



LinkedIn for Career Development Practitioners

Sue Ellson

GK BBus MPC PCDAAs ASA WV SPN MEDPlus AWS

Independent LinkedIn Specialist
Author, Educator, Practitioner

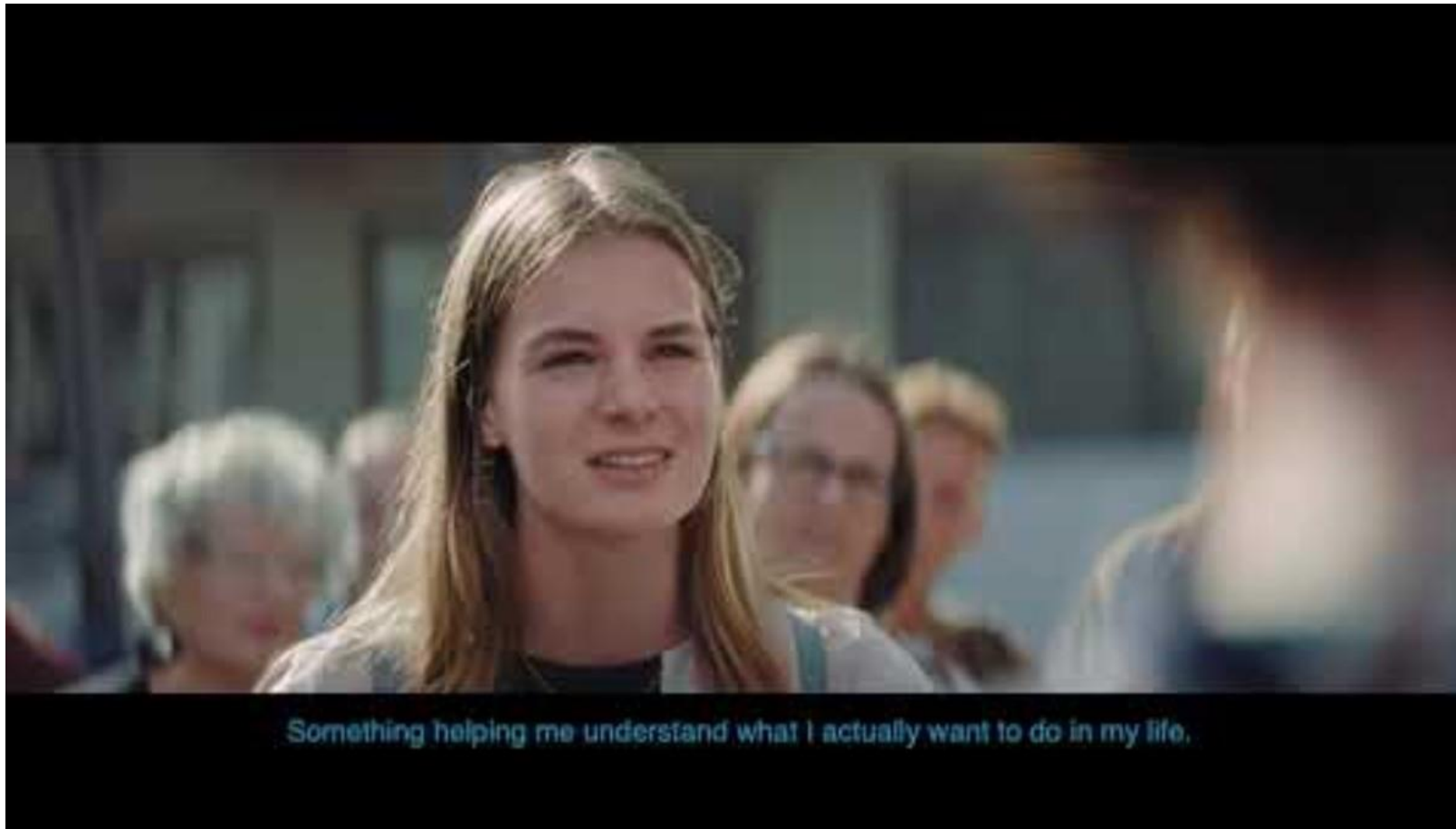
21 May 2024



sueellson@sueellson.com

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

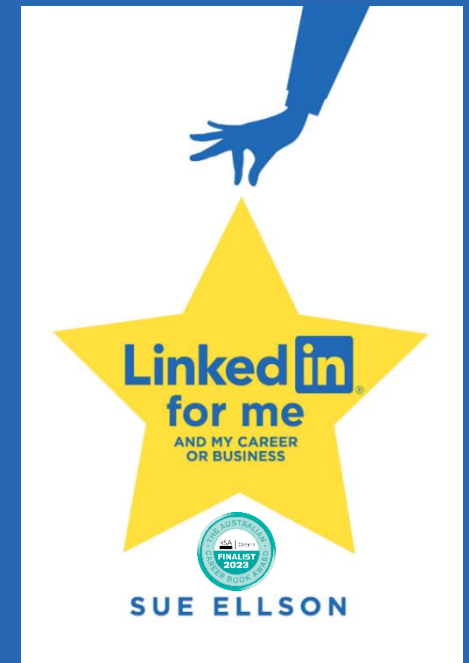
LinkedIn Experiment



<https://www.youtube.com/watch?v=1jt0FWSff44>

LinkedIn for Career Development Practitioners

1. Backup options
2. Statistics for LinkedIn and Profiles
3. Showcase your CDAA Membership
4. Update your LinkedIn Profile
5. Help your clients update their LinkedIn Profile
6. Photo, Headline, About Sections
7. Skills and Recommendations
8. Engagement Strategies
9. Content Strategies
10. AI Tools



CDAA Pro Bono Contributions



- ✓ Associate Member of the CDAA since 22 June 2015 and became a Professional Member on 15 June 2018
- ✓ Four CDAA Conference Presentations in Adelaide, Perth and Melbourne
- ✓ Eight In Person and Online Presentations in Melbourne and Canberra for CDAA
- ✓ Attendance and Multiple Presentations at 10 Career Expos in Melbourne, Sydney and Brisbane (often attending more than one day with multiple topics at each expo)
- ✓ Donated 300 printed copies of my book 'Gigsters' to delegates and speakers for the CDAA National Conference 2019 in Sydney (over \$3,000 in costs)
- ✓ Support and promotion of 2023 and 2024 National Careers Week
- ✓ Two print Articles for CDAA National Magazine
- ✓ Multiple email or message enquiries from CDAA Members related to LinkedIn and pro bono presentations
- ✓ Details <https://sueellson.com/career-development-association-of-australia-cdaa-presentations-and-publications> (since 2006)

Industry Pro Bono Contributions

- ✓ Support of The Australian Career Book Award since its inception in 2018 (Initial Judge) with a Significant Service Convenor Citation Award in 2019
- ✓ Two Books as Finalists in The Australian Career Book Award – first four books available free on <https://www.researchgate.net/profile/Sue-Ellson> 3,686+ reads
- ✓ Monthly LinkedIn Webinars since October 2021 – all slides and recordings freely available at <https://sueellson.com/linkedin-insight-webinars-and-recordings>
- ✓ 18 appearances on Channel 9 Today Extra on Career Topics <https://sueellson.com/television>
- ✓ 19 appearances on 3AW Radio on Career Topics <https://sueellson.com/radio>
- ✓ 18 appearances on Podcasts on Career Topics <https://sueellson.com/podcasts>
- ✓ Total of 1,000+ Publications and 1,000+ Presentations, with one paid publication and around half of the presentations provided free of charge (without making 'sales' from participants)

Fast Facts – more at sueellson.com

Sue Ellson is a Member of

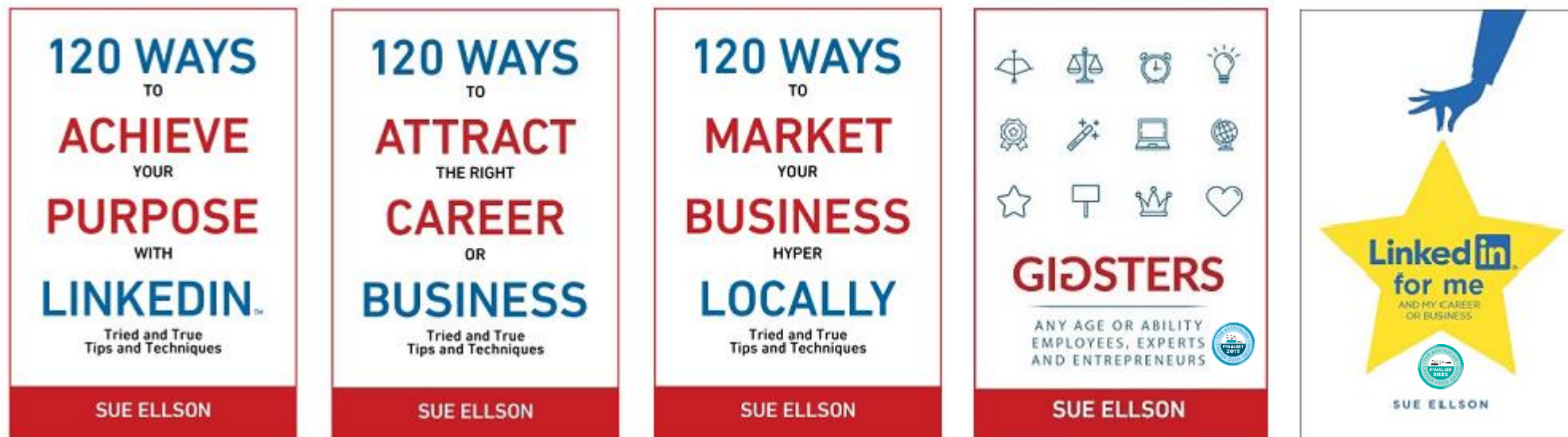


Sue Ellson is the Founder of



<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>

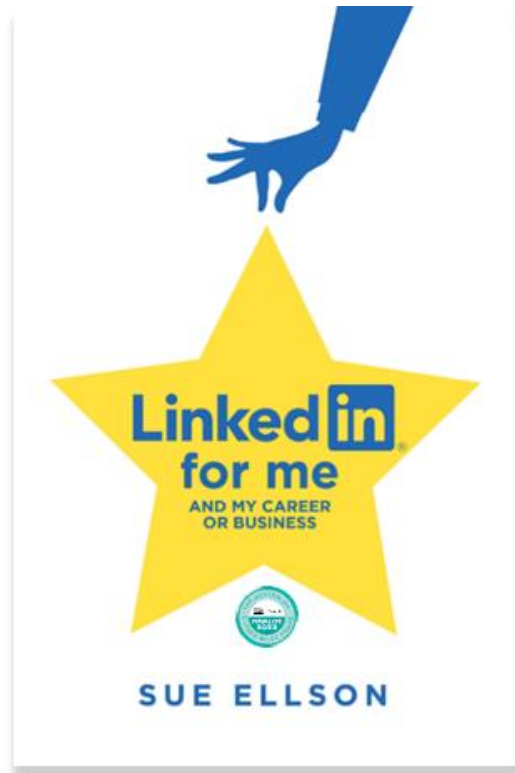
Follow / Subscribe to Sue Elson Online



- ✓ LinkedIn Profile <https://www.linkedin.com/in/sueellson> (24,957 Connections, 28,646 Followers)
- ✓ YouTube <https://www.youtube.com/@sueellson> (576 Subscribers, 144 Videos – goal is 1,000+ Subscribers)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (876 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2> (218 Followers)
- ✓ Twitter / X <https://x.com/sueellson> (447 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (398 Followers)
- ✓ TikTok <https://www.tiktok.com/@sueellson> (49 Followers)
- ✓ Sue Elson Shares LinkedIn Newsletter (5,943 Subscribers) <https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Elson Sharing LinkedIn Newsletter (305 Subscribers) <https://www.linkedin.com/newsletters/7011478630589497344>
- ✓ Sue Elson Website Blog Notifications Email (57 Subscribers) <https://sueellson.com/blog-subscribe>
- ✓ **Sue Elson Email Newsletter (177 Subscribers)** <https://sueellson.com/newsletters>



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

\$97 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



LinkedIn for Career Development Practitioners

What type of clients do you mostly work with?

- 1 – students in Secondary or Tertiary Education
- 2 – as part of a specialist enterprise including outplacement
- 3 – in private practice as an individual
- 4 – other (please describe)

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



LinkedIn for Career Development Practitioners

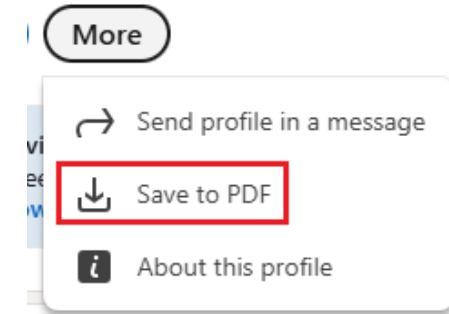
1. Backup Options

- Before you start, change Internet Browser Settings to ask where to save Downloads
- Click the More Button on the LinkedIn Profile and choose Save to PDF with the format 20240521-sue-ellson-linkedin-profile-before-edits.pdf
- Go to Settings & Privacy, Data Privacy, Get a copy of your data
<https://www.linkedin.com/mypreferences/d/download-my-data> and request a Full Archive

Recommend

Save to PDF before and after editing a LinkedIn Profile and diary a full data archive every three or six months

Remember that some of the information on a LinkedIn Profile will not be included in the PDF – so it may be more helpful to prepare all of the content in a Word Document as saving on LinkedIn can be ‘faulty’ at times and allows you to work ‘with’ your client



← Back

Export your data

Your LinkedIn data belongs to you, and you can download an archive any time or [view the rich media](#) you have uploaded.



Download larger data archive, including connections, verifications, contacts, account history, and information we infer about you based on your profile and activity. [Learn more](#)

Want something in particular? Select the data files you're most interested in.

- | | | |
|--|---------------------------------------|--|
| <input type="checkbox"/> Articles | <input type="checkbox"/> Connections | <input type="checkbox"/> Imported Contacts |
| <input type="checkbox"/> Messages | <input type="checkbox"/> Invitations | <input type="checkbox"/> Profile |
| <input type="checkbox"/> Recommendations | <input type="checkbox"/> Registration | |

Request archive

Your download will be ready in about 24 hours

Don't see what you want? Visit our [Help Center](#).

LinkedIn for Career Development Practitioners

2. Statistics for LinkedIn and Profiles

- Read the LinkedIn User Agreement, especially Do's and Don'ts in Section 8
<https://www.linkedin.com/legal/user-agreement>
- Read the Professional Community Policies
<https://www.linkedin.com/legal/professional-community-policies>
- 1 Billion Members, 200+ Countries, 15M+ Members in Australia
- 50.6% aged between 25-34 and 3.8% over 55
<https://www.statista.com/statistics/273505/global-linkedin-age-group>
- Connections 60+ then 500+ and Followers More than Connections
- Views per 90 days 100+ and Search Appearances 7 days 50+
- Skills 20+ votes for top two and Recommendations Given and Received 6+ each
- Company Page Followers 150+

Recommend

Record your real-time statistics every six months to ensure you are increasing your numbers as well as before you work with a client and then three months later as you cannot go back in time



LinkedIn for Career Development Practitioners

3. Showcase your CDAA Membership

1. Join the CDAA LinkedIn Group (Recommended) <https://www.linkedin.com/groups/2241956> 3,272 Members
2. Follow the CDAA LinkedIn Company Page (Recommended) <https://www.linkedin.com/company/the-career-development-association-of-australia> 8,140 Followers
3. Consider adding a Banner Image on your LinkedIn Profile (Optional)
4. Add your CDAA Profile Page Link in the Websites Section in Contact Info (Optional)
5. Add your CDAA Profile Page Link in the Featured Section (Optional)
6. Add the Post Nominals PCDA to your Name in the About Section (Optional)
7. Add the CDAA Profile Page Link in the Licenses and Certifications Section (Essential)
8. Add the CDAA Profile Page Link in the Organizations Section (Recommended)
9. Add your CDAA Details to the Services Page (Optional)
10. Make a Post Announcement and Click the 🔔 Notification Bell and choose 'All' to Engage Regularly (Optional)



Recommend

See Instruction Sample at <https://womenspeakers.com.au/discussions/how-to-showcase-your-australian-women-speakers-membership-directory-listing-on-linkedin-and-your-website>

LinkedIn for Career Development Practitioners

4. Update your LinkedIn Profile

- update your LinkedIn Profile URL
<https://www.linkedin.com/public-profile/settings>
- complete all possible sections

Recommend

It is not what you know or who you know but who or what refers you and how you can be verified.

Remember, this sets a good example to your clients (not like the plumber's plumbing).

It is also essential to establish your credibility with your clients when they do their due diligence.

Most employers require a LinkedIn Profile not just a resumé (some graduate employers refuse resúms).

Add profile section

The screenshot shows the LinkedIn 'Add to profile' settings page. It is organized into three main sections: 'Core', 'Recommended', and 'Additional'. Each section has a title, a brief description, and a list of options to add to the profile. The 'Core' section includes 'Add education', 'Add position', 'Add career break', and 'Add skills'. The 'Recommended' section includes 'Add featured', 'Add licenses & certifications', 'Add projects', 'Add courses', and 'Add recommendations'. The 'Additional' section includes 'Add volunteer experience', 'Add publications', 'Add patents', 'Add honors & awards', 'Add test scores', 'Add languages', 'Add organizations', and 'Add causes'. Each option is represented by a horizontal line with a small icon to its right.

LinkedIn for Career Development Practitioners

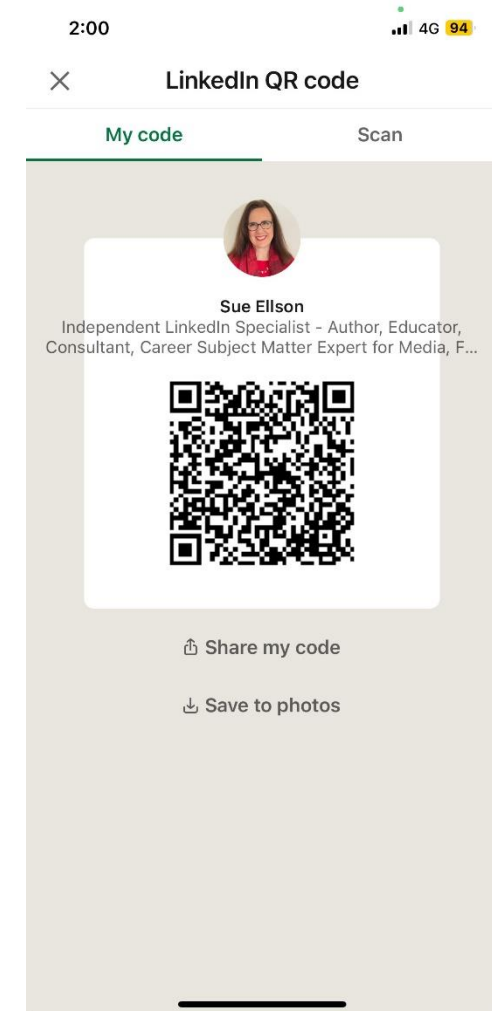
5. Help your clients update their LinkedIn Profile

- don't ask for their story, add it to their LinkedIn Profile
- this process is a first step in the career development process
- it is a productive use of your time together (with tangible results)
- you can ask questions and add to the story
- you can help them write their Achievements in past tense
- you can help them write their Tasks in present tense
- you can move them from digital literacy to digital competency by including a Description of their Employer, Skills, Media Links

Recommend

From now on, help all of your clients with their LinkedIn Profile and show them how to connect with everyone they meet (including you) via the Scan Code feature on their phone and encourage them to connect with everyone they communicate with (email, chat or text message) directly

Don't forget to invite them to click the Notification Bell on VIPs 🛎️



LinkedIn for Career Development Practitioners

6. Photo, Headline, About Sections

– eyes on one third line, hair top of circle, high neck garment to frame the face, career appropriate style

– headline formula – label, keywords, interest – top field for search results but you need to be memorable, no repeated words and put in priority order

<https://www.linkedin.com/pulse/linkedin-headline-formula-label-keywords-interest-sue-ellson>

– about section – include post nominals, professional skills, technical skills, personal skills, industry experience, international experience, interests – can write in first, third or no person depending on purpose, also recommend email address so ‘no click’ access unless high profile

Recommend

We are moving away from Job Titles and Employer Names to a Skills Based Recruitment Process.

You need 60%+ competency and a cultural fit

<https://www.linkedin.com/pulse/linkedin-women-sue-ellson>

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

University of South Australia

28,646 followers · 500+ connections

About

Sue Ellson GK BBus MPC PCDA ASA WV SPN MEdPlus AWS sueellson@sueellson.com +61 402 243 271
<https://sueellson.com/about> <https://sueellson.com/clients> Personalised Professional Services at <https://sueellson.com/services-and-pricing> ...see more

Top skills
LinkedIn Training · LinkedIn · Writing · Consulting · Marketing

LinkedIn for Career Development Practitioners

7. Skills and Recommendations

- can add up to 50 Skills on your LinkedIn Profile
- can add individual Skills to multiple sections including:
 - About (top five skills)
 - Experience (each role)
 - Licenses and Certifications
 - Education
 - Projects
- remember to endorse other people's skills
- be strategic with who you Recommend or ask for Recommendations and include keywords and remember if it is in writing, it can appear in court
- describe how you met, what you observed, wish all the best

Recommend

Employers value your contribution, how quickly you can hit the ground running and add value to the enterprise.

The screenshot shows the LinkedIn 'Skills' page for a user. At the top, there is a 'Skills' header with a back arrow and a plus sign. Below it, there are two skill categories: 'All' (selected) and 'Industry Knowledge'. A 'Reorder' button and an 'Endorsement settings' button are visible in the top right. The main content area is divided into two sections: 'LinkedIn' and 'Writing'. The 'LinkedIn' section shows 11 experiences across Sue Ellson and 10 other companies, including 'Professional Member - Career Development Association of Australia (CDAA) (Associate Member Jun 2015-18)' and 'Member - Educate Plus (MEdPlus)'. The 'Writing' section shows 7 experiences across Sue Ellson and 6 other companies, including 'Member - Melbourne Press Club (MPC)' and 'Member - Top 15% of Undergraduates Golden Key International Honour Society (GKIHS)'. A 'More' button is highlighted with a red box, and a dropdown menu is open below it, listing various actions: 'Send profile in a message', 'Save to PDF', 'Give Kudos', 'Request a recommendation' (highlighted with a red box), 'Recommend' (highlighted with a red box), 'Following', 'Remove Connection', 'Report / Block', and 'About this profile'.

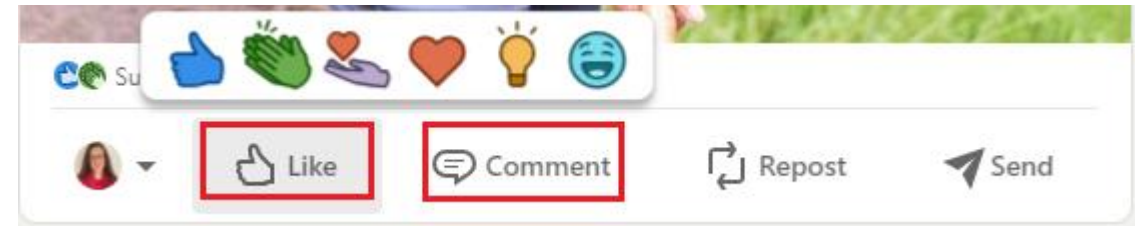
LinkedIn for Career Development Practitioners

8. Engagement Strategy

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

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



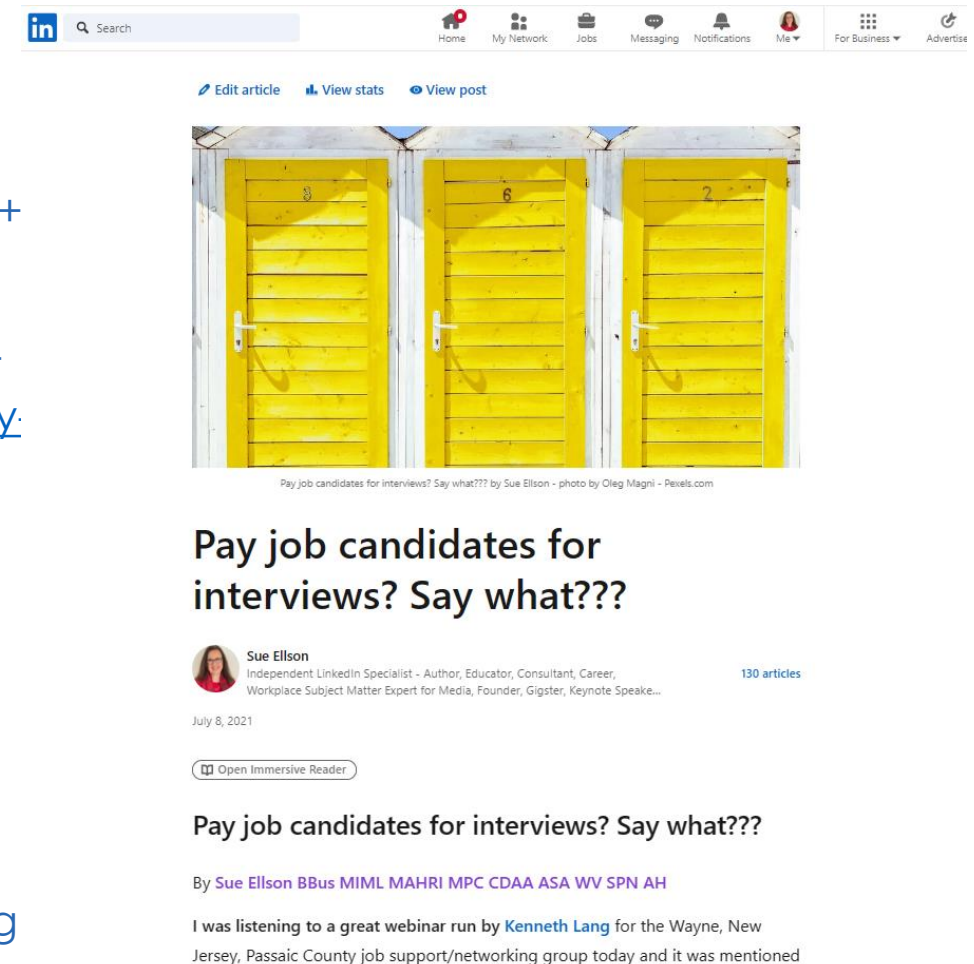
LinkedIn for Career Development Practitioners

9. Content Strategies

- no need to Post in the Newsfeed more than twice a week can curate or create
- can write Articles (or a Newsletter) once a month if you have 150+ Page Followers (check eligibility via Creator Tools at <https://www.linkedin.com/dashboard/>)
- create conversations on 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
- do not use AI Comments and always respond to Comments on your content (at length if possible)
- register your interest in the LinkedIn Editorial Content Program run by LinkedIn to learn more <https://lnkd.in/workshopEOI>

Recommend

Focus on being friendly and professional (not personal) and adding value – inauthenticity is detected very quickly



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. At the bottom, there's a button for 'Open Immersive Reader' and a short bio of the author.

LinkedIn for Career Development Practitioners

10. AI Tools

- AI Headline generator – insufficient keywords
- AI About generator - 881 characters of 2,600 and largely false!
- make sure generated Comments and Message Replies are aligned with your ‘voice’
- consider creating an Away message to auto-respond to all received Messages
- consider creating a Newsletter to auto-invite new Connections and Followers to Subscribe
- consider hosting Events and invite 1,000 people per month to attend (provide Privacy Policy link to collect Contact email)
- use 250 credits per month to invite Connections to Follow your Company Page
- use YouTube to add videos online, edit subtitles, download .srt file and upload captions for Video content – Summarise longer videos with time stamps at <https://www.summarize.tech> for free!

Recommend

Focus on your purpose or your client's purpose and never underestimate your career development skills

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 🇺🇸

Headline*

International Independent LinkedIn Specialist @ Sue Ellson | Bachelor of Business

↻ Show option 2 ↻ Revert

Headline*

LinkedIn Specialist @ Sue Ellson | Social Networking, New Business Development

↻ Show option 3 ↻ Revert

Headline*

LinkedIn Specialist, Trainer, and Consultant in Careers and Business

↻ Show option 1 ↻ Revert

Review and edit the AI draft before saving so it reflects you. [Learn more](#)



Sue Ellson • 1:00 PM

Sue Ellson aims to respond within 24 hours. Watch a free webinar at <https://sueellson.com/linkedin-insight-webinars-and-recordings> or learn more about my services

at <https://sueellson.com/services-and-pricing>

Automatic reply. [Learn more](#)

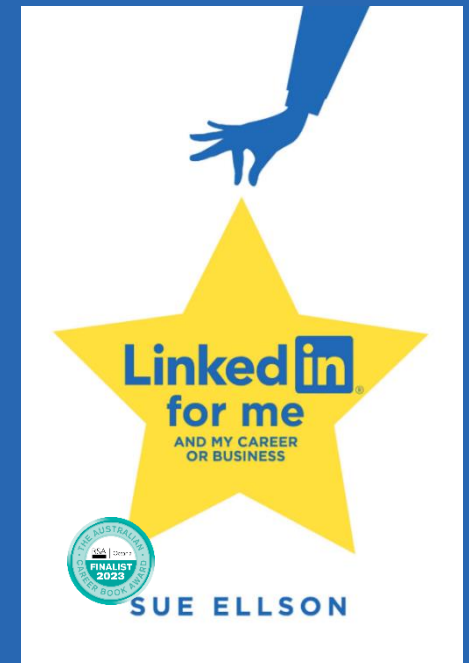
What were your
favourites?

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

3 in 3

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Next Steps and Questions and Answers

- ✓ Review these slides and other CDAA Contributions at <https://sueellson.com/career-development-association-of-australia-cdaa-presentations-and-publications>
- ✓ Connect with me on LinkedIn and Follow my Company Page
- ✓ Click the Notification Bell 🛎 and choose 'All Posts'
- ✓ Consider completing my LinkedIn online course <https://sueellson.com/courses/linkedin-for-me-and-my-career-or-business>
- ✓ Keep up to date by following me on my other social media channels
- ✓ Say thank you be writing a Review on

Google <https://g.page/sue-ellson-author/review> (147 Google Reviews) or
Facebook <https://www.facebook.com/sueellson2/reviews> (8 Reviews)
Online <https://sueellson.com/reviews> (lots!)



Google Review



Facebook Review



Online Review



Follow Socials / Contact