



MELBOURNE CAREER EXPO

27 July 2024

FREE ENTRY

Online Registration Essential

www.CareerExpo.com.au

Top 10 LinkedIn Career Tools

Sue Ellson GK BBus MPC PCDAА ASA MPC WV SPN MEPlus AWS

10:30am 27 July 2024

Melbourne Career Expo

Melbourne Convention and Exhibition Centre
1 Convention Centre Place, South Wharf, Victoria 3006



Career Development
Association Australia

sueellson.com

Sue Ellson – Professional Experience

- 1982 Started work at Westpac in Adelaide until 1994
- 1987 Started acquiring digital skills and training people
- 1994 Moved to Melbourne from Adelaide
- 1994 Started consulting – careers, business, marketing, training (still completing)
- 2001 Founder and first website online NewcomersNetwork.com
- 2001 Member of the Australian Institute of Management (now Institute of Managers and Leaders) until 2022
- 2003 Joined LinkedIn member number 77,832
- 2005 Member of the Australian Human Resources Institute until 2021
- 2008 Independent LinkedIn Specialist and Member of Melbourne Press Club
- 2012 Founder CamberwellNetwork.com until 2022 and SueEllson.com
- 2014 Teaching at the Centre for Adult Education and created 120 Ways Publishing
- 2015 Associate Member of Career Development Association of Australia CDAA and Member of Australian Society of Authors
- 2016 Wrote and published three 80,000 word books –
 - '120 Ways to Achieve Your Purpose With LinkedIn'
 - '120 Ways To Attract The Right Career Or Business'
 - '120 Ways to Market Your Business Hyper Locally'
- 2018 Professional Member of CDAA, Quora Top Writer, Top 10 LinkedIn Expert in the Asia Pacific Region, Member of Writers Victoria
- 2019 Wrote and Published 45,000 word book 'Gigsters – Any Age or Ability Employees, Experts and Entrepreneurs' – finalist in The Australian Career Book Award, member of the Small Press Network, Top 10 LinkedIn Expert in the Asia Pacific Region
- 2020 Released 'LinkedIn for me and my career or business' online edition
- 2021 Teaching for the Social Media College at the Australian Institute of Management
- 2022 International List of LinkedIn Experts
- 2023 Launched print edition of 'LinkedIn for me and my career or business' finalist in the Australian Career Book Award, Member of Educate Plus
- 2024 Member of Australian Women Speakers and launching Poems and Poetry Podcast



Sue Ellson – Voluntary Experience

- 1991 – 1992 Committee Member, Westbourne Park Netball Club
- 1991 – 1992 Fundraising Committee and Assistant Treasurer South Australian United Church Netball Association
- 1991 – 1993 Photographer Mitchell Park Football Club and Morphettville Park Football Club
- 1992 – 1993 Inaugural Secretary/Treasurer & Westpac Representative Australian Institute of Bankers SA Young Banker's Committee
- 1998 – 1998 Fundraising Committee Member, Templestowe Heights Pre School
- 1999 – 1999 Committee Member University of South Australia, Administrative Management Student and Staff Course
- 2001 – 2002 Committee Member, Cultural Tourism Industry Group
- 2001 – 2002 Promotions Executive and Deputy Chair, International Business Group Australian Institute of Management
- 2001 – 2002 Promotions Officer and President Templestowe Valley Pre School
- 2003 – 2007 Committee Member Victorian Community Committee for Harmony
- 2003 – 2009 Media, Communications and Committee Member Victorian Immigrant and Refugee Women's Coalition (VIRWC)
- 2004 – 2011 Parent Helper Scouts Australia (including two Jamborees and one Cuboree)
- 2007 – 2015 Convenor, International Human Resources Network Victoria Australian Human Resources Institute (AHRI)
- 2009 – 2012 Committee Member, Friends of Music Parent Helper Camberwell High School
- 2011 – 2012 Committee Member, Friends of Music Parent Helper Blackburn High School
- 2011 – 2014 Adviser and Facilitator, Camberwell Traders Association
- 2012 – 2022 Founder and Director, Camberwell Network
- 2013 – 2014 Consultant to the Media Team St Paul's Anglican Church Canterbury
- 2013 – 2016 Volunteer Foster Carer RSPCA Victoria
- 2014 – 2015 Councillor Victorian State Council Australian Human Resources Institute (AHRI)
- 2001 – now Free Presentations, Training, Events for various organisations and Social Enterprises and pro bono one-on-ones



This session

1. Background
2. LinkedIn Career Tools
3. Additional Resources
4. Questions and Answers

Getting Interviews = Your application is aligned

Getting interviews but not getting a job = Not a fit, ignore reason, continue looking and/or revise strategy



@sueellson



Email QR Code

Email:

sueellson@sueellson.com

Subject:

Melbourne Career Expo Attendee

Message:

I would like the slides and recording link please

sueellson@sueellson.com or 0402 243 271

[linkedin.com/in/sueellson](https://www.linkedin.com/in/sueellson)

Top 10 LinkedIn Career Tools

1. LinkedIn Profile Update
2. Skills Focus
3. Jobs Tab
4. Open to Work Button
5. Add Services
6. Strategic Follows
7. Strategic Networking
8. Strategic Publishing
9. Events and Groups
10. Professional Support



1. LinkedIn Profile Updated

- Fully completed
- Focus on Photo, Headline, About Sections
- Complete as many sections as possible
- If you are not working now, add in a 'job' – algorithm favours currently employed
- Talk about Achievements Past Tense
- Talk about Tasks in Present Tense
- Include a Description of the Employer
- Include Media Links
- Minimum six Recommendations Given and Received

Add experience

English

Notify network
Turn on to notify your network of key profile changes (such as new job) and work anniversaries. Off
Updates can take up to 2 hours. Learn more about [sharing profile changes](#).

* Indicates required

Title*

Employment type

Learn more about [employment types](#).

Company name*

Did you mean to choose?
 Company • Investment Management

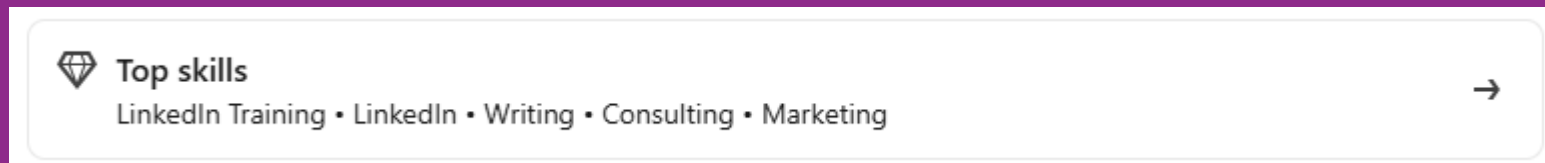
Location

Location type



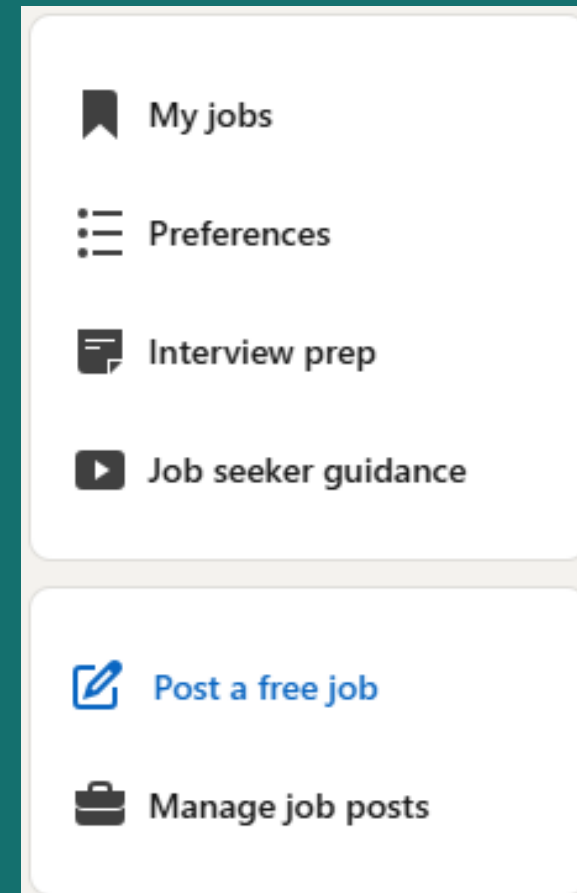
2. Skills Focus

- Can add 50 Skills to your LinkedIn Profile
- Can nominate top 5 Skills with About Section
- Can nominate individual Skills for each listed -
Experience
 - Education
 - Licenses and Certifications
 - Projects
- Give and Receive Endorsements
- Free access to LinkedIn Learning with library card



3. Jobs Tab

- Can set up Job Alerts
- Can use Interview Prep
- Can use Job seeker guidance
- <https://www.linkedin.com/jobs>



4. Open to Work Button

- Add five job titles
- Three location types
 - Onsite, Hybrid, Remote
- Up to five locations
 - Onsite and Remote
- Start Date
- Employment Types
- Recruiters Only
 - no Green Frame

Edit job preferences

Australia X

+ Add location

i You've reached the maximum

Start date

Immediately, I am actively applying

Flexible, I am casually looking

Employment types

Full-time + Part-time ✓ Contract ✓ Internship +

Temporary ✓

Visibility (who can view you're open to work)*

Recruiters only
Limited to people using LinkedIn Recruiter
While we take steps not to show recruiters at your current company, we can't guarantee complete privacy.

All LinkedIn members
Includes recruiters and people at your current company
This selection adds the #OpenToWork photo frame.

[Learn more about your privacy](#)

Delete Save



5. Add Services

- Add 10 services (if listed)
- 500 Character Intro
- Work Location
- Pricing
- Media and Reviews
- Client Requests
- Services Page
<https://www.linkedin.com/services/page/1402873078b01b7021>

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 services

Add career break

Add skills

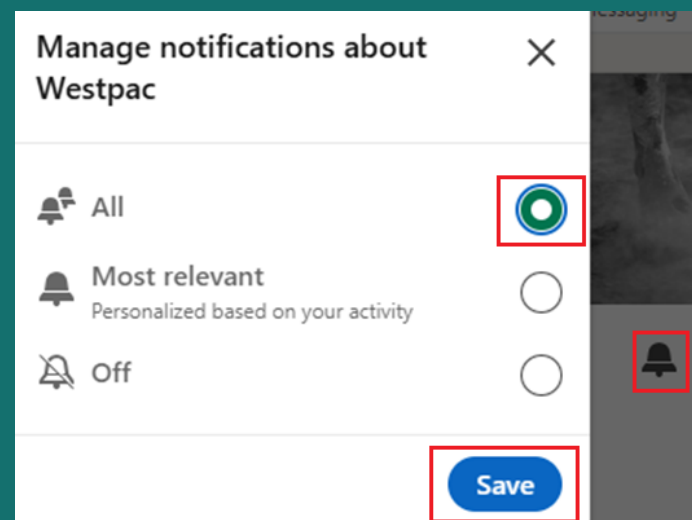
Recommended ∨

Additional ∨



6. Strategic Follows

- Follow Company Pages where you would like to work
- Connect and/or Follow people there in similar roles
- Click Notification Bell and choose 'All' Posts
- React to the content in your Newsfeed and add Comments



7. Strategic Networking

- Be goal clear first
- Networking, Referrals, Voluntary Work
- Find people who can provide information
- Find people who can refer
- Contact people and say thank you
- Thank the referrer
- LinkedIn Search & Google Advanced Search

Google

Advanced Search

Find pages with...

all these words:

this exact word or phrase:

any of these words:

none of these words:

numbers ranging from: to

Then narrow your results by...

language:

region:

last update:

site or domain:

terms appearing:

file type:

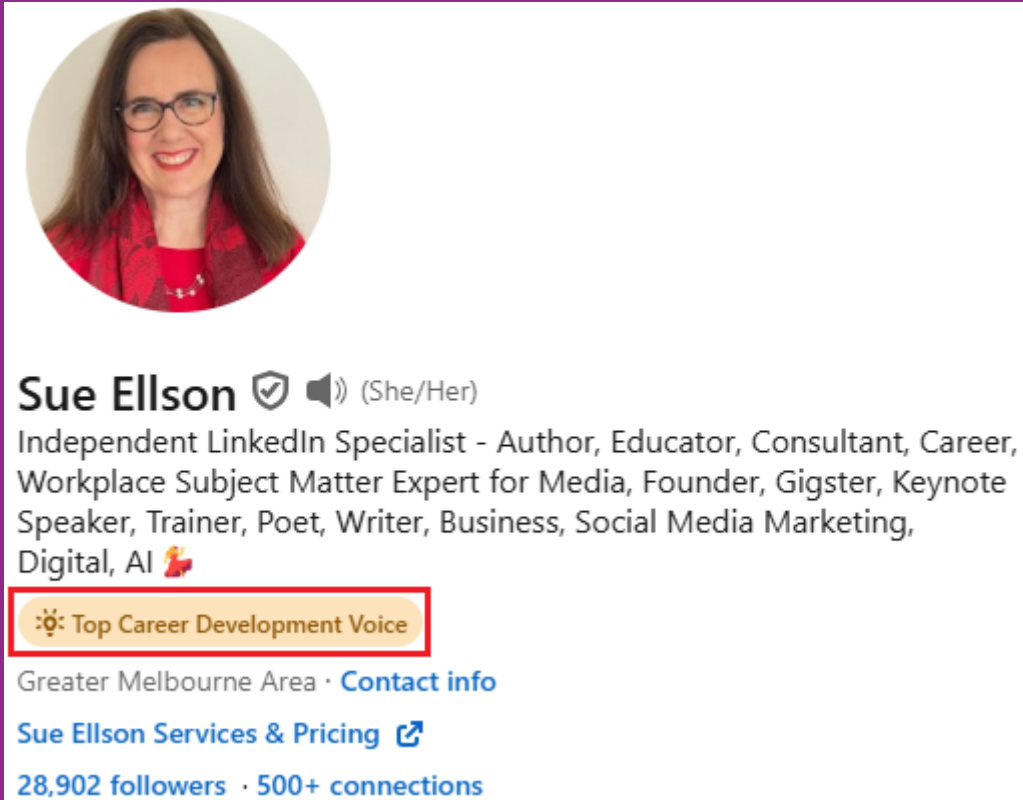
usage rights:

Advanced Search



8. Strategic Publishing

- Curate or Create
- Posts, Articles, Newsletters
- Collaborative Articles
<https://www.linkedin.com/pulse/topics/home>
- Text, Images, Videos, Polls, PDFs



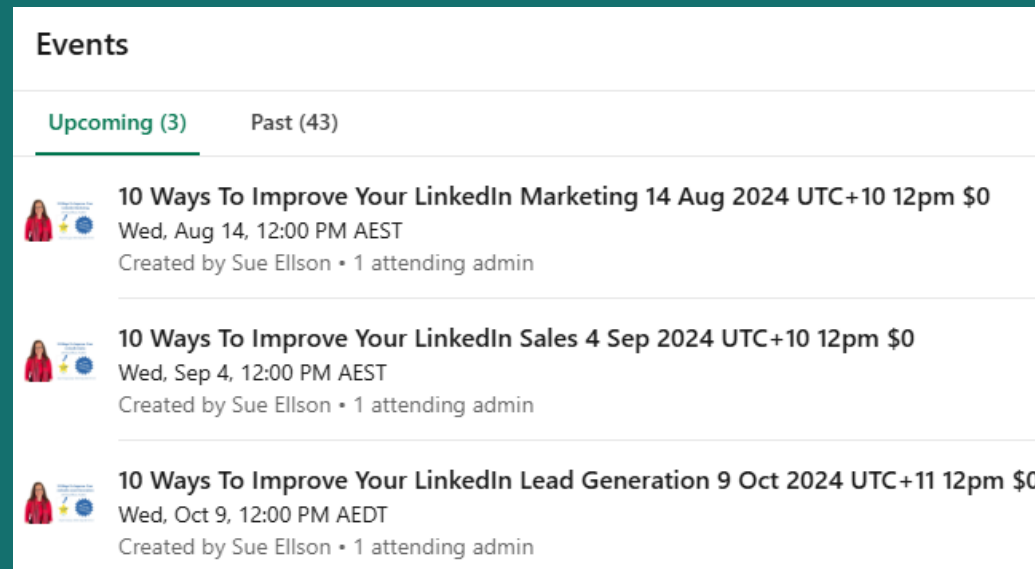
A screenshot of a LinkedIn profile for Sue Ellson. The profile includes a circular profile picture of a woman with glasses and a red top. Below the picture is the name 'Sue Ellson' with a verified badge and a speaker icon, followed by '(She/Her)'. The bio reads: 'Independent LinkedIn Specialist - Author, Educator, Consultant, Career, Workplace Subject Matter Expert for Media, Founder, Gigster, Keynote Speaker, Trainer, Poet, Writer, Business, Social Media Marketing, Digital, AI 🙌'. A yellow badge with a megaphone icon says 'Top Career Development Voice'. Below the bio are links for 'Greater Melbourne Area · Contact info', 'Sue Ellson Services & Pricing' with an external link icon, and '28,902 followers · 500+ connections'.

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](#) 🔗
28,902 followers · 500+ connections



9. Events and Groups

- <https://www.linkedin.com/events> and register, attend, network
- <https://www.linkedin.com/groups> for research, be selective



The screenshot displays the LinkedIn Events interface. At the top, the word "Events" is centered. Below it, there are two tabs: "Upcoming (3)" which is selected and underlined, and "Past (43)". Three event cards are listed under the "Upcoming" tab. Each card features a small profile picture of Sue Ellson on the left, followed by the event title, date, time, and cost. The first event is "10 Ways To Improve Your LinkedIn Marketing" on August 14, 2024, at 12:00 PM AEST, for \$0. The second is "10 Ways To Improve Your LinkedIn Sales" on September 4, 2024, at 12:00 PM AEST, for \$0. The third is "10 Ways To Improve Your LinkedIn Lead Generation" on October 9, 2024, at 12:00 PM AEDT, for \$0. All events are noted as being created by Sue Ellson with 1 attending admin.

Event Title	Date	Time	Cost
10 Ways To Improve Your LinkedIn Marketing	14 Aug 2024	12:00 PM AEST	\$0
10 Ways To Improve Your LinkedIn Sales	4 Sep 2024	12:00 PM AEST	\$0
10 Ways To Improve Your LinkedIn Lead Generation	9 Oct 2024	12:00 PM AEDT	\$0



10. Professional Support

- **CDAА Member**
- **Pay by the Hour**
- **Job Skills different to Job Search Skills**
- **Secure a more aligned and better paying role and reuse skills in the future**



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Additional Resources

Skills to get a job not the same as the skills to do a job

- Free careers quiz and job descriptions myfuture.edu.au/get-started
- Finding a job guide <https://www.vic.gov.au/finding-job>
- Jobs Victoria <https://jobs.vic.gov.au/help-for-jobseekers/personalised-support>
- Career Development Association of Australia
<https://cdaa.org.au/CDAASite/Web/About-Career-Development/Why-Seek-Career-Support.aspx>
- Employee Assistance Programs, Outplacement Services, Selected Recruiters, Education Providers, Local Community or Council Programs
- Beware of advice from well-meaning friends, family and colleagues
- Applicant Tracking System Friendly Resume sueellson.com/latest-offer



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>

Melbourne Career Expo 2023 & 2024

2024

Top 10 LinkedIn Career Tools 10:30 am – 11:30am CDAA Workshop Area

Top 10 Return to Work Strategies 12:30pm – 1:30pm CDAA Workshop Area

How to ask for a promotion or a pay rise – 2:00pm – 2:30pm Main Stage

<https://sueellson.com/blog/melbourne-career-expo-2024-at-melbourne-convention-and-exhibition-centre-26-28-july>

2023

10:30am Top Ten Tools for Job Seekers – CDAA Workshop Area

1:30pm Over 50 and Fabulous – CDAA Workshop Area

2:30pm Using AI for finding work – Main Stage

<https://sueellson.com/blog/melbourne-career-expo-2023-at-melbourne-convention-and-exhibition-centre-14-16-july>



What has been most helpful to you today?

✓ 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>

✓ Questions and Answers



Google Review



Facebook Review



Online Review



Follow Socials / Contact



@sueellson



Email QR Code

Email:

sueellson@sueellson.com

Subject:

Melbourne Career Expo Attendee

Message:

I would like the slides and recording link please

sueellson@sueellson.com or 0402 243 271

[linkedin.com/in/sueellson](https://www.linkedin.com/in/sueellson)