

10 Ways to Improve your LinkedIn Branding

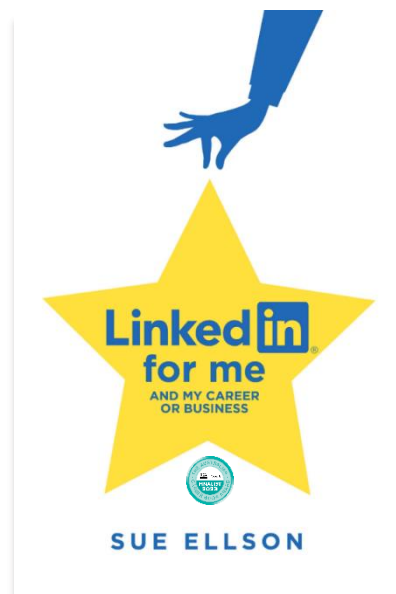


Sue Ellson

GK BBus MPC PCDAAs ASA WV SPN MedPlus AWS

Independent LinkedIn Specialist
Author, Educator, Practitioner

10 July 2024



sueellson@sueellson.com

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

Welcome

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



10 Ways to Improve your LinkedIn Branding

1. Brand Definition
2. LinkedIn Profile Essentials
3. LinkedIn Page Essentials
4. Networking Strategy
5. Engagement Strategy
6. Publishing Strategy
7. General Strategy and Tactics
8. Special Features to Consider
9. Selective Bragging
10. Consistency Over Time



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>

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 13 July 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> (25,086 Connections, 28,830 Followers)
- ✓ YouTube <https://www.youtube.com/@sueellson> (605 Subscribers, 147 Videos – goal is 1,000+ Subscribers)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (876 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2> (226 Followers)
- ✓ Twitter / X <https://x.com/sueellson> (448 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (401 Followers)
- ✓ TikTok <https://www.tiktok.com/@sueellson> (50 Followers)
- ✓ Sue Elson Shares LinkedIn Newsletter (6,016 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 (63 Subscribers) <https://sueellson.com/blog-subscribe>
- ✓ **Sue Elson Email Newsletter (207 Subscribers)** <https://sueellson.com/newsletters>



News

POEMS AND POETRY PODCAST



By
Sue Ellson



Poems and Poetry Podcast – Coming Soon

★ <https://poemsandpoetrypodcast.com>

★ Subscribe via your favourite channels!

Apple Podcasts

<https://podcastsconnect.apple.com/my-podcasts/channel/poems-and-poetry-podcast>

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LinkedIn

<https://www.linkedin.com/company/poems-and-poetry-podcast>

Spotify <https://open.spotify.com/show/1pZdWsrjOiSON9NbJ1LP2b>

YouTube

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YouTube Podcast

<https://www.youtube.com/@poems-and-poetry-podcast/podcasts>

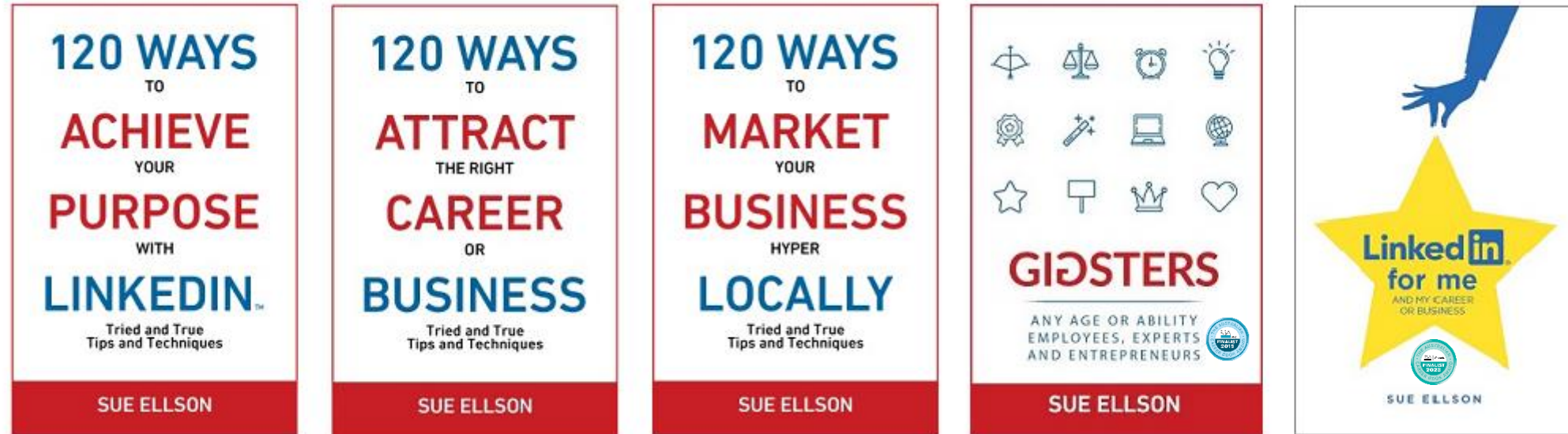
News



How to Beat Workplace Burnout on 9 July 2024 – 19th Appearance

★ <https://sueellson.com/blog/how-to-beat-workplace-burnout-on-channel-9-today-extra>

Author of five books

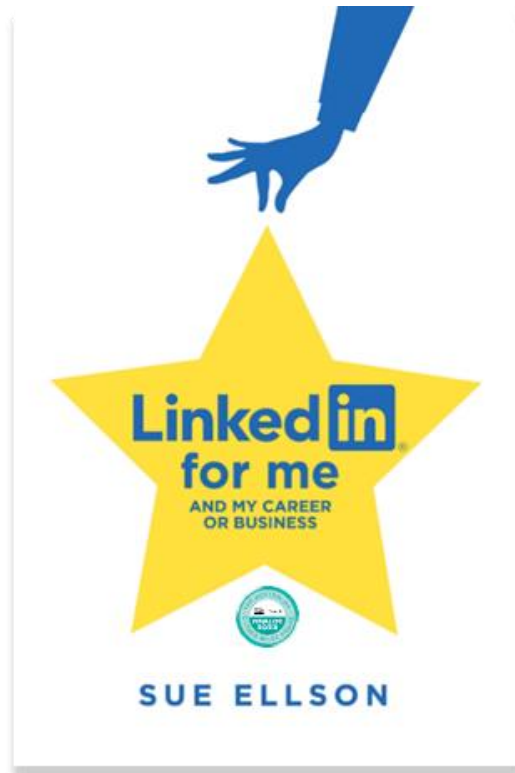


Latest – **LinkedIn for me and my career or business** – launched 23 January 2023

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 Branding

What type of branding are you trying to do via LinkedIn?

- 1 – personal branding
- 2 – enterprise branding
- 3 – personal and enterprise branding
- 4 – other (please describe)

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



10 Ways to Improve your LinkedIn Branding

1. Brand Definition

- are you looking to brand a person or an enterprise?
- if it is your own enterprise, you need to brand both (not just the enterprise)
- what are your primary keywords and secondary keywords?
- what audience are you trying to reach?



Recommend

Goal is to attract search results – goal is to have at least 100 profile views per 90 days and at least 50 appearances in search results in 7 days. My motto is ‘friendly and professional – not personal’

Review

<https://www.linkedin.com/pulse/linkedin-keywords-what-primary-secondary-should-you-sue-ellson>

<https://www.linkedin.com/pulse/how-choose-your-next-job-career-sue-ellson>

10 Ways to Improve your LinkedIn Branding

2. LinkedIn Profile Essentials

- recent photo and aligned banner
- personalise your URL <https://www.linkedin.com/public-profile/settings>
- relevant Headline – label, keywords, summary, interest
- relevant Summary

Recommend

Fully completing all sections of your LinkedIn Profile, even if it feels uncomfortable!

Review

- <https://sueellson.com/blog/10-ways-to-improve-your-linkedin-profile>
- <https://www.linkedin.com/pulse/linkedin-headline-formula-label-keywords-interest-sue-ellson>
- <https://www.linkedin.com/pulse/how-write-linkedin-profile-summary-your-purpose-sue-ellson>

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 Branding

3. LinkedIn Page Essentials

- complete all possible sections and ensure you post there once or twice a week
- manually check 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 profile. 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 'Provide details to display on your page' and includes a description field with a character count of 814/2,000. Below the description is a section for 'Manage description in another language' and a 'Website URL*' field containing 'https://sueellson.com'. There is also a checkbox for 'My organization doesn't have a website', an 'Industry*' dropdown set to 'Business Consulting and Services', a 'Company size*' dropdown set to '2-10 employees', and a 'Company type*' dropdown set to 'Privately Held'.

10 Ways to Improve your LinkedIn Branding

4. Networking Strategy

- from now on, connect with everyone you meet in person, by phone, by email, by chat, online etc
- maintain your VIP relationships by clicking on the 🔔 on their Profile or Page and choose 'All Posts' to curate your Newsfeed
- develop your social network, professional network and personal network

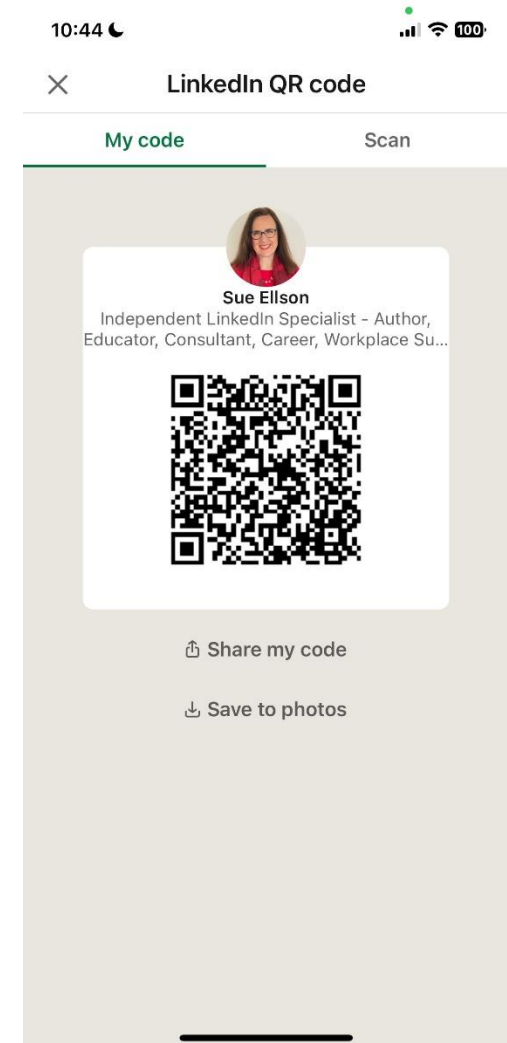
Recommend

Use LinkedIn to build and maintain your network

Review

<https://intheblack.cpaaustralia.com.au/careers-and-workplace/5-easy-steps-to-master-online-professional-networking>

<https://www.mybusiness.com.au/how-we-help/grow-your-business/promoting-your-business/business-networking-all-you-need-to-know>



10 Ways to Improve your LinkedIn Branding

5. Engagement Strategy

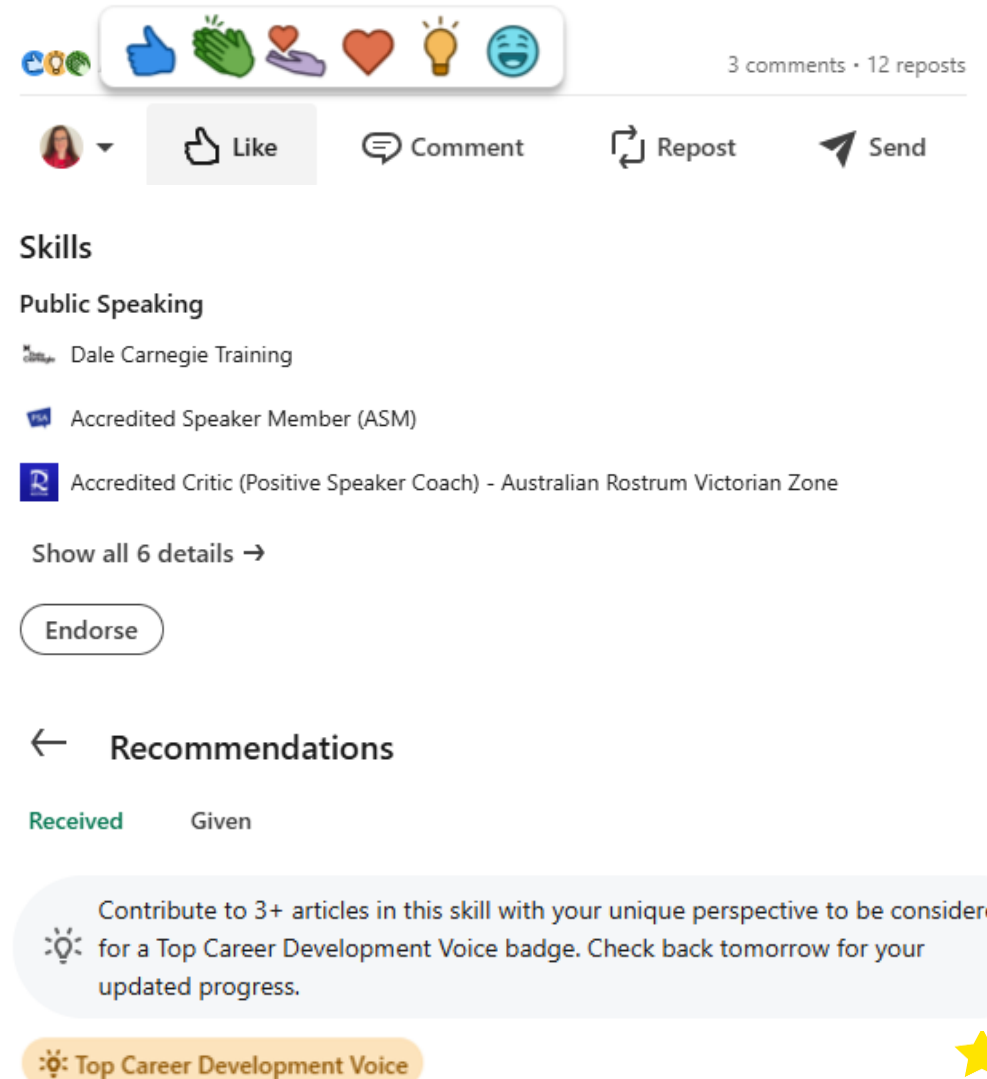
- be strategic with your Reactions, Comments, Reposts and Sends
- provide Skill endorsements
- provide Recommendations
- contribute to at least 3 Collaborative Articles
<https://www.linkedin.com/pulse/topics/home>

Recommend

Allocate 10 minutes a week to engage

Review

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



The screenshot shows the LinkedIn interface for a post. At the top, there are reaction icons: a thumbs up (Like), a clapping hand (Celebrate), a heart (Love), a heart with a checkmark (Support), a lightbulb (Inspire), and a smiling face with open eyes (Wow). To the right of these icons, it says "3 comments · 12 reposts". Below the reactions, there are buttons for "Like", "Comment", "Repost", and "Send".

Below the interaction buttons, the "Skills" section is visible. It lists "Public Speaking" with three endorsements:

- Dale Carnegie Training
- Accredited Speaker Member (ASM)
- Accredited Critic (Positive Speaker Coach) - Australian Rostrum Victorian Zone

There is a "Show all 6 details →" link. Below the skills, there is an "Endorse" button.

Below the "Endorse" button, there is a "Recommendations" section with a left-pointing arrow. It has two tabs: "Received" (selected) and "Given".

Under the "Received" tab, there is a notification box that says: "Contribute to 3+ articles in this skill with your unique perspective to be considered for a Top Career Development Voice badge. Check back tomorrow for your updated progress." Below this notification is a badge that says "Top Career Development Voice".

In the bottom right corner of the screenshot, there is a yellow star icon followed by the number "17".

10 Ways to Improve your LinkedIn Branding

6. Publishing Strategy

- consider Posts (Newsfeed – Dynamic)
- consider Articles (Page – Lifetime)
- consider Newsletters (Articles with Notifications)
- consider Groups (Well Moderated)

Recommend

Newsletters encourage new Followers to Subscribe – can re-use general email newsletter content

Review


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

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

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

Featured

Newsletter



Sue Ellson Shares
Published monthly · 6,016 subscribers
News from me for your career or enterprise

✓ Subscribed

10 Ways to Improve your LinkedIn Branding

7. General Strategy and Tactics

- consistent Style Guide
- using aligned hashtags
- can use relevant emojis
- @mentions so people and enterprises are notified
- starting with a TOPIC and teaser
- use short sentences and active language
- story based images
- variety of types – images, video, polls, PDFs etc
- direct uploads rather than links and .srt files for video
- ensure they are 'self-contained' and keep people on LinkedIn
- use new features when they are released
- avoid broetry and excessive humble bragging

Recommend

Consistently iterate over time

Review

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



The screenshot shows a LinkedIn post from Sue Ellson, an Independent LinkedIn Specialist. The post discusses asking for a promotion or pay rise, mentioning a presentation at the Golden Key International Honour Society. It includes a link to a slide deck and several hashtags. Below the post, there are two poll questions: 'How can professionals effectively ask for a promotion?' and 'What is the best way to ask for a promotion?'. The poll is partially visible, showing the first question and a right arrow.

Sue Ellson (She/Her) • You
Independent LinkedIn Specialist - Author, Educator, Consultant, Career, Workp...
6d • 🌐

PROMOTION OR PAY RISE // Is it time for you to ask 🗣️ for a promotion or a 💰 pay rise? Do you know when to ask, what to deliver, what to prepare (including your LinkedIn Profile) and how you can pitch your request?

I recently provided a pro bono presentation to **Golden Key International Honour Society** (where I have been a member since 1998) thanks to an invitation from **Maryke Bain** and it was hosted by **Sonia Riverland**.

Check out the slides and learn away at <https://lnkd.in/gAiU-yc7>

#sueellson #goldenkey #promotion #payrise

How to ask for a Promotion or a Pay Rise for Golden Key International Honour Society - Sue Ellson
sueellson.com

👉 How can professionals effectively ask for a promotion? 👉 What is the best way to ask for a promotion? >

👤 Melita Long, Career and Executive Coach, PCDA and 4 others

10 Ways to Improve your LinkedIn Branding

8. Special Features to Consider

- Events – focus on free ones, invite 1,000 Connections per week per event, include privacy policy to download list
- Newsletters – automatic subscription offer but also remember SEO Settings
- LinkedIn Live Video – can be part of a sync with other platforms
- Polls – have continued to perform well

Recommend

Understand what is worth or not worth doing

Review

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

Events

Upcoming (1)


Past (41)



10 Ways To Improve Your LinkedIn Branding 10 July 2024 UTC+10 12pm \$0


Tomorrow, 12:00 PM AEST

Created by Sue Ellson • 1 attending admin

NEWSLETTER

Sue Ellson Sharing Newsletter

News from me for your career or enterprise

 By Sue Ellson
874 followers

Published monthly
305 subscribers

[Edit](#) [Share](#)

18 editions [Create new edition](#)

10 Ways to Improve your LinkedIn Branding

9. Selective Bragging

- include your Achievements in each Experience section
- include your Honors and Awards
- include your Memberships in Contact Info, Post Nominals next to your name in the About Summary Section, Licenses and Certifications and Organizations sections
- consider Posts for special mentions – and team achievements

Recommend

Stating facts is not bragging – past behaviour is a predictor for future behaviour – no need to tell if already told!

Review

<https://www.linkedin.com/pulse/how-write-add-achievements-your-linkedin-profile-sue-ellson>

Honors & awards

Finalist in The Australian Career Book Award

Issued by RSA Oceania · Jun 2023

 Associated with Sue Ellson

<https://careermelbourne.com/the-australian-career-book-award-finalist-books-2023/>

...

Australia and New Zealand LinkedIn Experts List by Wildfire Social Marketing

Issued by Wildfire Social Marketing - Jo Saunders · Jul 2022

 Associated with Sue Ellson

<https://wildfiresocialmarketing.com/linkedinexperts2022/>

Show all 18 honors & awards →

10 Ways to Improve your LinkedIn Branding

10. Consistency Over Time

- regular Profile and Page updates
- regular networking
- regular engagement
- regular publishing (including curating)
- regular ‘nice friend’ activities – makes you memorable
- respond to messages within 24 hours (set up Auto Response if you have Premium)
- don’t try too hard (focus not busy-ness)

Recommend

Allocate set time per week – achievable within 20 minutes if structured

Review

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

PREMIUM ✕

Away message On
Away messages are only sent to connections. [Learn more](#)

Start date — End date

Message

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>

208/300

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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 – 35th – 10 Ways to Improve your LinkedIn Marketing 14 August 2024 <https://sueellson.com/blog/10-ways-to-improve-your-linkedin-marketing>

- 10 Ways to Improve your LinkedIn Branding 10 July 2024
- 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!
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- ✓ 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

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- Usernames and Passwords Spreadsheet (most popular)
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- 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!**

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Saturday 13 July 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



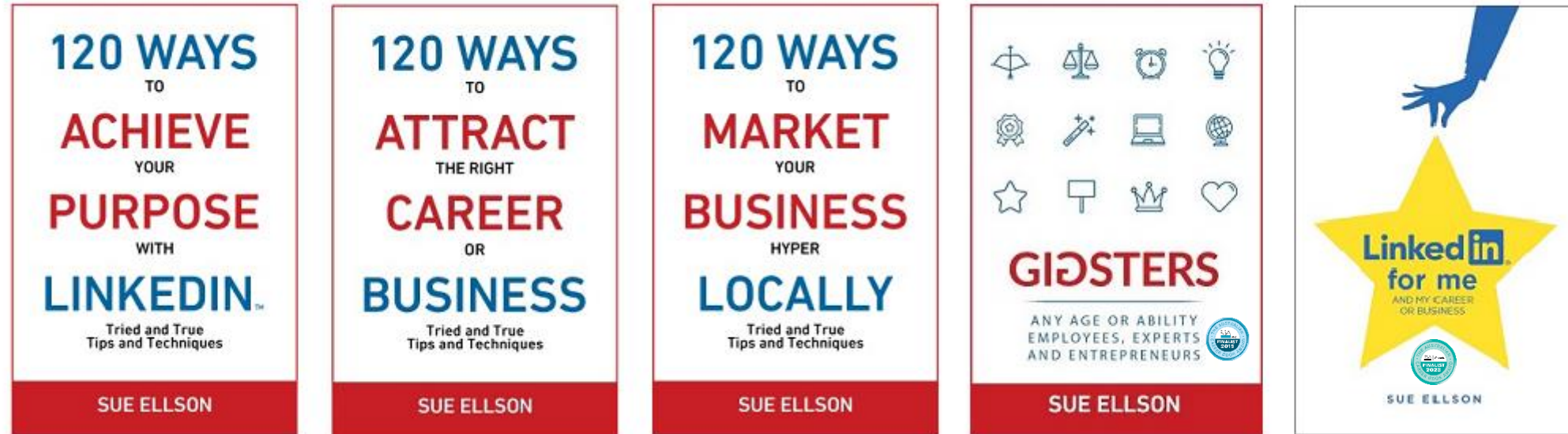
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- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (876 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2> (226 Followers)
- ✓ Twitter / X <https://x.com/sueellson> (448 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (401 Followers)
- ✓ TikTok <https://www.tiktok.com/@sueellson> (50 Followers)
- ✓ Sue Elson Shares LinkedIn Newsletter (6,016 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 (63 Subscribers) <https://sueellson.com/blog-subscribe>
- ✓ **Sue Elson Email Newsletter (207 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

<https://sueellson.com/blog>

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Presentations

<https://sueellson.com/presentations>

Podcasts

<https://sueellson.com/podcasts>

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-branding>



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> (148 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