

LinkedIn for Leaders and Schools

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11am – 12pm

11 September 2024

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Online at

<https://sueellson.com/blog/asba-wa>

Code: Busselton



LEADERSHIP

Many Ways, Many Paths





ASBA WA 2024 CONFERENCE

ABBAY BEACH RESORT, BUSSELTON

10-12 SEPTEMBER

Previous Publication for ASBA – May 2024

Technology



LINKEDIN AUDIT FOR SCHOOLS

With over one billion members worldwide and over 14 million in Australia, the Microsoft owned LinkedIn.com is the world's largest professional network with 60% of users aged between 25 and 34 – a good mix of both future parents and alumni. We all know that people will change their email address, phone number, career and even location. However, if you connect with someone on LinkedIn, you can still 'reach' them, whether that be for research, a referral or a reunion! As a School Business Administrator, there are various ways to audit your school's LinkedIn presence, strategy and tactics and here are my top 10 recommendations.

- 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.

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

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+61 402 243 271
Publications, Presentations, Podcasts, Poems, Pricing
<https://sueellison.com>

Connect on LinkedIn
<https://www.linkedin.com/in/sueellison>
My five non-fiction books
<https://sueellison.com/books>

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 by 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 completes)
 - 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).

MAY 2024 21

Thank you Kathy Dickson - LinkedIn Audit for Schools <https://anyflip.com/fubq/ktvk> pages 21-22

Previous Presentations for ASBA – 2022 and 2024



✓ **LinkedIn for Association of School Business Administrators (ASBA) Members via Webinar** 12 August 2022

Slides - <https://asba.asn.au/int/asba/uploads/files/Pips%20files/Webinar%20Uploads/LinkedIn%20notes%20120822.pdf>

Recording - <https://asba.asn.au/int/asba/uploads/files/Pips%20files/Webinar%20Uploads/LinkedIn%20webinar%20120822.mp4>

✓ **LinkedIn for ASBA Board in Canberra** 22 March 2024

Slides – <https://sueellson.com/wp-content/uploads/20240322-asba-board-linkedin-strategy-by-sue-ellson.pdf>

Sue Ellson

Sue Ellson is a Member of



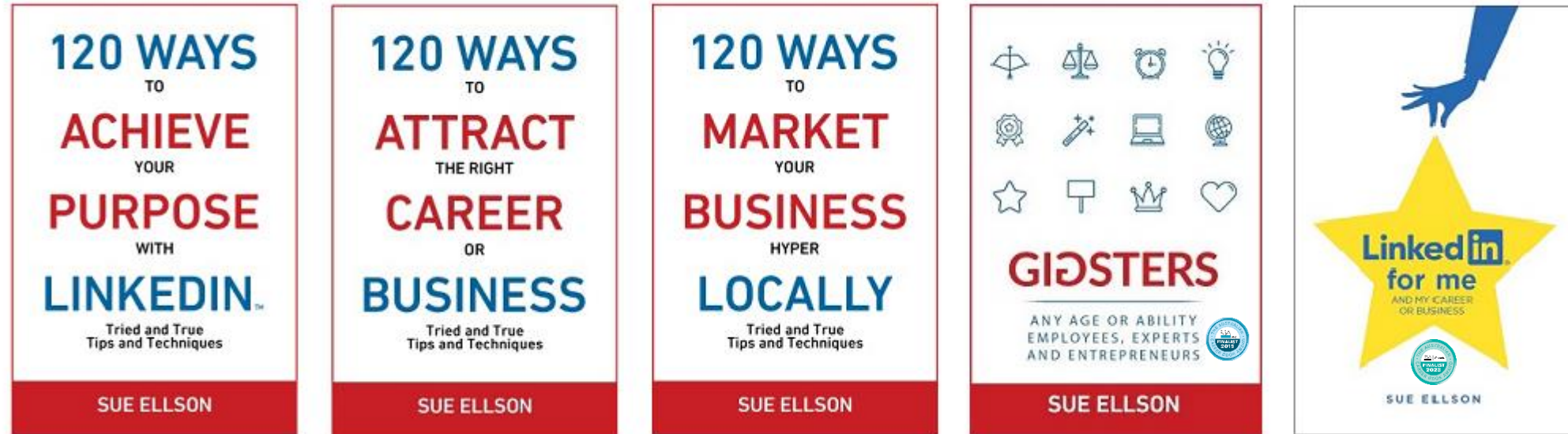
Sue Ellson is the Founder of



Joined LinkedIn 2003, Consulting since 2008, LinkedIn Books 2016 and 2023

<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 Ellson Online



- ✓ LinkedIn Profile <https://www.linkedin.com/in/sueellson> (25,242 Connections, 29,054 Followers)
- ✓ YouTube <https://www.youtube.com/@sueellson> (648 Subscribers, 160 Videos – goal is 1,000+ Subscribers)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (890 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2> (229 Followers)
- ✓ Twitter / X <https://x.com/sueellson> (450 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (447 Followers)
- ✓ Pinterest <https://pinterest.com.au/sueellson> (20 Followers)
- ✓ TikTok <https://www.tiktok.com/@sueellson> (52 Followers)
- ✓ Sue Ellson Shares LinkedIn Newsletter (6,099 Subscribers)
<https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Ellson Sharing LinkedIn Newsletter (316 Subscribers)
<https://www.linkedin.com/newsletters/7011478630589497344>
- ✓ Sue Ellson Website Blog Notifications Email (68 Subscribers)
<https://sueellson.com/blog-subscribe>
- ✓ **Sue Ellson Email Newsletter (288 Subscribers)**
<https://sueellson.com/newsletters>



Salary Negotiation



<https://sueellson.com/blog/negotiating-salary-expectations-on-channel-9-today-extra>

Quick Points

- ✓ acknowledge traditional owners
- ✓ this presentation is for people of all backgrounds
- ✓ this is not professional advice for your personal circumstances
- ✓ slides can be shared
- ✓ will be asking you what has been most helpful to you
- ✓ questions welcome any time
- ✓ encourage you to find 3 things to do in 3 hours or 3 days**



LinkedIn for Leaders and Schools



- launched 5 May 2003, world's largest professional network around 1 billion members in 200+ countries, over 17 million in Australia
- 6.5+ million active monthly users in Australia
<https://www.socialmedianews.com.au/social-media-statistics>
- globally, 50.6% between 25-34
<https://www.statista.com/statistics/273505/global-linkedin-age-group>
- acquired by Microsoft in 2016 and you will see many Microsoft Features in the platform, restricted API access
- if someone Google's you, likely to appear in Search Results
- we all need a NETWORK = NET WORTH

LinkedIn for Leaders

1. Connect with ASBA online
2. ASBA Updates for your LinkedIn Profile
3. Leadership Updates for your LinkedIn Profile
4. Follow your School's Page and click Notification Bell, All Posts
5. Develop a Connection Strategy
6. Develop an Engagement Strategy
7. Develop a Content Strategy
8. Get a Copy of Your Data every Six Months
9. Set Your Own LinkedIn Goals
10. Turn Off Email Notifications



1. Connect with ASBA online

Follow, Join and/or Subscribe and choose NOTIFY 🔔 to receive details



Facebook Page

<https://www.facebook.com/ASBALtd> - Like and Follow - 133 Likes, 155 Followers

LinkedIn Group

<https://www.linkedin.com/groups/5130414/> - Join - 433 Members

LinkedIn School

<https://www.linkedin.com/school/association-of-school-business-administrators-asba>
- List Board Position and Notify All New Posts 1,185 Followers 3 Alumni

ASBA YouTube Channel

<https://www.youtube.com/@AssocSchoolBusAdmin> Subscribe and Notify - 5 Subscribers, 2 Videos

Connect with Kathy Dickson, CEO of ASBA

<https://www.linkedin.com/in/kathy-dickson>

2. ASBA Updates for your LinkedIn Profile

1. Can add ASBA Logo to LinkedIn Banner Image 1584 x 396 pixels
2. Can add ASBA Post Nominals in About Section
3. Can add ASBA Committee Position to Professional or Voluntary Experience (choose ASBA from drop down box)
4. Can add ASBA Membership in Licenses and Certifications Section **
5. Can add ASBA Membership in Organizations Section **
6. Can add any ASBA Courses to Education and/or Courses Section (Education = added to Alumni)
7. Can add ASBA Website Link <https://asba.asn.au> in Contact Info Section (but not DOB)

**** Include the Description of ASBA wherever you can**

Established in 1977, the Association of School Business Administrators Limited (ASBA) is the peak body representing 8 Member associations of over 1,450 Bursars, Business Managers and Business Administrators employed in independent non-government schools throughout Australasia. <https://asba.asn.au>

**** Include the a Link wherever you can**

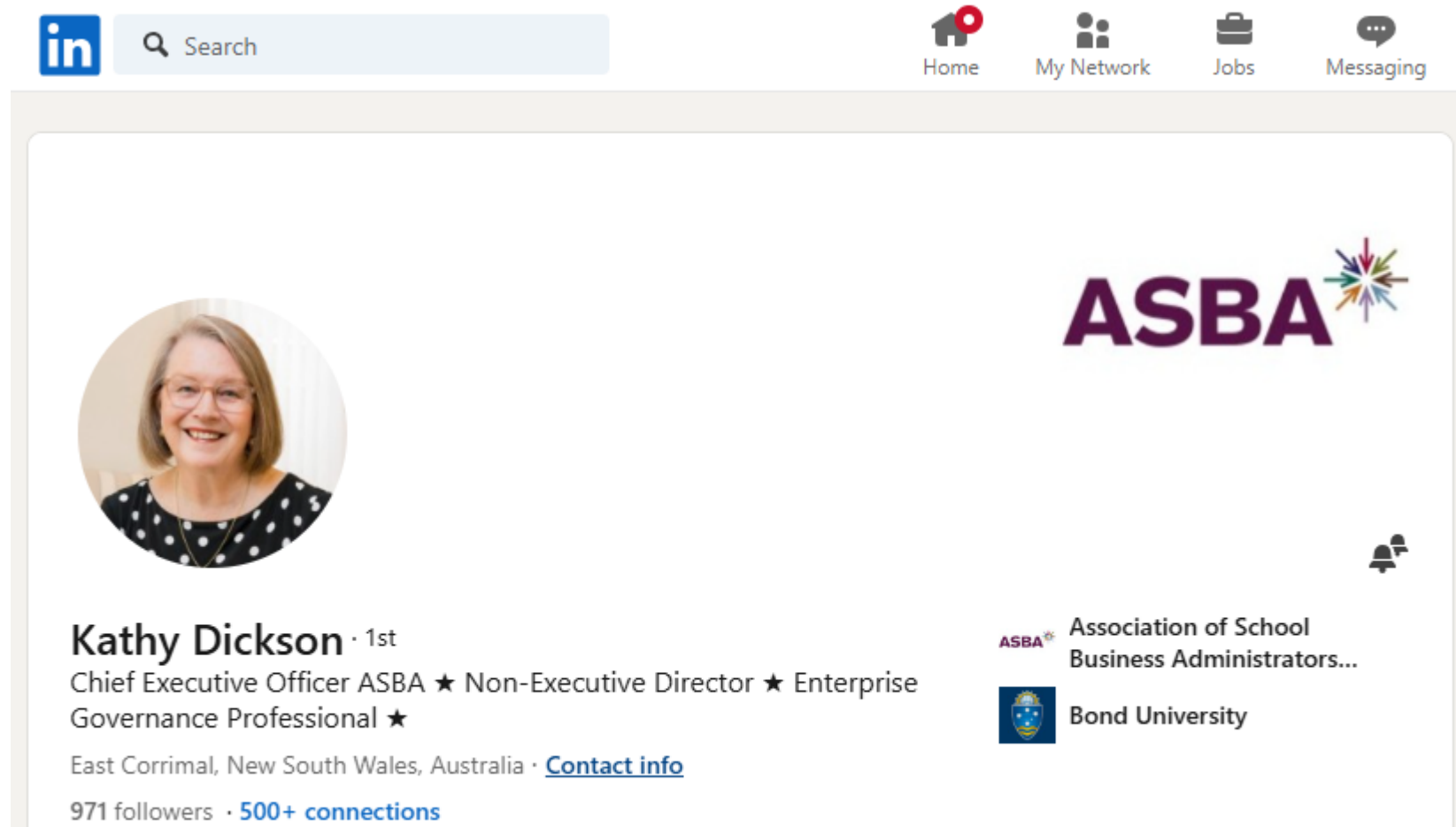
ASBA website link <https://asba.asn.au>

Video link to ASBA School Governance Program <https://vimeo.com/722425347>

May need to create a Thumbnail – recommend ASBA Logo

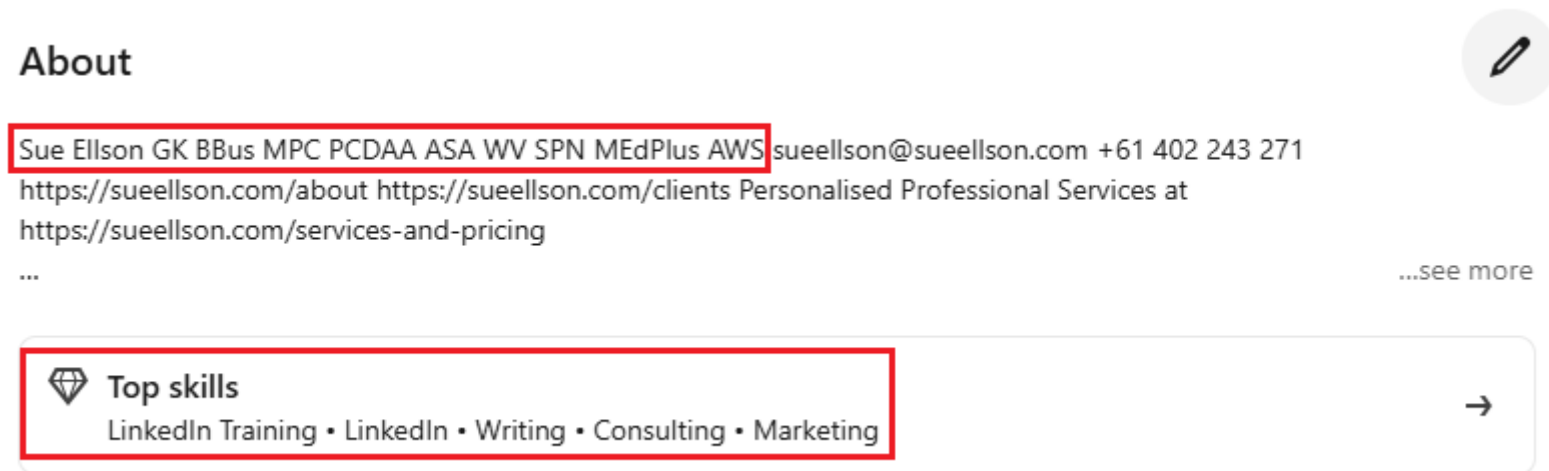
2. ASBA Updates for your LinkedIn Profile

1. Can add ASBA Logo to LinkedIn Banner Image 1584 x 396 pixels



2. ASBA Updates for your LinkedIn Profile

2. Can add ASBA Post Nominals in About Section



2. ASBA Updates for your LinkedIn Profile

3. Can add ASBA Committee Position to Professional or Voluntary Experience (choose ASBA from drop down box)

Volunteering



WA Chapter Committee



Association of School Business Administrators (ASBA)

Jan 2024 - Present · 9 mos

Education

Achievements

> invited to support WA State Chapter Conference

Tasks

> attend meetings and provide reports and updates

> complete tasks and projects

Established in 1977, the Association of School Business Administrators Limited (ASBA) is the peak body representing 8 Member associations of over 1,450 Bursars, Business Managers and Business Administrators employed in independent non-government schools throughout Australasia. ASBA provides Professional Development opportunities, a salary survey, the Associate magazine, Chapter and National Conferences, webinars and a Bulletin Board as well as bespoke programs in partnership with universities and other educational bodies in Australia. ASBA also provides advice and information to Independent Schools Australia.

<https://asba.asn.au>



ASBA Limited

Established in 1977, the Association of School Business Administrators Limited (ASBA) is the peak body representing 8 Member associations of over 1,450 Bursars, Business Managers an...


2. ASBA Updates for your LinkedIn Profile

4. Can add ASBA Membership in Licenses and Certifications Section **

←

Licenses & certifications

+




Professional Member - Association of School Business Administrators (ASBA)

Association of School Business Administrators (ASBA)


Issued Jan 2024

Credential ID <https://asba.asn.au/>

Show credential ↗




Skills: Business Administration



ASBA Limited

Established in 1977, the Association of School Business Administrators Limited (ASBA) is the peak body representing 8 Member associations of over 1,450 Bursars, Business Managers an...



Association of School Business Administrators (ASBA)

ASBA School Governance Program Introduction Video

...

2. ASBA Updates for your LinkedIn Profile


5. Can add ASBA Membership in Organizations Section **

← Organizations



Association of School Business Administrators Limited (ASBA)

Professional Member · Jan 2024 - Present

 Associated with Social Media College

Your School Name here

Established in 1977, the Association of School Business Administrators Limited (ASBA) is the peak body representing 8 Member associations of over 1,450 Bursars, Business Managers and Business Administrators employed in independent non-government schools throughout Australasia.


ASBA provides Professional Development opportunities, a salary survey, the Associate magazine, Chapter and National Conferences, webinars and a Bulletin Board as well as bespoke programs in partnership with universities and other educational bodies in Australia.



ASBA also provides advice and information to Independent Schools Australia.

<https://asba.asn.au>

2. ASBA Updates for your LinkedIn Profile

6. Can add any ASBA Courses to Education and/or Courses Section (Education = added to Alumni)

 **Education**

 **Association of School Business Administrators (ASBA)** 


Emerging Leaders Program, School Business Administration
Jan 2023 - Dec 2024

The ASBA Emerging Leaders Program aims to immerse aspiring business managers in a robust curriculum, developing their leadership capabilities and equipping them with the tools necessary to lead key operational areas, such as:

- Financial Management
- Operations Management
- Human Resources Management
- Strategic Planning and Implementation
- Compliance and Risk Management
- Stakeholder Engagement
- Technology Management
- Fundraising and Resource Development

<https://asba.asn.au/#emergingleadersprogram>

Skills: Business Administration

 **ASBA Emerging Leaders Program**
Comprehensive 12-month program designed to prepare the next generation of business managers for leadership roles within independent schools across Australia and New Zealand....

2. ASBA Updates for your LinkedIn Profile

7. Can add ASBA Website Link <https://asba.asn.au> in Contact Info Section (but not DOB)

Kathy Dickson · 1st

Chief Executive Officer ASBA ★ Non-Executive Director ★ Enterprise
Governance Professional ★

East Corrimal, New South Wales, Australia · [Contact info](#)

Edit contact info



Birthday

Month ▼

Day ▼

Website

Website URL

<https://asba.asn.au>

Website type

Other ▼

2. ASBA Updates for your LinkedIn Profile

More Recommendations

<https://sueellson.com/blog/40-ways-you-can-support-your-profession-or-industry> **

<https://www.linkedin.com/pulse/20141016095333-77832-how-to-showcase-your-professional-membership-on-linkedin>

<https://www.linkedin.com/pulse/linkedin-page-strategies-schools-colleges-sue-ellson/>

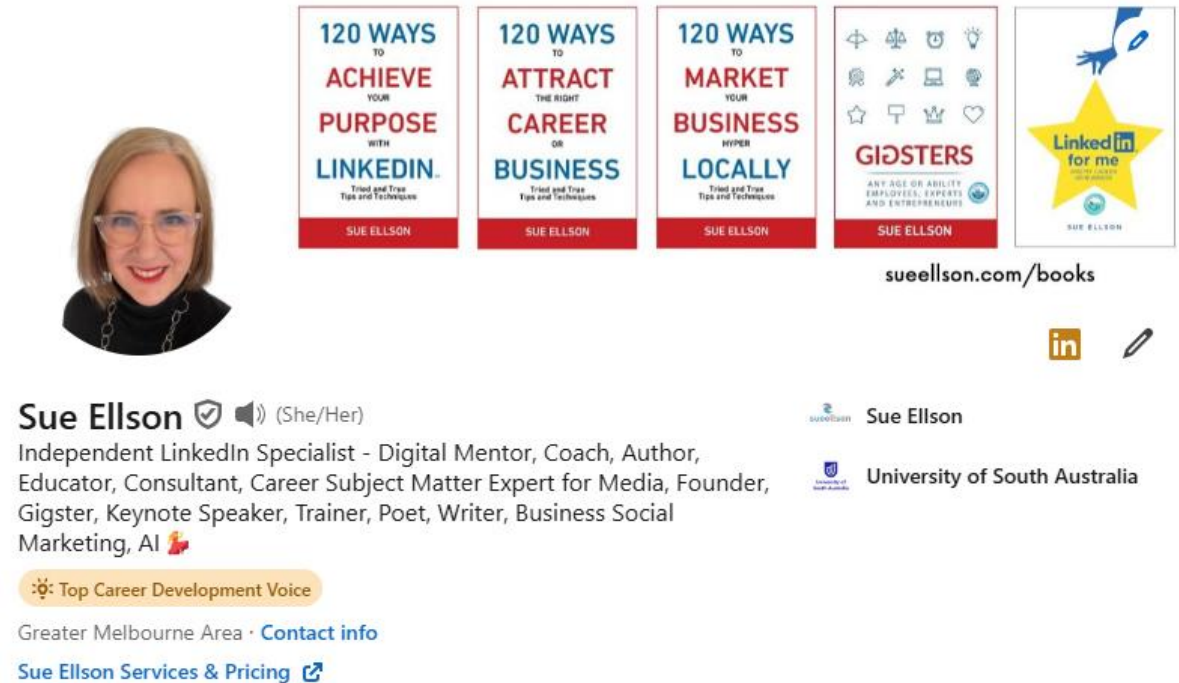
<https://www.linkedin.com/pulse/how-change-your-career-health-wellbeing-lifestyle-sue-ellson-qapjc>



3. Leadership Updates for your LinkedIn Profile

1. Professional Photo
2. Full Headline (underneath name)
3. Most Sections Filled In
4. List Achievements in Past Tense
5. List Tasks in Present Tense
6. Include Links
7. Include Academic Transcripts of Subjects
8. Think Keywords all the time
9. Only Verify with your Email Address
10. Edit your LinkedIn Public Profile URL to just your name (can include dashes or numbers)
<https://www.linkedin.com/public-profile/settings>

<https://www.youtube.com/watch?v=t4xK9etRrpE>



The screenshot displays Sue Ellson's LinkedIn profile. At the top, there is a row of five book covers: '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', 'GIGSTERS', and 'Linkedin for me'. Below the books is the URL 'sueellson.com/books'. The profile picture shows Sue Ellson, a woman with blonde hair and glasses. Her name 'Sue Ellson' is followed by a verified badge and a speaker icon, with '(She/Her)' in parentheses. Her headline reads: 'Independent LinkedIn Specialist - Digital Mentor, Coach, Author, Educator, Consultant, Career Subject Matter Expert for Media, Founder, Gigster, Keynote Speaker, Trainer, Poet, Writer, Business Social Marketing, AI'. Below this is a badge that says 'Top Career Development Voice'. The location is 'Greater Melbourne Area' and there is a 'Contact info' link. At the bottom, there is a link to 'Sue Ellson Services & Pricing'. On the right side of the profile, there are two organizational affiliations: 'Sue Ellson' and 'University of South Australia'.

4. Follow your School's Page and click Notification Bell, All Posts

Make sure everyone else clicks the 🔔 Notification Bell too!

The screenshot shows a web browser with the address bar containing the URL <https://www.linkedin.com/school/guildford-grammar-school/>. Below the browser, the LinkedIn interface for the Guildford Grammar School page is visible. The page features the school's crest and the text "Your journey starts here". A notification settings overlay is open, titled "Manage notifications about Guildford Grammar School". It lists three options: "All" (selected with a green circle), "Most relevant" (Personalized based on your activity), and "Off". A "Save" button is at the bottom right of the overlay. At the bottom of the page, the "Following" button is highlighted with a red box.

5. Develop a Connection Strategy

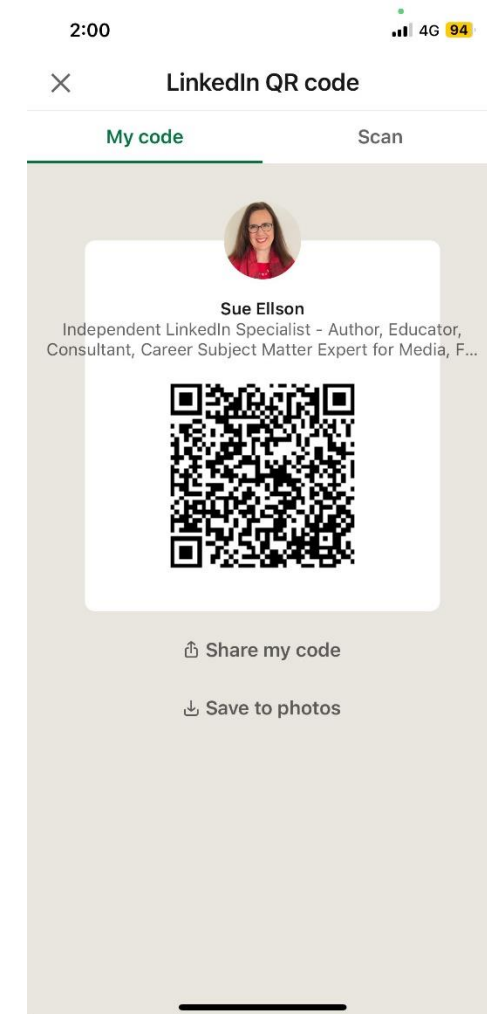
- local, interstate, overseas
- profession and/or industry
- shared employer or education provider
- <https://www.linkedin.com/in/kathy-dickson>
- <https://asba.asn.au/#boarddirectors>
- <https://asba.asn.au/#chapterpresidents>

Recommend

From now on, invite everyone you meet online or offline to connect with you on LinkedIn – do it as close as possible to the time of the first exchange


e.g. Thank you for your email on the topic of x. I like to invite everyone I meet both personally and professionally to connect with me here on LinkedIn. I look forward to seeing you online! Cheers, Sue 😊

Don't forget to click the Notification Bell on VIPs 🔔

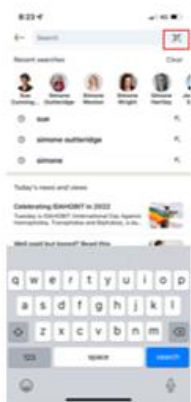


5. Develop a Connection Strategy


Including everyone you meet at the conference!



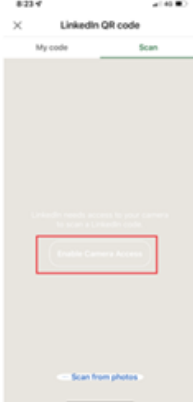
1. Open LinkedIn App and press in Search Box




2. Press dots on top right hand side of screen



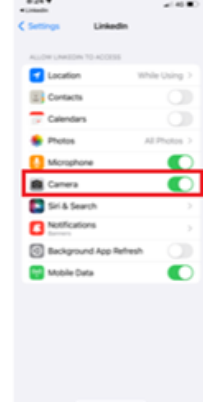
3. Press Scan




4. Press Enable Camera Access




5. Select Settings on your Phone



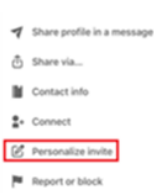
6. In LinkedIn Settings, turn on Camera




7. Use your phone to Scan this code on the screen



8. Press the three dots next to the Message button



9. Select Personalize Invite



10. Type up a brief message, Send Invitation to Connect

6. Develop an Engagement Strategy

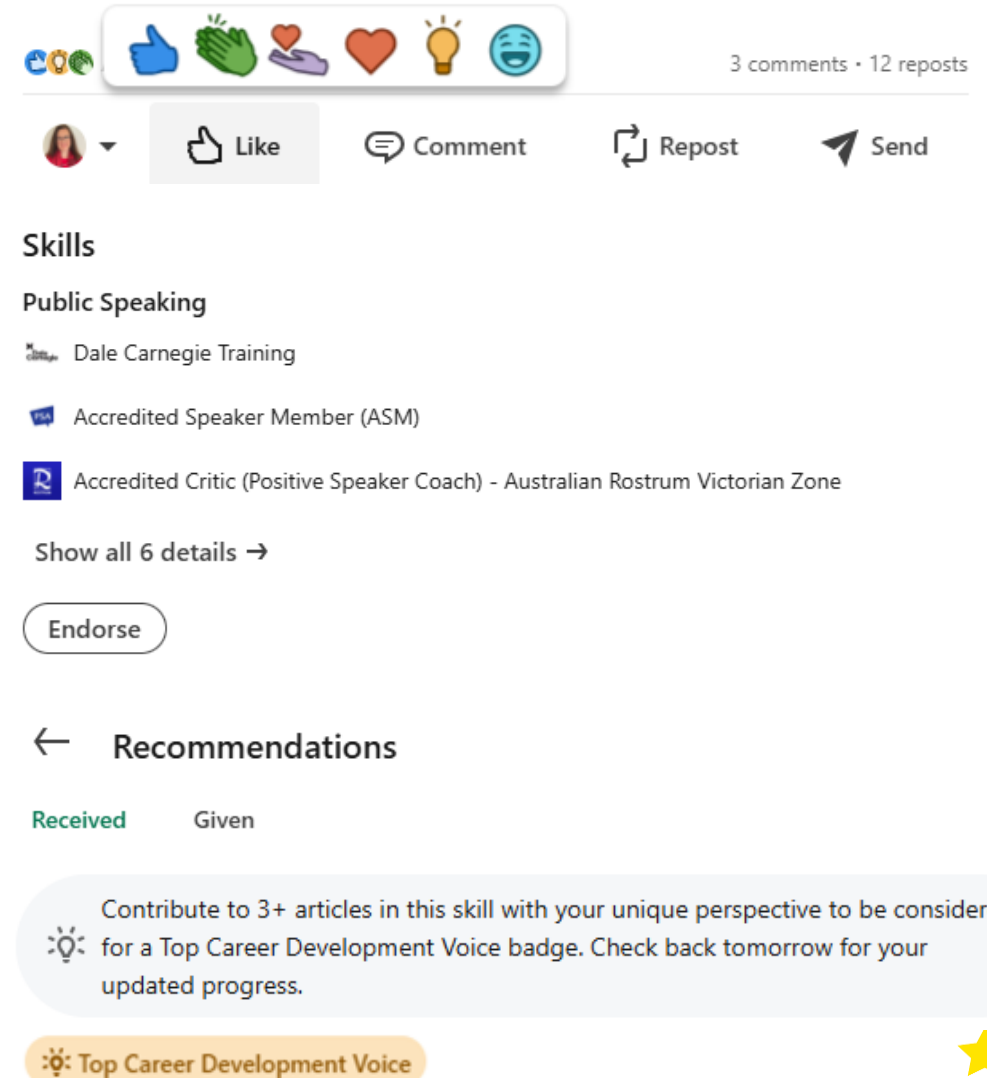
- listen before ‘speak’
- be strategic with your Reactions, Comments, Reposts and Sends
- provide Skill endorsements
- provide Recommendations
- curate your Newsfeed – VIP’s and Company’s click 🔔 and choose All New Posts
- contribute to at least 3 Collaborative Articles for a Top Voice badge
<https://www.linkedin.com/pulse/topics/home>

Recommend

Allocate 10 minutes a week to engage on LinkedIn

Review

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



7. Develop a Content Strategy

- consider Posts (Newsfeed – Dynamic)
- consider Articles (Page – Lifetime)
- consider Newsletters (Articles with Notifications)
- consider Groups (Well Moderated)
- consider Events (Free, monthly or bi-monthly)

Recommend

Once a month to add new content is adequate


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>

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



Content Connection Australia & NZ
Brendan Wong • 1st
[View my newsletter](#)
6d • 📢

📺 Leverage the power of video 📺

LinkedIn is enhancing video discoverability on the platform, to help you drive deeper audience engagement, connect to opportunities and bring your knowledge to life.

We're seeing 1.4 x more engagement on video vs other formats on LinkedIn (as of July 2024) and video is now the fastest growing format on LinkedIn, with uploads up 34% year-over-year.

Given your existing presence on our platform and commitment to sharing your insights with other members, we'd love to encourage you all to start leveraging the power of video.

To get involved, consider adapting your written posts into 30-90 second videos.

When creating a video, remember to:

- ◆ Have a clear hook in the opening sentence
- ◆ Focus on a single topic with an authentic and original point of view
- ◆ Be actionable so the member can follow your advice
- ◆ Include minimal branding
- ◆ Apply auto-generated captions if you aren't editing in your own

Get more tips here: <https://lnkd.in/g/7fGS-c>

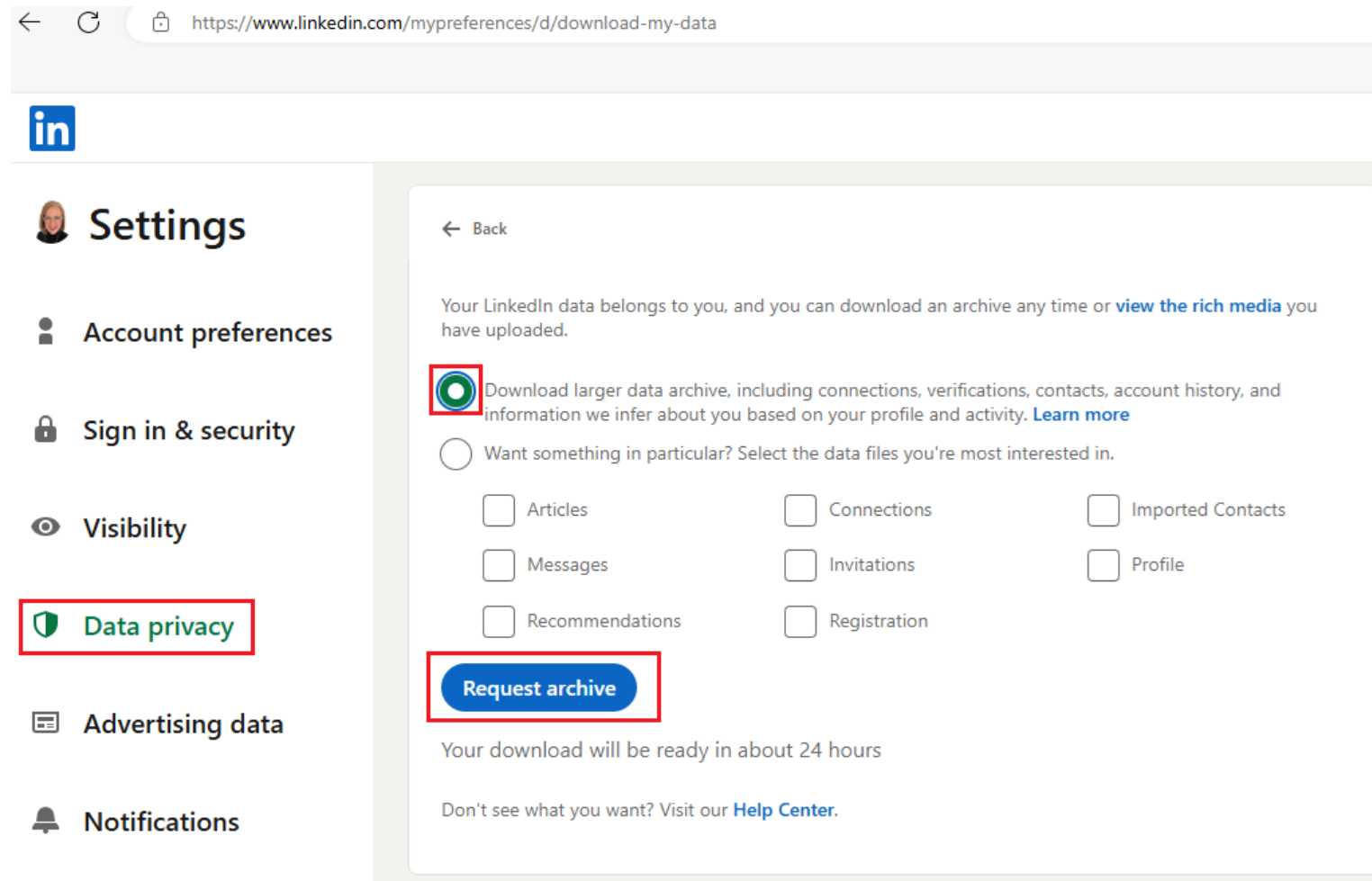
If you don't think you've got the voice or face for video, don't be discouraged! Just give it a try. I shared my first video on LinkedIn yesterday and I'd be lying if I said it wasn't painful, but we are all learning together.

If you are sharing video already, share your tips with us in the comments!

<https://www.linkedin.com/feed/update/urn:li:activity:7231902397667717120>

8. Get a Copy of Your Data every six months

<https://www.linkedin.com/mypreferences/d/download-my-data> – save as soon as you receive the email



The screenshot shows the LinkedIn 'Data privacy' settings page. On the left sidebar, the 'Data privacy' option is highlighted with a red box. The main content area shows a 'Back' link at the top. Below it, a paragraph states: 'Your LinkedIn data belongs to you, and you can download an archive any time or [view the rich media](#) you have uploaded.' A radio button with a green circular icon is selected and highlighted with a red box. To its right, the text reads: 'Download larger data archive, including connections, verifications, contacts, account history, and information we infer about you based on your profile and activity. [Learn more](#)'. Below this, there is a section titled 'Want something in particular? Select the data files you're most interested in.' with several checkboxes: 'Articles', 'Connections', 'Imported Contacts', 'Messages', 'Invitations', 'Profile', 'Recommendations', and 'Registration'. At the bottom of this section, a blue 'Request archive' button is highlighted with a red box. Below the button, it says 'Your download will be ready in about 24 hours' and 'Don't see what you want? Visit our [Help Center](#)'.

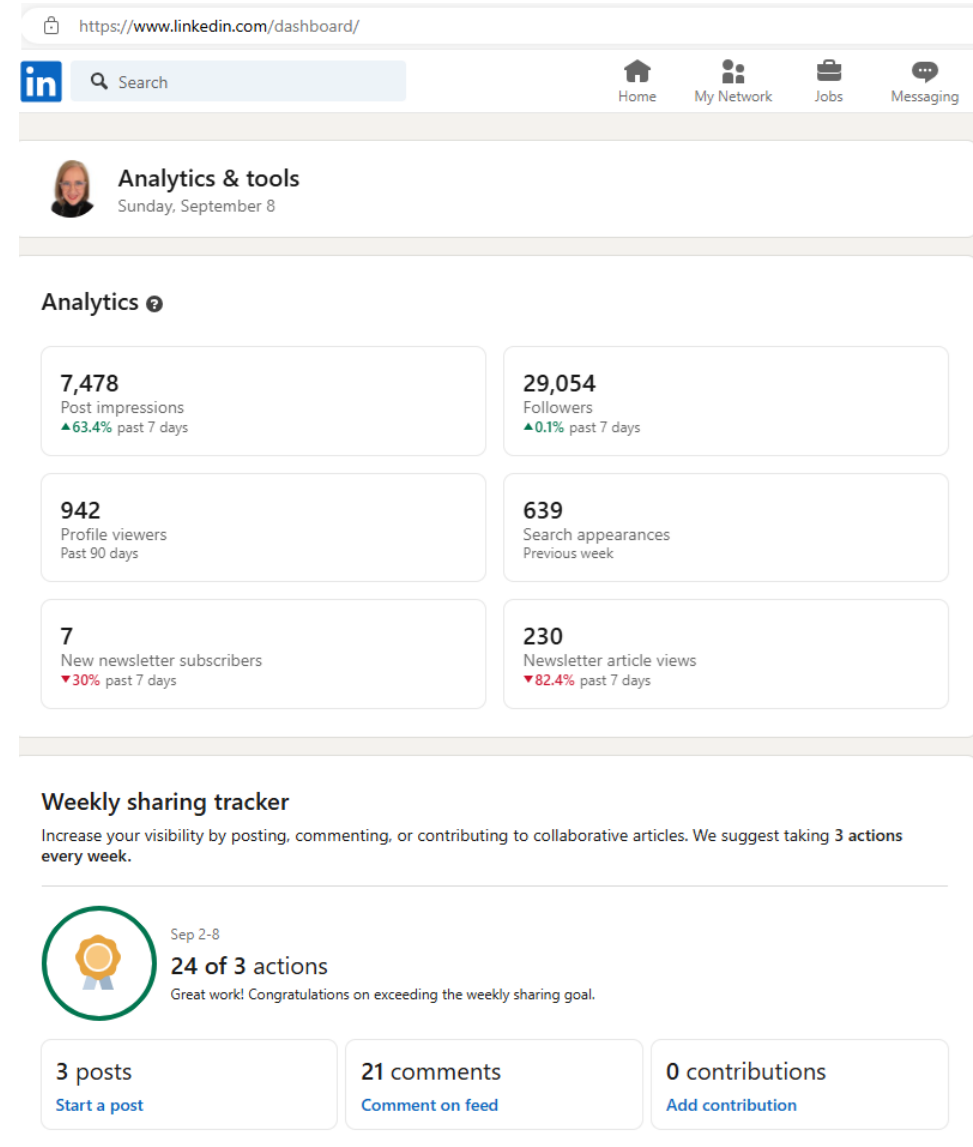
9. Set your own LinkedIn Goals

- Connections (Increase by x per six months)
- Followers (more than Connections)
- 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)

<https://www.linkedin.com/mynetwork/grow>

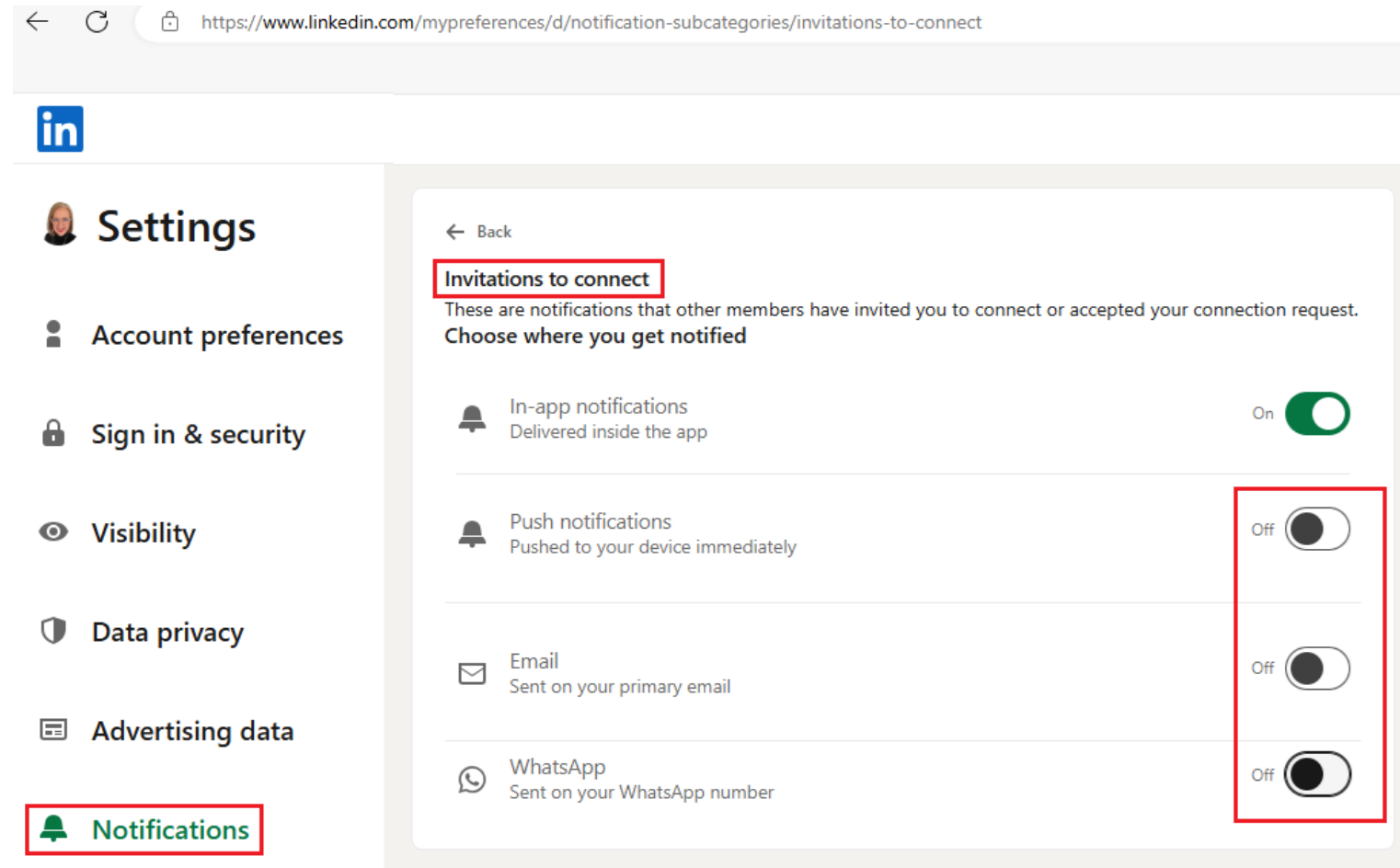
<https://www.linkedin.com/dashboard>

+ your own Profile URL



10. Turn off Email Notifications

– and adjust any other relevant settings to avoid being inundated with updates from LinkedIn in your Inbox



The screenshot shows the LinkedIn 'Settings' page with the 'Notifications' section highlighted. The 'Invitations to connect' subcategory is selected, showing notification preferences for In-app, Push, Email, and WhatsApp. The 'Email' notification toggle is highlighted with a red box and is currently turned off.

← Back

Invitations to connect

These are notifications that other members have invited you to connect or accepted your connection request.
Choose where you get notified

Notification Type	Delivery Method	Status
In-app notifications	Delivered inside the app	On
Push notifications	Pushed to your device immediately	Off
Email	Sent on your primary email	Off
WhatsApp	Sent on your WhatsApp number	Off

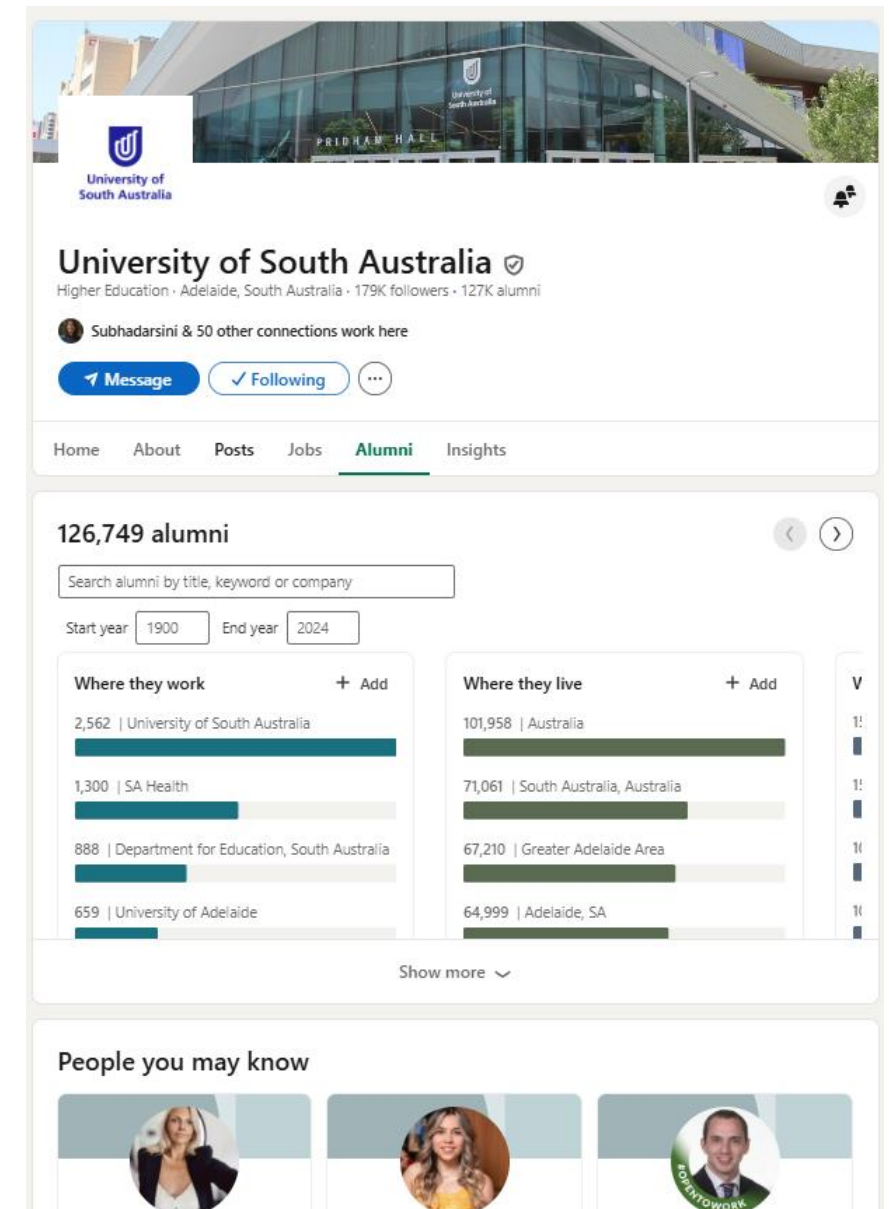
LinkedIn for Schools

1. Make sure you have a School Page
2. 80% of Students on LinkedIn
3. 80% of Staff on LinkedIn
4. Quarterly Reporting of School Page Followers and Alumni
5. Keep a link to all Published Content in a Spreadsheet



Why LinkedIn for Schools?

- every Alumni – free advertising and easier search
- every Staff Member – free advertising and employee advocacy
- every Follower – more credibility for due diligence
- every Post, Article, Newsletter, Event – more reach
- every Connection – more search results
- every Reaction – greater reach opportunity
- every Comment – more validation and reach opportunity
- every Newsletter – invites more subscribers
- every @Mention – notifies person or page to engage
- every #hashtag – adds to content group
- **every Engagement of any sort – builds relationships**
- every Update you do first – more likely to appear
- every New Feature you incorporate – more reach



1. Make sure you have a School Page


If your School has a LinkedIn Company Page instead of a LinkedIn School Page, you need to ask one of the ideally three LinkedIn Super Admins to request it to be changed from a Company Page to a School Page via this form

<https://www.linkedin.com/help/linkedin/ask/CP-primary>

Should only take a couple of days to process and allows you to track your Alumni
as well as let Staff choose it as their Employer from the drop down box

e.g. <https://www.linkedin.com/company/ringwood-secondary-college> should be <https://www.linkedin.com/school/ringwood-secondary-college>

* Good idea to also check for any duplicate Pages or Groups for your School and have them merged / removed

 Help

LinkedIn ▾ How can we help?

Contact LinkedIn support

LinkedIn Pages Request

sueellson@sueellson.com

What is the name of the Page as it exists on LinkedIn? *

Copy and paste the name of the Page on LinkedIn.com from your browser


What is the URL for your organization's LinkedIn Page? *

Copy and paste the URL of your organization's Page on LinkedIn.com from your browser

What can we help you with today? I want to: *

-- ▾

Additional Details/Question

 Add an attachment

In order to answer your question or troubleshoot a problem, a LinkedIn representative may need to access your account, including, as needed, your messages and settings.

Submit

2. 80% of Students on LinkedIn

- include your school in the Education Section
- include Activities and Societies
- include Subjects
- add in Topics if it helps
- Include Skills
- include a Description of the School
- have an introduction to the school Video available
- introduce Alumni offerings before departure
- liaise with the Careers Team and Marketing Teams



Henley High School

Year 12, Matriculation

Jan 1980 - Nov 1982

Grade: Final examination score 365/500

Activities and societies: Basketball, Sailing

Year 12 Subjects

- > Chemistry
- > French
- > Maths I and II
- > Physics

Year 11 Subjects

- > Chemistry
- > English
- > French
- > Maths I and II
- > Physics

After arriving at this academic style school in Year 10 from a sports focused school for Years 8 - 9 was a challenge. I moved to this school because my parents had moved house. After a great deal of hard work and additional tutoring in French, I achieved the top grade in all subjects in the final term of Year 11 and achieved a modest final result in Year 12 despite not doing all of my homework throughout the year! My top result was 84/100 for French.

Established in 1958, Henley High School is a co-educational public secondary school, located in Henley Beach, Adelaide, South Australia. Henley High School's motto is 'To strive, to seek, not to yield.'

<https://www.henleyhs.sa.edu.au/>

Skills: Writing · Strategy · Networking · Social Networking



Henley High School

Established in 1958 - To strive, to seek, not to yield <https://www.henleyhs.sa.edu.au>



Your Journey | Henley High School

At Henley High School, our vision is to prepare our students to flourish in an evolving and challenging world. We value the journey which is school and are dedicated to helping each...



3. 80% of Staff on LinkedIn

- include your school in the Experience Section
- ask to click on the Notification Bell 🔔 All Posts
- liaise with People and Culture (HR) Team
- have a process for onboarding and offboarding
- have a social media policy – provide training
- encourage providing style guide ready content to admins
- encourage international connections
- encourage local connections
- encourage thought leadership
- encourage engagement (employee advocacy)



Korowa Year 7 Students

The 'aha' moment



Liana Gooch

Associate Principal Learning, Teaching & Innovation



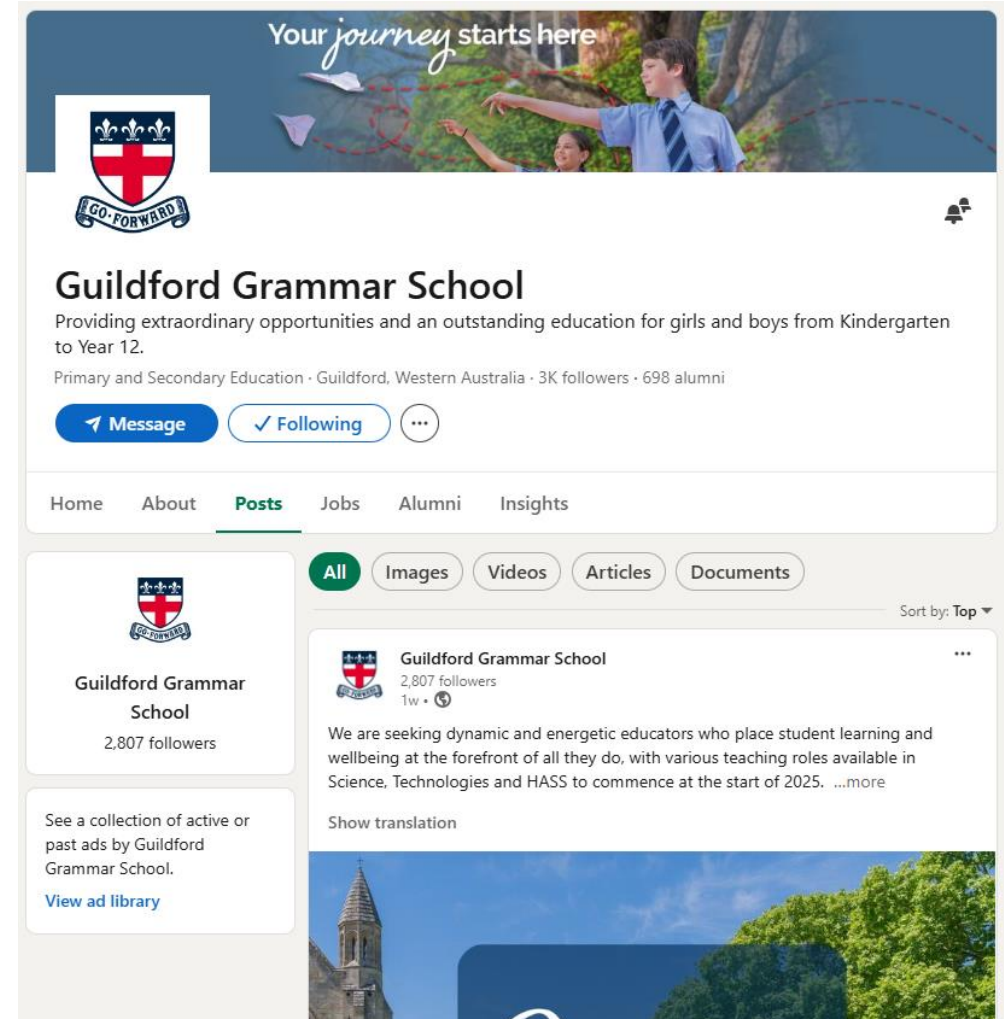
February 21, 2019

Remember those 'aha' moments on a school trip when something you had been studying in class suddenly clicked? That action of learning via reflection and application of information in a new situation often by doing is known as experiential learning and is one of the most important learning processes. As a teacher, I have observed students experiencing clarity whenever a complex aspect learnt via classroom delivery, for example, coastal physical processes, suddenly crystallised when they were able to observe and reflect upon it occurring in the field.

The inclusion of out of classroom trips and tours are incredibly vital for learning and as the 2008 Ofsted Report indicated, a well-planned and implemented program beyond the classroom can significantly contribute to raising learning

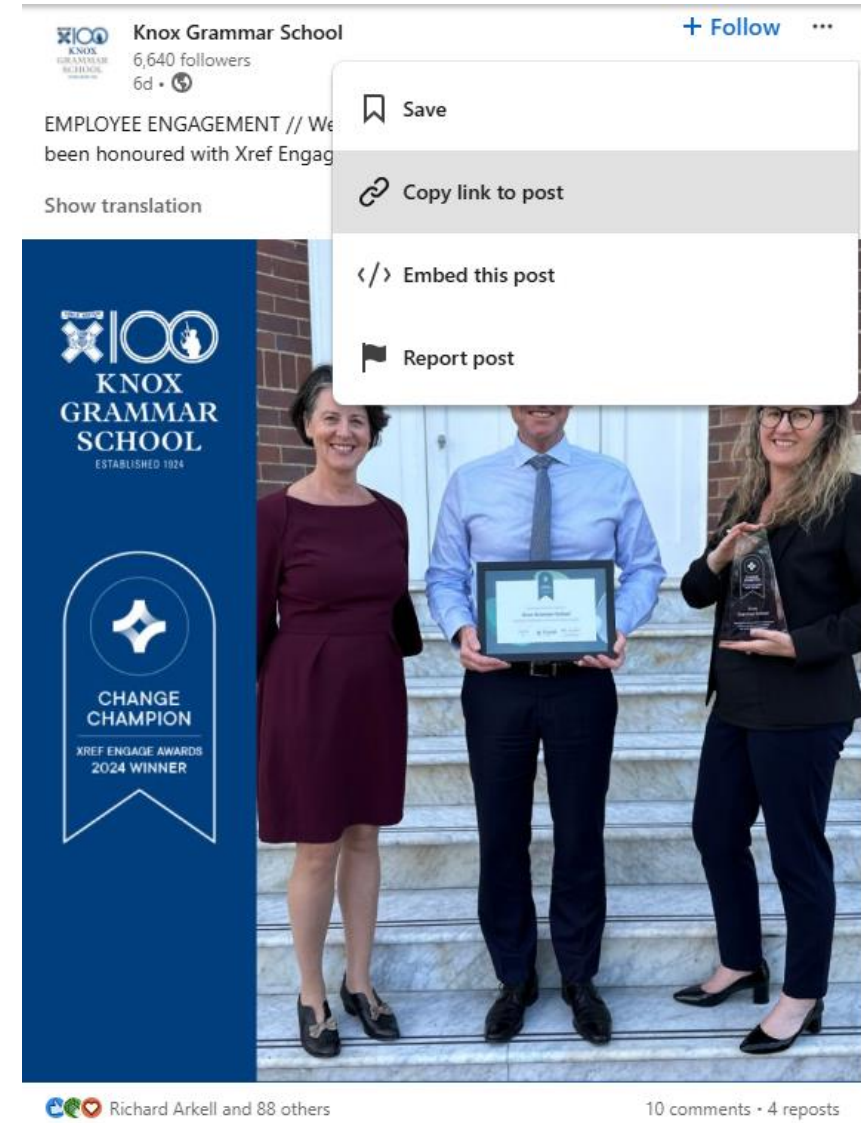
4. Quarterly Reporting of School Page Followers and Alumni

- often only real time numbers available so remember to record quarterly
- track numbers when you do a LinkedIn Session for Year 11's/Year 12's (do not start a profile as a 'student' or it will request identification – say Work Experience at your school in the Experience section)
- ensure LinkedIn Icon is on school website
- invite LinkedIn Connecting at Events (with mobile phone, a great icebreaker)
- include QR code in presentations (make a trackable bit.ly code to measure engagement)



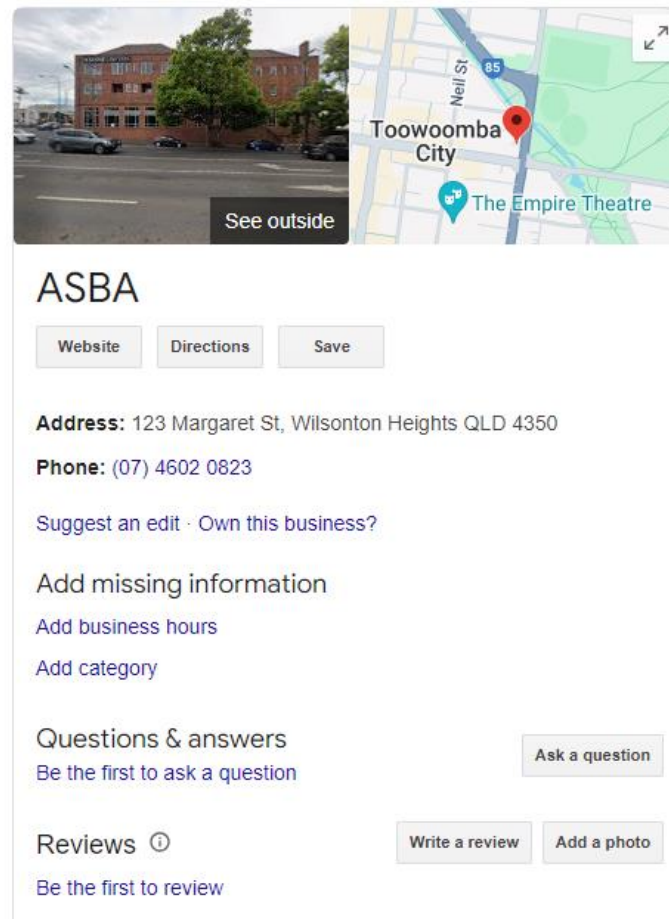
5. Keep a link to all Published Content in a Spreadsheet

- Date, Topic, Text, Link to Post, Article or Newsletter
- easily keeps a record of frequency
- allows re-use of yearly content
- risk management strategy
- do not try and evaluate effectiveness of each piece of content
(>5 reactions >1 comment is enough)
- consistent quality more important
- no silver bullet for viral content
- use images or video that tell a story instantly
- try and stick to a style guide (beyond job ads)
- can create job ads – but promote directly
- can create paid ads – but try in-person activities before online – most people on LinkedIn are not 'regular' viewers of LinkedIn (i.e. feeder school afternoon tea sponsorship)



Write a Google Review for ASBA

<https://search.google.com/local/writereview?placeid=ChIJq6o2sWpclmsRKmTOMzA3TqA>



The image shows a Google Maps interface for a business named ASBA. At the top, there are two images: a street view of a brick building and a map showing the location in Toowoomba City, near Neil St and The Empire Theatre. Below the images, the business name 'ASBA' is displayed. Underneath the name are three buttons: 'Website', 'Directions', and 'Save'. The address is listed as '123 Margaret St, Wilsonton Heights QLD 4350' and the phone number as '(07) 4602 0823'. There are links for 'Suggest an edit' and 'Own this business?'. Below these are links to 'Add missing information', 'Add business hours', and 'Add category'. The 'Questions & answers' section shows 'Be the first to ask a question' and an 'Ask a question' button. The 'Reviews' section shows 'Be the first to review' and buttons for 'Write a review' and 'Add a photo'.

ASBA

Website Directions Save

Address: 123 Margaret St, Wilsonton Heights QLD 4350

Phone: (07) 4602 0823

[Suggest an edit](#) · [Own this business?](#)

[Add missing information](#)

[Add business hours](#)

[Add category](#)

Questions & answers

[Be the first to ask a question](#) [Ask a question](#)

Reviews ⓘ

[Be the first to review](#) [Write a review](#) [Add a photo](#)

What were your faves?

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

3 in 3

Any Questions?

Recommended Links

<https://sueellson.com/linkedin-insight-webinars-and-recordings> (full list)

<https://sueellson.com/blog/linkedin-for-board-directors-and-senior-leaders>

<https://sueellson.com/blog/2024-data-finance-and-online-update-for-schools>

<https://sueellson.com/blog/linkedin-for-schools-colleges-and-universities>

<https://sueellson.com/educate-plus-presentations-and-publications>

<https://sueellson.com/blog/40-ways-you-can-support-your-profession-or-industry>

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<https://sueellson.com>

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

Slides online at <https://sueellson.com/blog/asba-wa> **Code** Busselton

