

LinkedIn for Leaders and Schools – ASBA WA Conference – By Sue Ellson 11/9/24

Leaders

1. Follow or Join and Click Notification Bell for ASBA on all Social Media Channels
<https://www.facebook.com/ASBALtd>
<https://www.linkedin.com/groups/5130414>
<https://www.linkedin.com/school/association-of-school-business-administrators-asba>
<https://www.youtube.com/@AssocSchoolBusAdmin>
2. Add your ASBA Membership Details on LinkedIn to Banner, About (Posts Nominals), Volunteer (if relevant), Licenses and Certifications, Organizations, Education or Courses, Contact Info
3. Update your LinkedIn Profile and edit your LinkedIn Public Profile URL to just your name (can include dashes or numbers) <https://www.linkedin.com/public-profile/settings>
4. Follow your School's Company or School Page and click Notification Bell, All Posts
5. Develop a Connection Strategy (I recommend everyone you meet)
6. Develop an Engagement Strategy (listen before you speak)
7. Develop a Content Strategy (once a month is enough)
8. Get a Copy of Your Data every six months
<https://www.linkedin.com/mypreferences/d/categories/privacy>
9. Set Goals – Connections (Increase by x), Profile Views per 90 Days (100+), Appearances in Search Results per 7 days (50+), Skill Endorsements (20+ per Skill), Recommendations (6+ Given and 6+ Received)
10. Settings – turn off Email Notifications for 'everything' and adjust any other settings

Schools

1. Ensure you have a School Page not a Company Page and if not, request the change at <https://www.linkedin.com/help/linkedin/ask/CP-primary>
2. 80% of Year 12 students on LinkedIn and listing your school in the Education Section before the last day of school FROM NOW ON
3. 80% of Staff on LinkedIn choosing your school in the Experience Section
4. Quarterly Reporting of School Page Followers and Alumni
5. Keep a link to all Published Content in a Spreadsheet, 3+ Admins – risk management

Write a Google Review for ASBA at

<https://search.google.com/local/writereview?placeid=ChIJq6o2sWpclmsRKmTOmzA3TqA>

This guide and slides online at <https://sueellson.com/blog/asba-wa> code **Busselton**

