

# 10 Ways to Improve your LinkedIn Recruiting



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12 June 2024



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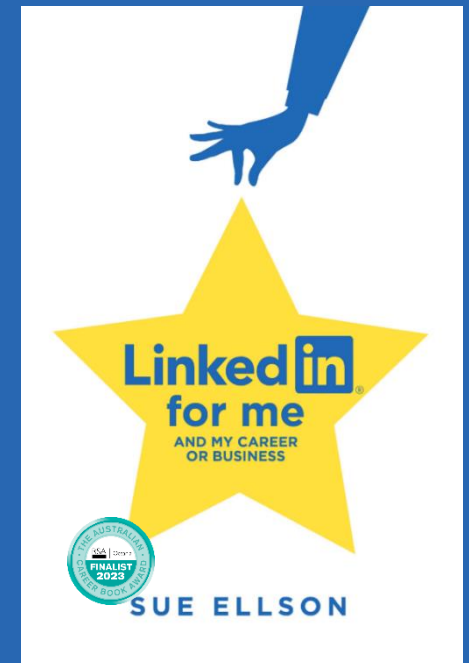
# Welcome

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



# 10 Ways to Improve your LinkedIn Recruiting

1. Complete your LinkedIn Profile
2. Complete your LinkedIn Page
3. Review LinkedIn Resources
4. Consider AI Tools
5. Create a Job Listing with Salary & Benefits
6. Create a Referrals Strategy – Employees & Others
7. Create a Search Strategy – including Google Search
8. Create a Processing Strategy – including Thank You
9. Manage your Selection Process & Managers
10. Learn and Iterate



# 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>

# 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 15 June 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



# Follow / Subscribe to Sue Elson Online




- ✓ LinkedIn Profile <https://www.linkedin.com/in/sueellson> (25,019 Connections, 28,745 Followers)
- ✓ YouTube <https://www.youtube.com/@sueellson> (592 Subscribers, 145 Videos – goal is 1,000+ Subscribers)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (875 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2> (221 Followers)
- ✓ Twitter <https://twitter.com/sueellson> (445 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (401 Followers)
- ✓ TikTok <https://www.tiktok.com/@sueellson> (49 Followers)
- ✓ Sue Elson Shares LinkedIn Newsletter (5,982 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 (61 Subscribers) <https://sueellson.com/blog-subscribe>
- ✓ **Sue Elson Email Newsletter (175 Subscribers)** <https://sueellson.com/newsletters>





# Recent Publications



**LINKEDIN AUDIT FOR SCHOOLS**

**1. Make sure you have read and understood the LinkedIn User Agreement**  
Read Section 8 on the Do's and Don'ts and the Professional Community Policies on the tab on the top of the page at <https://www.linkedin.com/legal/user-agreement>

**2. Make sure you have a School Page**  
When you visit your School Page online, the word 'school' should be in the link in the browser. For example, <https://www.linkedin.com/school/your-school-name>.  
If you still have the word 'company' in the link, you can ask LinkedIn to change it via the form available at <https://www.linkedin.com/help/linkedin/ask/CP-primary>

**3. Make sure you do not have any Duplicate Identities**  
Some former staff, teachers, students or parents may have created a Profile, Page or Group in the name of the School and you may not have access to it.  
You need to find these duplicate identity owners and make sure the identities are removed from LinkedIn.  
LinkedIn Personal Profiles must NOT be created in the name of the school or with a fake name. If LinkedIn detects a fake profile, it can be deleted or have login access removed without warning.

**4. Make sure you have a fully completed School Page**  
There are many 'new' features that have been added to a School Page. Make sure that you have copy/pasted the school's website link into the Website URL box (and it has <https://> at the beginning) and include all of your campus locations, a comprehensive Overview description (2,000 characters) and extra sections like Commitments and the free Lead Generation Form.  
When you update your LinkedIn School Page, you may also like to review your other Social Media Profiles. Make sure you link to all of your social media profiles on all of your platforms and include them on your school's website Contact Page.

**5. Make sure you have at least three Super Admins for your School Page**  
In the Settings section, you can Manage the Admins of the School Page and I recommend that you have at least three Super Admins with one of them being from the IT department. There should also be a policy for removing former staff members that leave and adding replacement staff members in due course.

**LINKEDIN AUDIT FOR SCHOOLS (CONTINUED)**

**6. Make sure you have included LinkedIn in your school's Social Media Policy**  
You may like to include specific policies about the use of LinkedIn in the Social Media Policy for your School. This could include how it is to be used by Staff, Teachers and Students when they arrive, whilst they are at the school and when they leave.  
You could include Recommendations on how to record your School's details and provide a short word description as well as a video link for the 'media' section. Adding their school email address to their LinkedIn Account will also allow them to Verify their LinkedIn Profile without scanning personal identity documents.

**7. Make sure you have some goals to achieve with LinkedIn**  
What gets measured gets managed. As a minimum, I would suggest:

- 80% of your staff and teachers list your School as their employer on their LinkedIn Profile
- 80% of your students list your School in the Education Section of their LinkedIn Profile before their final day at your school
- Continuous growth in Followers of your School Page (which could be boosted by inviting parents and stakeholders to Follow the School Page) with total Followers and Total Alumni numbers measured and recorded monthly
- One or two posts on the School Page per week
- At least five engagements to the School Page per week (reactions and/or comments on other Posts)
- One newsletter to be shared from the School Page per month
- At least four free events to be added to the School Page per year (for example Open Days, Public Events or Fairs)

If you have these goals, what statistics are you keeping? I do not believe there is significant value in recording or analysing details for individual pieces of content (impressions, Views and Click Through Rates) or trying to find the 'perfect' time to share content or to make things go 'viral'. Important metrics show continuous progress over time and consistent behaviour on a regular basis. I recommend collecting these numbers every month:

- Total Followers
- Total Alumni
- Total Engagements per month (that the school completed)
- Total Posts per month
- General observations (noteworthy mentions or circumstances)

**8. Make sure you have an Engagement Strategy**  
Social media is about listening as well as speaking – so the School Page can be used to Follow Feeder Schools and other Key Stakeholders. You can then click on the Notification Bell and select 'All Posts' and make sure your Super Admins spend some time each week to engage with relevant content in their Newsfeed. Lengthy comments are highly regarded by the LinkedIn algorithm.

**9. Make sure you have a Posting Content Strategy**  
The reality is that a lot of the content that is shared on your other social channels could also be shared on LinkedIn (not just job vacancies). So it may be time to reflect on what types of content you share on LinkedIn and how you will structure it.  
For example, will you include a 'title' at the beginning in capital letters like: ALUMNI // or EVENTS // etc. Will you have a style guide for sharing images, videos, links, PDFs? Will you make use of alternative types of posts like Polls and Articles? Will you include certain hashtags? Will you @mention stakeholders, supporters or people mentioned in your posts?  
I also recommend that you keep a spreadsheet with a date, description and link to every post shared on LinkedIn on behalf of the school. This will allow newer staff members to see what happened 'last year' and it is also a risk management strategy if you need to find and edit or delete a post for any reason.  
Former posts become 'invisible' after approximately 12 months unless you have a direct link to the post. They cannot be found by just scrolling through previous posts.

**10. Make sure you have a Review Strategy**  
Ideally, once a year, you will review your performance and reflect on what has worked well and what could be improved and you could also test any new features that have been added to the platform (I highly recommend Newsletters as all new School Page Followers will be invited to subscribe automatically).

*Finally, if you have any questions or comments, feel free to contact me directly [sueellson@sueellson.com](mailto:sueellson@sueellson.com) or connect with me at <https://www.linkedin.com/in/sueellson> (click More and Connect)*

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My five non-fiction books  
<https://sueellson.com/books>

MAY 2024 21

## LinkedIn Audit For Schools – Association of School Business Administrators ASBA Associate Magazine Pages 21 – 22

★ <https://anyflip.com/fubq/ktvk>

## Digital FTE – How AI can replace people and the hourly rate

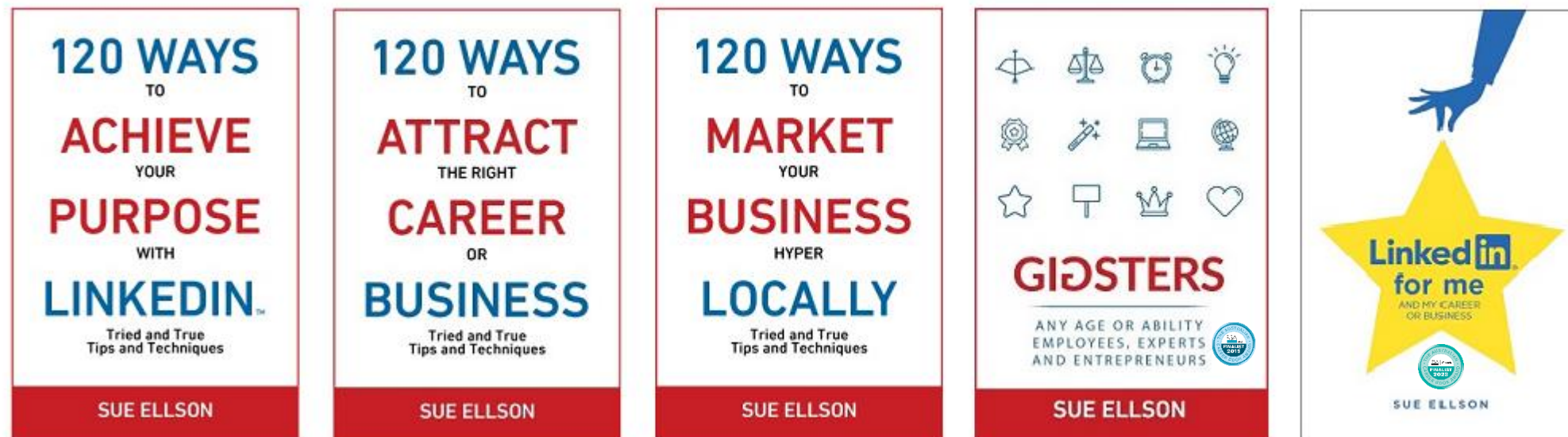
★ <https://sueellson.com/blog/digital-fte-how-ai-can-replace-people-and-the-hourly-rate>

## LinkedIn for Career Development Practitioners for Career Development Association of Australia CDA

★ <https://sueellson.com/blog/linkedin-for-career-development-practitioners-for-career-development-association-of-australia-cda>



# 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

\$97 AUD

<https://sueellson.com/courses/linkedin-for-me-and-my-career-or-business>

*“Can I just say that as a person who has not had to look for a job in over 30 years this course is proving invaluable and I'm only onto the third section”*

# 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 Recruiting

What type of recruiting do you do via LinkedIn?

- 1 – decision-maker in an enterprise
- 2 – recruiter in a recruitment firm
- 3 – looking for individual consultants or specialists as needed
- 4 – other (please describe)

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



# 10 Ways to Improve your LinkedIn Recruiting

## 1. Complete your LinkedIn Profile

– complete all possible sections and decide how you want to be contacted – include in Contact Info and About Section

– add your phone number to your account

<https://www.linkedin.com/mypreferences/d/manage-phone-numbers>

### Recommend

Up to 90% of jobs are not advertised so if you are reaching out to people directly, decide if you want to be 'Visible' or not when you view their LinkedIn Profile

<https://www.linkedin.com/mypreferences/d/profile-viewing-options>

### Review

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

<https://sueellson.com/blog/linkedin-for-recruiters-headhunters-and-executive-search-professionals>

Add to profile ×

---

**Core** ^

Start with the basics. Filling out these sections will help you be discovered by recruiters and people you may know

Add education

---

Add position

---

Add career break

---

Add skills

---

**Recommended** ^

Completing these sections will increase your credibility and give you access to more opportunities

Add featured

---

Add licenses & certifications

---

Add projects

---

Add courses

---

Add recommendations

---

**Additional** ^

Add even more personality to your profile. These sections will help you grow your network and build more relationships.

Add volunteer experience

---

Add publications

---

Add patents

---

Add honors & awards

---

Add test scores

---

Add languages

---

Add organizations

---

Add causes

# 10 Ways to Improve your LinkedIn Recruiting

## 2. Complete your LinkedIn Page

- complete all possible sections and ensure you post there once or twice a week and respond to Activity
- ensure you have at least three Super Administrators

### Recommend

Secure at least 150 Followers so you can create a Newsletter to keep in touch regularly  
<https://sueellson.com/blog/10-ways-to-improve-your-linkedin-newsletters>

### Review

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

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

The screenshot shows the 'Edit' interface for a LinkedIn company page. On the left is a navigation menu with the following items: Header, Page info, Buttons, Home, Featured, About, Overview (highlighted in green), Interested talent, Workplace (highlighted in red), Commitments (highlighted in red), Locations, Leads, Lead gen form (highlighted in red), and Manage languages. The main content area is titled 'Edit' and contains the following sections:

- Header:** 'Provide details to display on your page'. Below this is a note '\* indicates required' and a 'Description\*' field containing the text: 'Sue Ellson GK BBus MPC PCDAAs ASA WV SPN MEdPlus is an Independent #LinkedIn Specialist, #Author, #Educator, #Practitioner, #Trainer, #Careers Adviser, #Writer, #Speaker, #DigitalMarketing, #Business Consultant and learning junkie (she attends up to four educational activities every week)!'. A character count '814/2,000' is visible in the bottom right corner of the text area.
- Manage description in another language:** A sub-section with a blue header.
- Website URL\*:** A text input field containing 'https://sueellson.com', which is highlighted in red.
- My organization doesn't have a website:** An unchecked checkbox.
- Industry\*:** A dropdown menu with 'Business Consulting and Services' selected.
- Company size\*:** A dropdown menu with '2-10 employees' selected.
- Company type\*:** A dropdown menu with 'Privately Held' selected.



# 10 Ways to Improve your LinkedIn Recruiting

## 3. Review LinkedIn Resources

<https://www.linkedin.com/legal/user-agreement>

<https://www.linkedin.com/legal/professional-community-policies>

<https://www.linkedin.com/business/talent/blog/talent-acquisition>

<https://www.linkedin.com/business/talent/blog/product-tips/using-linkedin-recruiter-tips>

Use Newsfeed link or Create account to post jobs

<https://www.linkedin.com/talent/recruiter>



Start a post



Media



Job



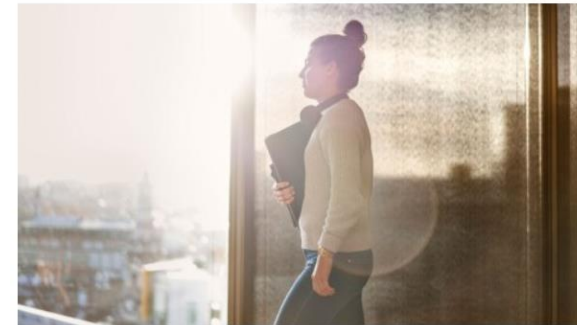
Write article

<https://www.linkedin.com/business/talent/blog/talent-acquisition>

LinkedIn Talent Blog

Subscribe to the blog

Recruiting ▾ Learning and development ▾ Employee experience ▾ Data insights Communities ▾ Products ▾



Talent leadership

## It's Time to Prepare for the Great Reshuffle 2.0

Get ready for the current period of low employee attrition to give way to a period of high turnover. History and polling point to a surge in restless talent.

Daniel Shapiro

## Recruiting

Learn tactics to find the best talent and develop essential recruiting skills.



Weekly digest

The Must-Read Articles for Talent



Diversity

How to Build a More Equitable



Artificial intelligence

Beyond Basic Prompts: How GAI Can

# 10 Ways to Improve your LinkedIn Recruiting

## 4. Consider AI Tools

“LinkedIn Recruiter, for example, can help talent professionals with AI-assisted messages, follow-ups, job targeting, job posting, and search, as well as insights that compare key hiring metrics for InMail, jobs, and usage. Already, candidate outreach messages drafted with AI-assisted messages have seen a 40% increase in InMail acceptance rates compared with messages that AI didn’t touch.”

### Recommend

<https://www.linkedin.com/business/talent/blog/talent-acquisition/how-gai-can-help-recruiters-beyond-basic-prompts>

### Next Role Explorer

<https://www.linkedin.com/pulse/grow-retain-your-talent-new-career-development-internal-jill-raines-dditc>

### Post a job for free

Increase the quality of your hire

Job title ⓘ  
Test Engineer

Company  
Sue Ellson

✓ success

Workplace type  
On-site

Job location ⓘ  
Greater Melbourne Area

Job type  
Full-time

🔍 7,360 members with titles similar to Test Engineer are actively seeking jobs in Greater Melbourne Area.

✦ Write with AI

Write on my own

If you want help with your job description, we will use the information above and AI to suggest one.  
[Learn more](#)

Limits may apply to free job posts. [View our policy](#)

### Tell us who you're hiring

Job title  
Add the title you are hiring for

Company  
Sue Ellson

Workplace type  
On-site

Job location ⓘ  
Greater Melbourne Area

Job type  
Full-time

🔍 7,360 members with titles similar to Test Engineer are actively seeking jobs in Greater Melbourne Area.

If you want help with your job description, we'll use the information above and AI to suggest one.  
[Learn more](#)

Back Write on my own ✦ Write with AI

# 10 Ways to Improve your LinkedIn Recruiting

## 5. Create a Job Listing with Salary & Benefits

- ensure you mention Essential Skills (not necessarily every skill) and be very clear about the reality of what you need, especially if there is a shortage of candidates
- ensure you mention salary and benefits, especially for candidates who may be referred but are not actively seeking a new role

“Salary information is incredibly important to candidates, with data revealing that job ads on SEEK that show a visible salary receive on average 47% more applications than those that don’t.”

<https://www.seek.com.au/employer/hiring-advice/why-its-important-to-include-salary-in-your-job-ad>

### Recommend

Open Hiring = but be ready to ‘fire’ if not suitable  
<https://www.news.com.au/finance/business/retail/the-body-shop-adopts-bold-new-recruitment-plan-in-place-of-traditional-resumes-and-references/news-story/79d87dc05b25a9660fa19d23fa9b5d96>



Salary and benefits | 3 min read | Written by Melinda Jennings

### Why it's important to include salary in your job ads



Did you know that three in five candidates find it frustrating when salary isn't included in a job ad? Find out why including a salary in your job ad not only improves the candidate experience by also helps your ad attract more relevant applications.

- \$80,000 - \$100,000
- \$75,000 + Super + Salary packaging
- \$25-\$35 per hour
- Competitive salary + company car
- \$76k-\$83k + super | 9 day fortnight | hybrid
- \$50K – \$75K based on experience

# 10 Ways to Improve your LinkedIn Recruiting

## 6. Create a Referrals Strategy – Employees & Others

- are current employees aware of the vacancy BEFORE you advertise the job?
- can family and friends of employees make any recommendations? (cultural fit)
- entry level candidates – reach out to lecturers, student groups, professional associations and message with the link to the job and ask for applicants
- ask for referrals from people with similar skill sets (either locally or elsewhere) and ask for referrals
- consider LinkedIn Groups but also manage your referral channels (particularly if you are in a niche recruitment role for more than three years)

## Recommend

Ensuring everyone is added to LinkedIn and your CRM and include the LinkedIn URL in the CRM (Can save Profile to PDF)

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 LOCALLY. Sue Ellson

GHOSTERS. ANY AGE OR ABILITY EMPLOYED, EXPERTS AND ENTREPRENEURS. Sue Ellson

sueellson.com/books

LinkedIn for me

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

28,745 followers · 500+ connections

Open to Add profile section Enhance profile More

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

Send profile in a message

Save to PDF

About this profile

# 10 Ways to Improve your LinkedIn Recruiting

## 7. Create a Search Strategy – including Google Search

- within LinkedIn Search (including Services)
- within LinkedIn Recruiter and/or Sales Navigator
- within Google Advanced Search and search the entire LinkedIn.com database (mostly)  
[https://www.google.com.au/advanced\\_search](https://www.google.com.au/advanced_search)

– remember many people do NOT complete their LinkedIn Profile and we can't be sure how much content and how many skills are included and it may be affected by their behaviour on LinkedIn

– be conscious of work-close-to-home candidates (some employers are doing this to encourage work-at-office)

### Recommend

Be very clear about what is MOST important in your recruitment process and do this in a timely way – paying for a job ad to go 'further' doesn't guarantee better candidates

Google

### Advanced Search

Find pages with...	To do this in the search box.
all these words:	Type the important words: tri-colour rat terrier
this exact word or phrase:	Put exact words in quotes: "rat terrier"
any of these words:	Type OR between all the words you want: miniature OR standard
none of these words:	Put a minus sign just before words that you don't want: -rodent, -"Jack Russell"
numbers ranging from:	Put two full stops between the numbers and add a unit of measurement: 10..35 kg, £300..£500, 2010..2011

Then narrow your results by...		
language:	any language	Find pages in the language that you select.
region:	any region	Find pages published in a particular region.
last update:	anytime	Find pages updated within the time that you specify.
site or domain:	linkedin.com	Search one site (like wikipedia.org) or limit your results to a domain like .edu, .org or .gov
terms appearing:	anywhere in the page	Search for terms in the whole page, page title or web address, or links to the page you're looking for.
file type:	any format	Find pages in the format that you prefer.
usage rights:	not filtered by licence	Find pages that you are free to use yourself.

Advanced Search



# 10 Ways to Improve your LinkedIn Recruiting

## 8. Create a Processing Strategy – including thank you

– whilst LinkedIn offers a variety of ‘automation’ tools, never underestimate the power of inviting candidates to connect, invite them to follow your enterprise on LinkedIn and social media (provide links) and advise what will be happening and where they can click to see the latest information for that job (ie applications are in process, final interviews occurring, candidate selected, other vacancies, careers page on website) so even if they miss the message, they can click the link and check.

– most candidates do not receive ANY correspondence, so a personal message can create a great memory and a possible future candidate or referral in the future

### Recommend

Your recruitment strategy needs to respect every candidate’s time, energy and experience. For each role, six candidates for phone or video interview, maximum of three for final interview and consider a nominal payment for their time <https://www.linkedin.com/pulse/pay-job-candidates-interviews-say-what-sue-ellson>



Pay job candidates for interviews? Say what??? by Sue Ellson - photo by Oleg Magni - Pexels.com

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



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



July 8, 2021

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

By [Sue Ellson](#) [BBus](#) [MIML](#) [MAHRI](#) [MPC](#) [CDAA](#) [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 by one of the guests that job candidates should be paid for their time to attend

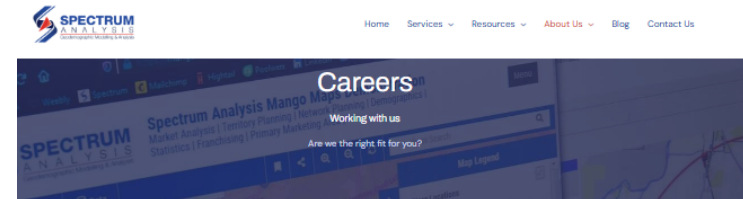
# 10 Ways to Improve your LinkedIn Recruiting

## 9. Manage your Selection Process & Managers

- AI tools can be 'fairer' when sorting applicants or doing an interview analysis
- be aware that the future manager may not have the recruitment skills the candidate expects
- make sure their LinkedIn Profile is up to standard so candidates doing their due diligence can see a good fit
- ensure that they give you a good briefing and do not bring up any 'surprises' during the selection process
- decide on the Connection strategy with candidates but also consider looking for 'Services' rather than a new hire
- decide how you will 'complete' the recruitment and onboarding process (there may be 'updates' your enterprise recommends for new hires)

### Recommend

Understanding 'who does what' is essential in the entire recruitment process



### Spectrum Analysis Careers

Opportunities listed here.

### No Current Vacancies

When we have positions available, we employ bright graduates and others with strong qualifications in Statistical and Mapping disciplines.

Our ideal employees have degrees in either Mathematics, Statistics, or Psychology (Honours) with a heavy emphasis on the statistical side, mainly in Regression Modelling.

We have a well-equipped office in Surrey Hills, Melbourne, Victoria that is close to Chatham train station on the Belgrave – Lilydale line and has on-site parking. We also allow for hybrid work from home for health and lifestyle reasons once a person is fully trained.

### Previous Vacancies

#### GIS Analyst

We usually look for Geographic Information System (GIS) Analysts to join our boutique geodemographic modelling and analysis consultancy based in Surrey Hills, Melbourne (next to Chatham railway station and nearby parking).

You would be assisting with GIS mapping and data analysis tasks for a variety of Australian enterprises (including franchises), schools, colleges, universities and international clients.

Ideally you will have:

- Bachelor's degree or higher in Science
- Education or work experience in geomatics, GIS, and/or spatial sciences
- Working knowledge of GIS software's (e.g. MapInfo, ESRI)
- Experience with any programming language (e.g., VB, C, Java)
- Experience with site selection and network optimisation
- Experience with the ABS Census data

Additional on-the-job training and flexible working arrangements are available.

We operate as a supportive team of professionals and pride ourselves on the quality of our work and the service we provide to our clients.

If you are interested in an opportunity with Spectrum Analysis Australia, and we have vacancies available, please send your resume to [spectrum@spectrumanalysis.com.au](mailto:spectrum@spectrumanalysis.com.au) with 'GIS Analyst Application' in the Subject line.

If have any questions about the role, please contact our Managing Director [Peter Buckingham](#).

Please note, we do NOT have any vacancies available at present.

# 10 Ways to Improve your LinkedIn Recruiting

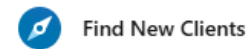
## 10. Learn and Iterate

- what did you ‘learn’ every time you go through the recruitment process (with or without a LinkedIn Job Advertisement)?
- what could you improve going forward?
- did you seek feedback from applicants or gather any new data or insights through the process?
- remember that you will need to have an ‘offboarding’ process when the person leaves the enterprise (and possibly remove their access to the LinkedIn Company Page)
- recruiters will potentially have their own ‘gene pool’ of potential candidates that you may not ‘find’ via LinkedIn

## Recommend

Be aware that some roles are simply not suited to a LinkedIn Recruitment Strategy but that future employees will check you out on social media

### My Apps



Find New Clients



Groups



Manage Billing

### Talent



Post a job



Talent Insights

### Sales



Services Marketplace

### Learning



Learning

### Explore more for business

#### Hire on LinkedIn

Find, attract and recruit talent

#### Sell with LinkedIn

Unlock sales opportunities

#### Post a job for free

Get qualified applicants quickly

#### Advertise on LinkedIn

Acquire customers and grow your business

#### Get started with Premium

Expand and leverage your network

#### Learn with LinkedIn

Courses to develop your employees

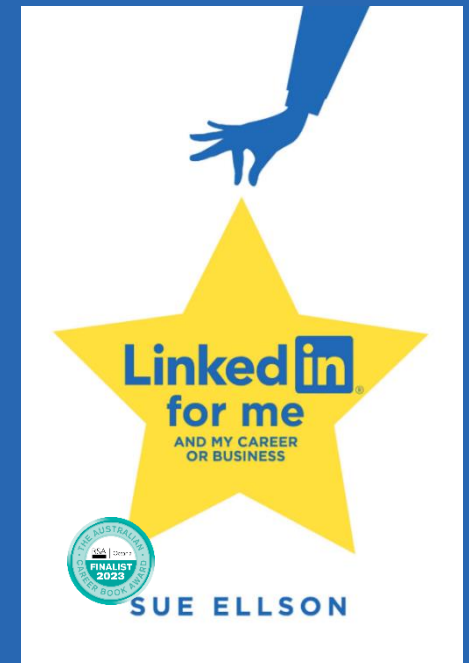
#### Admin Center

Manage billing and account details

Create a Company Page +

# 10 Ways to Improve your LinkedIn Recruiting

1. Complete your LinkedIn Profile
2. Complete your LinkedIn Page
3. Review LinkedIn Resources
4. Consider AI Tools
5. Create a Job Listing with Salary & Benefits
6. Create a Referrals Strategy – Employees & Others
7. Create a Search Strategy – including Google Search
8. Create a Processing Strategy – including Thank You
9. Manage your Selection Process & Managers
10. Learn and Iterate



What were your faves?

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

3 in 3



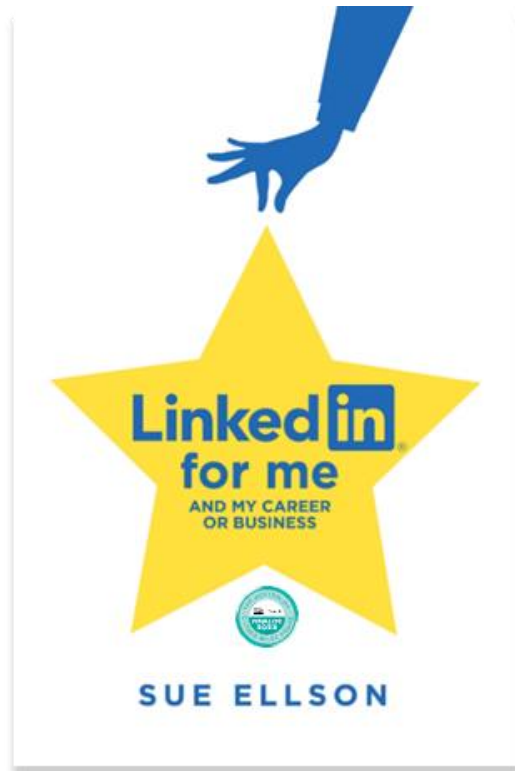
# LinkedIn Insight Webinars

**Next LinkedIn Insight Webinar – 34th** – 10 Ways to Improve your LinkedIn Branding 10 July 2024 <https://sueellson.com/blog/10-ways-to-improve-your-linkedin-branding>

- 10 Ways to Improve your LinkedIn Recruiting 12 June 2024
- 10 Ways to Improve your LinkedIn Career Results 8 May 2024
- 10 Ways to Improve your LinkedIn Business Results 10 April 2024
- 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
- ✓ 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>

*“Can I just say that as a person who has not had to look for a job in over 30 years this course is proving invaluable and I'm only onto the third section”*

# 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 participants who attended live!

✓ **LIVE EVENT – LinkedIn for me and my career or business Workshop**

Saturday 15 June 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



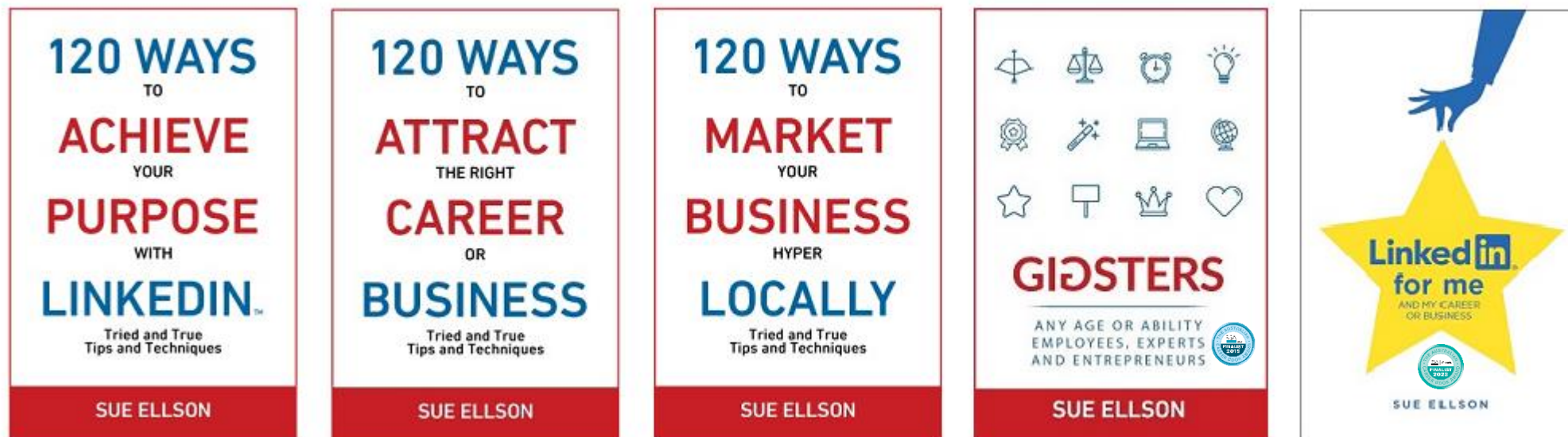
# Follow / Subscribe to Sue Elson Online



- ✓ LinkedIn Profile <https://www.linkedin.com/in/sueellson> (25,019 Connections, 28,745 Followers)
- ✓ YouTube <https://www.youtube.com/@sueellson> (592 Subscribers, 145 Videos – goal is 1,000+ Subscribers)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (875 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2> (221 Followers)
- ✓ Twitter <https://twitter.com/sueellson> (445 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (401 Followers)
- ✓ TikTok <https://www.tiktok.com/@sueellson> (49 Followers)
- ✓ Sue Elson Shares LinkedIn Newsletter (5,982 Subscribers) <https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Elson Sharing LinkedIn Newsletter (305 Subscribers) <https://www.linkedin.com/newsletters/7011478630589497344>
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- ✓ **Sue Elson Email Newsletter (175 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

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Podcasts

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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-recruiting>



# 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> (147 Google Reviews) or

Facebook <https://www.facebook.com/sueellson2/reviews> (8 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