



Artificial Intelligence and Online Presence

Sue Ellson

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Author, Educator, Practitioner

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Fast Facts – more at sueellson.com

Sue Ellson is a Member of

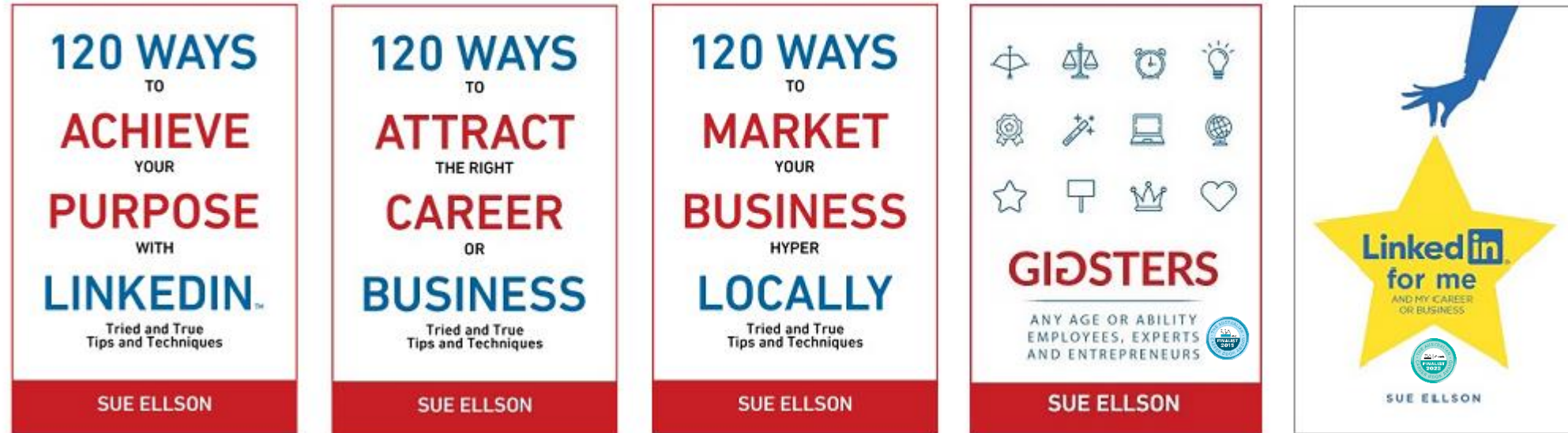


Sue Ellson is the Founder of



<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> (24,832 Connections, 28,428 Followers)
- ✓ YouTube <https://www.youtube.com/@sueellson> (511 Subscribers, 140 Videos – goal is 1,000+ Subscribers)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (868 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2> (214 Followers)
- ✓ Twitter <https://twitter.com/sueellson> (434 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (398 Followers)
- ✓ TikTok <https://www.tiktok.com/@sueellson> (47 Followers)
- ✓ Sue Ellson Shares LinkedIn Newsletter (5,861 Subscribers) <https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Ellson Sharing LinkedIn Newsletter (300 Subscribers) <https://www.linkedin.com/newsletters/7011478630589497344>
- ✓ Sue Ellson Website Blog Notifications Email (53 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 3 days



Previous Presentations for Rotary Clubs



✓ **Business Mentoring and its Growing Popularity** 26 August 2013

<https://sueellson.com/blog/business-mentoring-and-its-growing-popularity-for-rotary-club-of-canterbury>

Recommended Links

<https://sueellson.com/blog/linkedin-for-individuals-and-not-for-profits-for-the-rotary-club-of-prahran>

<https://sueellson.com/blog/20-ways-to-achieve-your-purpose-with-linkedin-for-the-rotary-club-of-werribee>

<https://sueellson.com/blog/linkedin-for-your-work-career-and-business-for-the-rotary-club-of-glen-eira>

<https://sueellson.com/blog/20-ways-to-achieve-your-purpose-with-linkedin-for-the-rotary-club-of-richmond>

<https://sueellson.com/blog/20-ways-to-achieve-your-purpose-with-linkedin-for-the-rotary-club-of-caulfield>

<https://sueellson.com/blog/20-ways-to-achieve-your-purpose-with-linkedin-for-the-rotary-e-club-of-melbourne>

<https://sueellson.com/blog/20-ways-to-achieve-your-purpose-with-linkedin-for-the-rotary-club-of-footscray>

<https://sueellson.com/blog/20-ways-to-achieve-our-purpose-with-linkedin-for-the-rotary-club-of-hawthorn>

<https://sueellson.com/blog/rotary-in-action-on-96-5-inner-fm-radio-melbourne-with-jill-weeks>

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

Rotary Club of Canterbury – Please Connect on Socials

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

Website

<https://www.canterburyrotary.org> – only owned asset – publish all content here and then share on all socials

Facebook Page

<https://www.facebook.com/CanterburyRotary> - Like and Follow - 944 Likes, 1.4K Followers

Twitter

<https://twitter.com/rccanterbury2> - Follow - 8 Followers

LinkedIn – nothing – recommend creating a Company Page <https://www.linkedin.com/company/setup/new> and have at least three Super Admins

YouTube Channel

<https://www.youtube.com/@canterburyrotary9425> – Subscribe and Notify 1 Subscriber, 2 Videos

Updates for your LinkedIn Profile

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

Established in 1987, the Rotary Club of Canterbury serves local and international communities through a variety of social activities and project programs. Rotary's main aim is giving to the community, in the workplace, and supporting those in need in our home country and throughout the world. <https://www.canterburyrotary.org>

4. **Can add video to 'Media' for your Position 'What is Rotary?'**
https://www.youtube.com/watch?v=PFryy_dY0tg
5. **Can add Rotary Club of Canterbury Membership in Licenses and Certifications Section**
6. **Can add Rotary Club of Canterbury to Organizations Section**
7. **Can add Website in Contact Info Section** <https://www.canterburyrotary.org>

Connection Strategy

- local, interstate, overseas
- profession and/or industry
- shared employer or education provider
- Club President Tony Nguyen <https://www.linkedin.com/in/tonythonguyen>
- Club Secretary Rosemary Waghorne
- Club Treasurer John Braine
- Community Service Bob Lambert <https://www.linkedin.com/in/bob-lambert-4802b951>
- International Service Kyle Wightman
- Club Service Rob Simpson
- Youth Service Anne Josefsberg <https://www.linkedin.com/in/anne-josefsberg-7a021441>
- Inviter John McCaskill <https://www.linkedin.com/in/johnmccaskill1>

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** 🔔

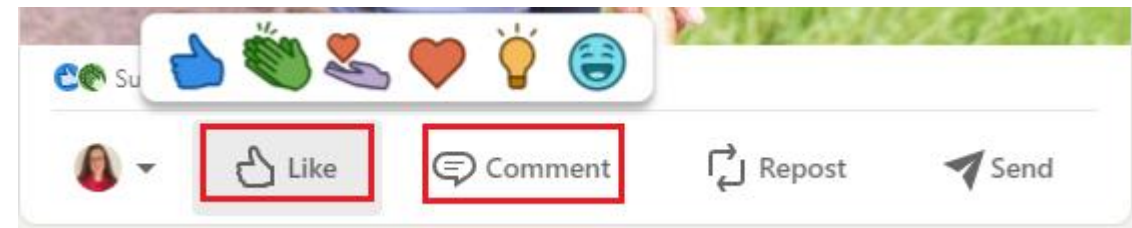
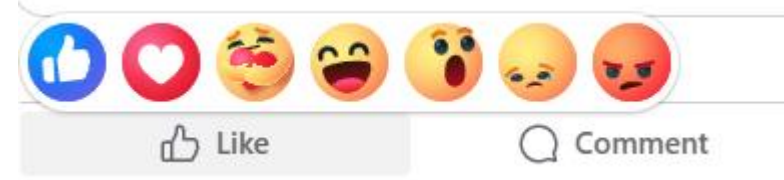


Social Media Engagement Strategy

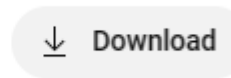
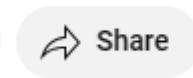
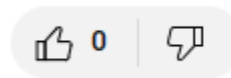
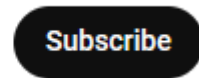
- which people, Companies and Schools will you Follow and Notify 🛎️ ?
- which Groups will you join?
- which Content will you React to and Comment on to help the algorithm learn what is of interest to you?
- which Content will you not stop scrolling on, react to or comment on because it is unrelated to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

Recommend

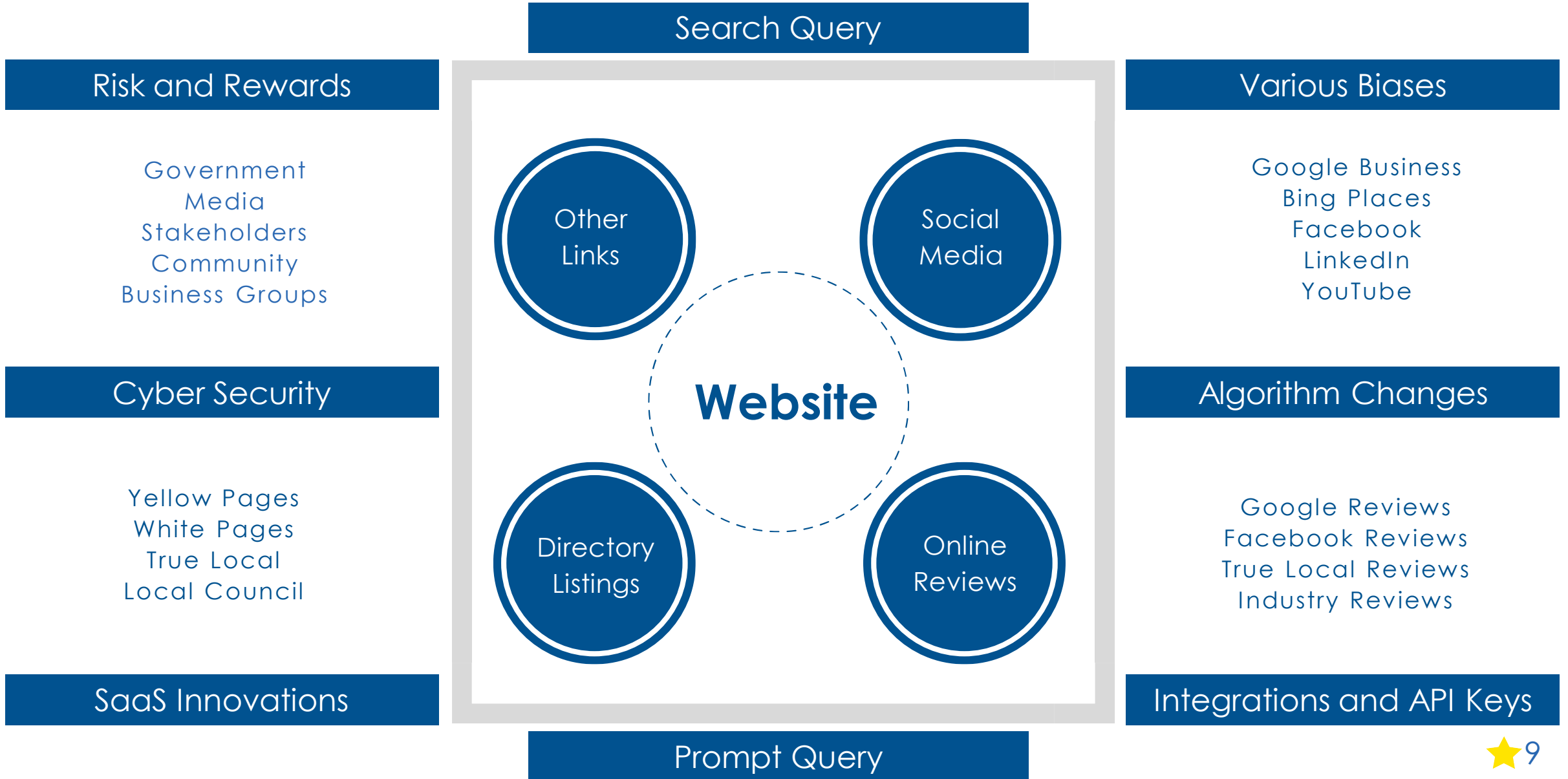
Remember that social media expects you to 'listen' as well as 'speak' so be the nice 'friend' that engages with published content related to your purpose – can provide 'more' value than posting



Canterbury Rotary
1 subscriber



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

Online Presence – Search Engine

Places where the Rotary Club of Canterbury 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 the reviews can appear in Bing)

<https://linkedin.com>

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

<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 website high Domain Authority (DA) website)

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

Need to be found for

1. Type of club and location or service area
2. Name of club and name of leaders or members
3. Type of club 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 Rotary Club)

(e.g. Rotary Club of Canterbury Boroondara Melbourne District 9800 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 club perform in these three chat experiences?

These all rely on content from your club'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>

Google Gemini Result



where is the nearest rotary club to canterbury

Show drafts  



Since you're currently in Melbourne, Australia based on our previous conversation, the nearest Rotary Club to Canterbury is the **Rotary Club of Canterbury**.

They are located at 2 Rochester Rd, Canterbury and their meetings are on Mondays at 6:00 pm [rotary club of canterbury ON Rotary Club of Canterbury rotarycanterbury.org.au].

● Melbourne VIC, Australia • [Update location](#)



Google Gemini Result



what can you tell me about the rotary club of canterbury

Show drafts  



The Rotary Club of Canterbury is a branch of the international Rotary organization based in Canterbury, Victoria, Australia. Here's what I found about them:

- **Community service focus:** Their mission is to contribute to the community through projects, impactful initiatives, and their members' dedication [FORaMEAL]. They address local and international needs.
- **Established club:** Founded in 1987, they have a long history of serving Canterbury and beyond [Rotary Club of Canterbury: Home Page].
- **Active and social:** They hold regular meetings, organize social events, and participate in volunteer opportunities [Rotary Club of Canterbury: Home Page]. Upcoming events include talks and meetings with local dignitaries [The Rotary Club of Canterbury].
- **International connection:** As part of Rotary International, they connect with a global network of volunteers working on various humanitarian projects [Rotary Club of Canterbury: Home Page].

If you're interested in learning more, here are some resources:

- Their website: [Rotary Club of Canterbury: Home Page]
- Their contact information: [email address removed] [Canterbury (24500) - Rotary District 9800]

Microsoft Copilot Result

Microsoft Bing SEARCH COPILOT NOTEBOOK

You
where is the nearest rotary club to canterbury

Copilot

The **Rotary Club of Canterbury** is located in **Victoria, Australia**. Our members, both female and male aged 25 years or older, enjoy combining community service with camaraderie. We meet weekly on **Monday nights at 6:00 PM** for dinner at the **Bass Care Centre, 2 Rochester Rd, Canterbury** ¹ ². If you're interested in volunteering, making new friends, and contributing to meaningful projects, we'd love to welcome you! Feel free to reach out to our **Membership Director, Rob Simpson**, at **0425746991** or via email at **rob.simpson@canterburyrotary.org**. You can also explore our upcoming events on our [website](#). 🌟 🤝 🌍

Additionally, the **Rotary Club of Canterbury** has been actively involved in various initiatives:

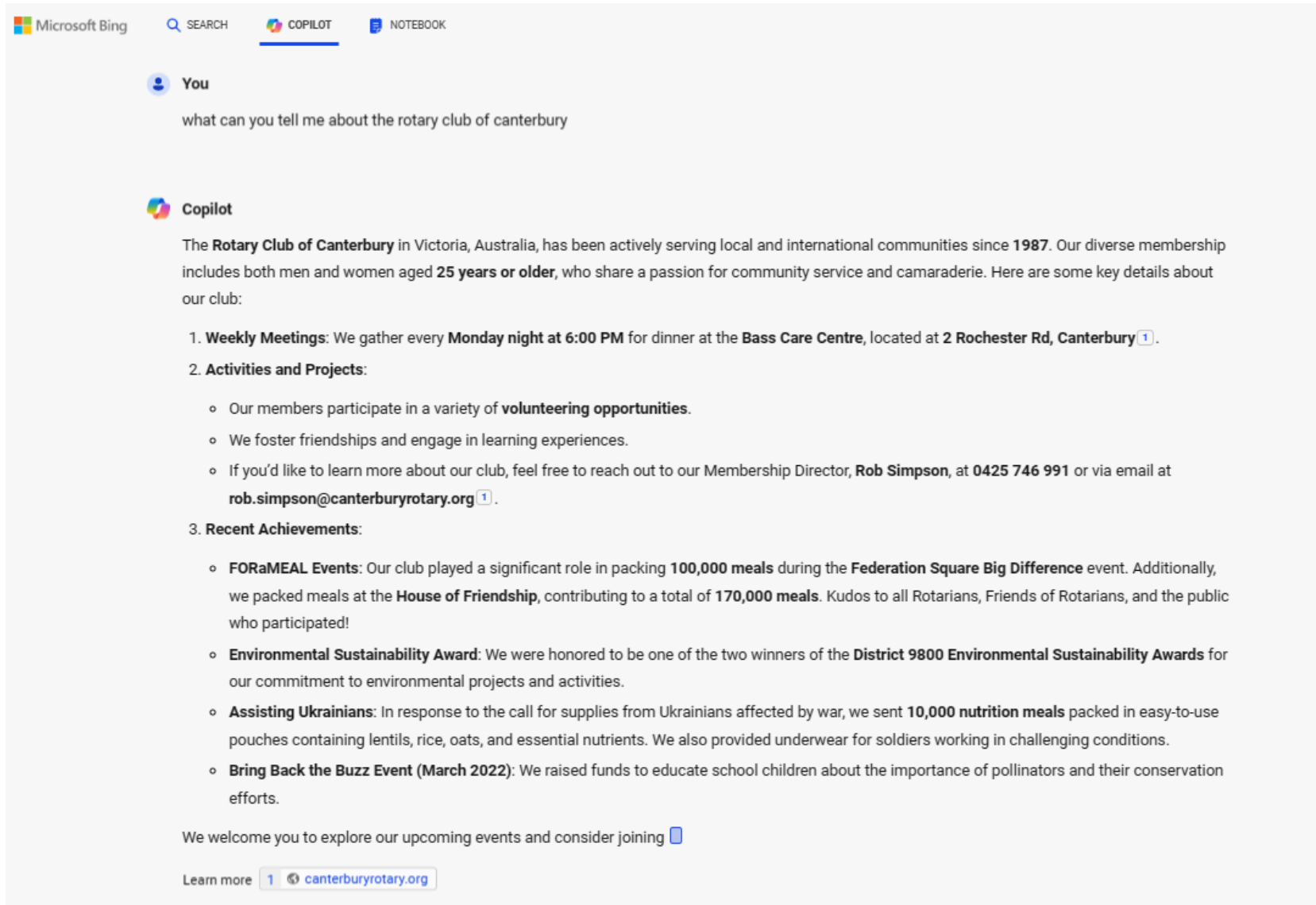
- FORaMEAL Events:** Recently, our team participated in a **Big Difference packing event at Federation Square**, where we packed **100,000 meals**. We also contributed to additional meal packing sessions, resulting in a total of **170,000 meals**. Kudos to all the Rotarians, Friends of Rotarians, and members of the public who participated! 🤝 📦
- Environment Sustainability Award:** We're proud to be one of the two winners of the **District 9800 Environmental Sustainability Awards**. Our club members and friends have worked diligently on environmental projects throughout the year.
- Assisting Ukrainians:** In response to the call for supplies by Ukrainians affected by war, we sent **10,000 nutrition meals** packed in easy-to-use pouches containing lentils, rice, oats, and essential nutrients. We also provided underwear for soldiers working in difficult conditions. It's heartwarming to be able to assist during challenging times. 🌍 ❤️
- Bring Back the Buzz Event:** We rallied together to raise funds for educating school children about the importance of pollinators and their conservation. The event featured an interview with **Past International Rotary President Ian Riseley**, who championed the environment as the seventh pillar of Rotary. 🐝 🌱

Come join us, and let's make a positive impact together! 🌟 🤝

Learn more [1 canterburyrotary.org](#) [2 canterburyrotary.org](#) [3 bing.com](#) [4 rotarydistrict9800.org.au](#) [5 bing.com](#) [6 rotarycanterbury.org.uk](#)

👍 🗨️ 📄 ⬇️ 📄 🔊 1 of 20

Microsoft Copilot Result



The screenshot shows the Microsoft Copilot interface. At the top, there are navigation links for 'Microsoft Bing', 'SEARCH', 'COPILOT', and 'NOTEBOOK'. Below this, a user profile icon is labeled 'You'. The user's query is 'what can you tell me about the rotary club of canterbury'. The Copilot response begins with an icon and the word 'Copilot'. The main text provides an overview of the Rotary Club of Canterbury, mentioning its location in Victoria, Australia, and its history since 1987. It lists key details in a numbered list: 1. Weekly Meetings (Monday night at 6:00 PM at Bass Care Centre), 2. Activities and Projects (volunteering, learning experiences, contact info for Rob Simpson), and 3. Recent Achievements (FORaMEAL events, Environmental Sustainability Award, Assisting Ukrainians, Bring Back the Buzz Event). At the bottom, there is a welcome message and a 'Learn more' link to canterburyrotary.org.

Microsoft Bing SEARCH COPILOT NOTEBOOK

You

what can you tell me about the rotary club of canterbury

Copilot

The **Rotary Club of Canterbury** in Victoria, Australia, has been actively serving local and international communities since **1987**. Our diverse membership includes both men and women aged **25 years or older**, who share a passion for community service and camaraderie. Here are some key details about our club:

- 1. Weekly Meetings:** We gather every **Monday night at 6:00 PM** for dinner at the **Bass Care Centre**, located at **2 Rochester Rd, Canterbury**.
- 2. Activities and Projects:**
 - Our members participate in a variety of **volunteering opportunities**.
 - We foster friendships and engage in learning experiences.
 - If you'd like to learn more about our club, feel free to reach out to our Membership Director, **Rob Simpson**, at **0425 746 991** or via email at **rob.simpson@canterburyrotary.org**.
- 3. Recent Achievements:**
 - **FORaMEAL Events:** Our club played a significant role in packing **100,000 meals** during the **Federation Square Big Difference** event. Additionally, we packed meals at the **House of Friendship**, contributing to a total of **170,000 meals**. Kudos to all Rotarians, Friends of Rotarians, and the public who participated!
 - **Environmental Sustainability Award:** We were honored to be one of the two winners of the **District 9800 Environmental Sustainability Awards** for our commitment to environmental projects and activities.
 - **Assisting Ukrainians:** In response to the call for supplies from Ukrainians affected by war, we sent **10,000 nutrition meals** packed in easy-to-use pouches containing lentils, rice, oats, and essential nutrients. We also provided underwear for soldiers working in challenging conditions.
 - **Bring Back the Buzz Event (March 2022):** We raised funds to educate school children about the importance of pollinators and their conservation efforts.

We welcome you to explore our upcoming events and consider joining

Learn more [1](#) canterburyrotary.org

Open AI ChatGPT Result

ChatGPT 3.5 ▾



You

where is the nearest rotary club to canterbury



ChatGPT

To find the nearest Rotary Club to Canterbury, I recommend using the Rotary International's Club Finder tool on their website. Here's how you can do it:

1. Visit the Rotary International website: [Rotary Club Finder](#)
2. Enter "Canterbury" in the search bar.
3. Choose the radius within which you want to search. You might want to start with a small radius to find the closest clubs.
4. Click on the "Search" button.

This will generate a list of Rotary Clubs in or around Canterbury. You can then contact them directly for more information about their meetings, projects, and how to get involved.



Open AI ChatGPT Result



You

what can you tell me about the rotary club of canterbury



ChatGPT

As of my last update in January 2022, I don't have specific information about the Rotary Club of Canterbury. However, I can provide you with general information about Rotary Clubs and what you might expect from a typical club.

Rotary Clubs are part of Rotary International, a global network of community service organizations. They typically focus on humanitarian service, promoting goodwill, and peace around the world. Here are some common activities and features of Rotary Clubs:

1. **Service Projects:** Rotary Clubs often organize and participate in various service projects aimed at addressing local and international needs. These projects can range from community development initiatives to healthcare, education, and environmental conservation efforts.
2. **Networking and Fellowship:** Rotary Clubs provide opportunities for members to network with other professionals and community leaders. Regular meetings, social events, and club activities foster fellowship among members.
3. **International Reach:** Rotary International is known for its global reach and impact. Many Rotary Clubs collaborate with international partners on projects and initiatives, contributing to cross-cultural understanding and cooperation.
4. **Youth Programs:** Rotary Clubs often sponsor youth programs such as Interact (for high school students) and Rotaract (for young adults) to engage young people in service and leadership development.
5. **Fundraising:** Clubs raise funds to support their service projects and contribute to Rotary International's humanitarian efforts, including the eradication of polio.

If you're interested in joining or learning more about the Rotary Club of Canterbury, I recommend contacting them directly or visiting their website if they have one. They should be able to provide you with specific information about their club, including meeting times, membership requirements, and ongoing projects.



What were your faves?

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

3 in 3

Recommend

- 1) Follow All Rotary Club of Canterbury Social Accounts and choose Notify Bell
- 2) Start Reacting and Commenting on all Posts you see from Rotary Club of Canterbury
- 3) Provide additional content for the Rotary Club of Canterbury Website

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> (145 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