates for interviews? Say what???' and continues with 'By Sue Ellson BBus MIML MAHRI MPC CDAA ASA WV SPN AH'. The first line of the article text is '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'.

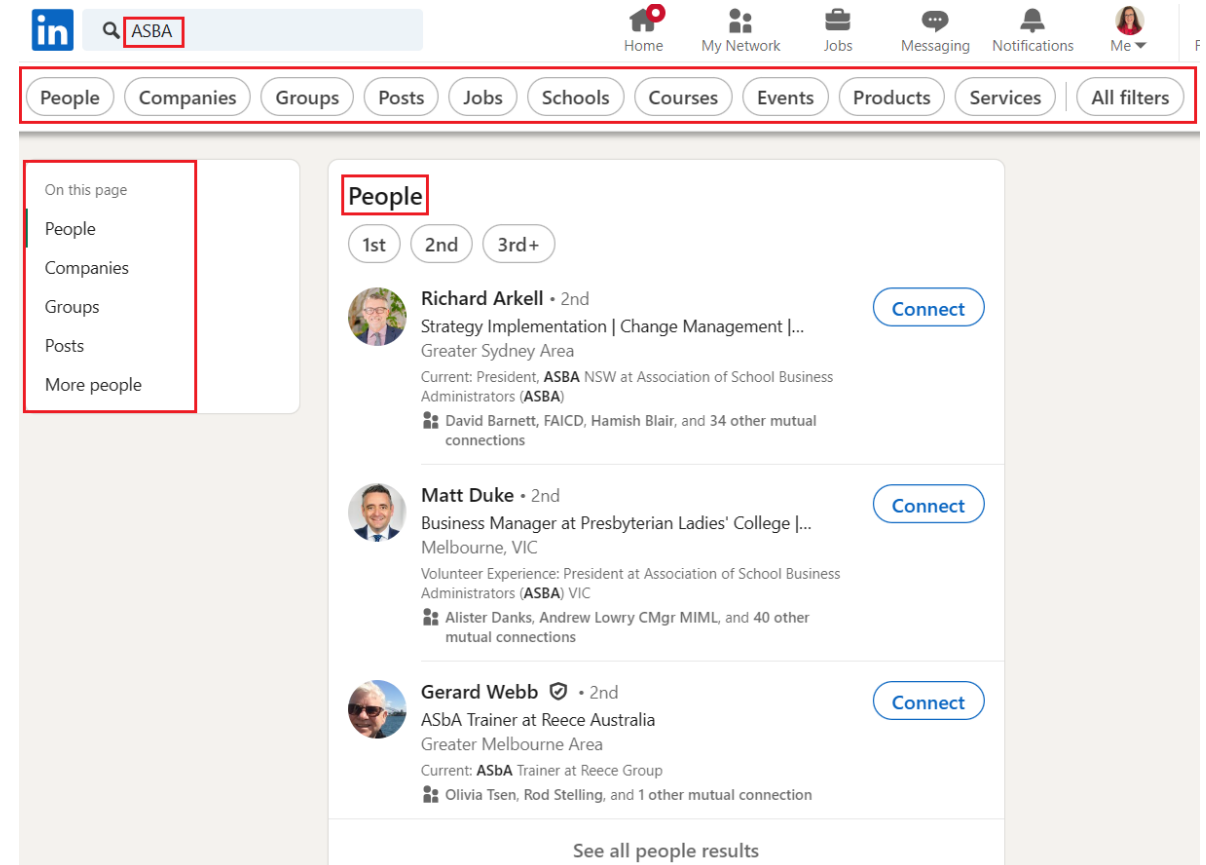
Research Strategy

- 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
- 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>



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://sueellson.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