

UniSA Career Services

# Workshop: LinkedIn for High Achievers

Featuring LinkedIn specialist Sue Ellson



# Career Services

## How can we help?

- Identify and plan your career path
- Find casual/part-time work
- Gain an internship
- Build your employability
- Network with industry
- Secure a graduate job!



# CareerHub

- Events and Workshops
- Self-Help Career Resources
- Career Adviser Appointments
- Career Services Drop-In
- Finding Work via CareerHub
- Career Development Learning (CDL)



The screenshot displays the CareerHub website for the University of South Australia. At the top, the university's logo and name are visible. A navigation bar includes links for CareerHub, Jobs, Organisations, Resources, Events & Workshops, Student Activities, News, Dashboard, and Profile. A user profile icon for 'Demi' is also present. The main section is titled 'Search Jobs' and features a search bar with a placeholder 'e.g. Graduate, Analyst, Intern...', a 'Job Type' dropdown menu set to 'Any', and a 'Location' field with a placeholder 'e.g. Brisbane, QLD, Australia'. A 'Search' button is located below these fields. A 'Saved Jobs' link is in the top right corner. Below the search area is a 'Career Services' banner with the university logo and the text 'Career Services'. Underneath the banner is a grid of eight service tiles, each with an icon and a title: 'Jobs' (magnifying glass over a person), 'Self-Help Career Resources' (hands holding a tablet), 'Events & Workshops' (person pointing at a screen), 'Career Advice' (two speech bubbles), 'Check Your Career Readiness' (target with arrow), 'Career Development Learning' (person standing next to buildings), 'Careers FAQs' (person and speech bubble), and 'UniSA Talent' (document with person icon).

# LinkedIn for High Achievers

**Sue Ellson**

**GK BBus MPC PCDAAs ASA WV MEdPlus AWS**

Independent LinkedIn Specialist  
Author, Educator, Practitioner

16 December 2024

[sueellson@sueellson.com](mailto:sueellson@sueellson.com)

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



# Welcome

- ✓ practical strategies to transform your LinkedIn profile into a powerful tool for leadership and professional growth
- ✓ specific tips
- ✓ relevant examples
- ✓ pick your 3 things to do in 3 hours from now





# 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>

# Previous LinkedIn Presentations for UniSA

23/09/2015 **Introduction To LinkedIn For Students**

<https://sueellson.com/blog/introduction-to-linkedin-for-students-for-the-university-of-south-australia>

23/09/2015 **LinkedIn Masterclass For Students**

<https://sueellson.com/blog/linkedin-masterclass-for-students-for-the-university-of-south-australia>

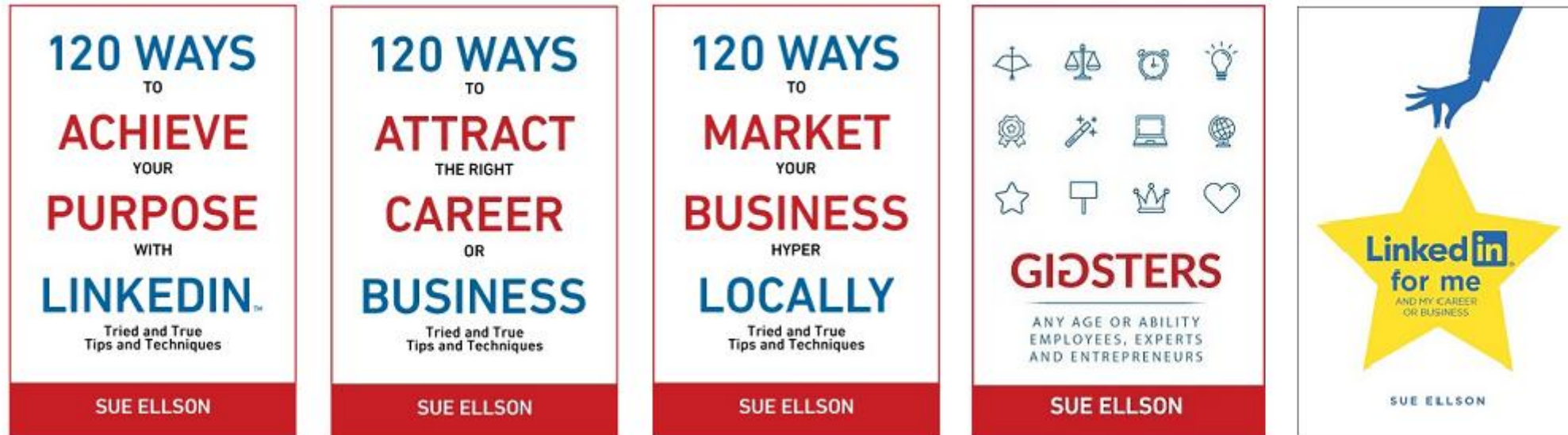
18/10/2016 **Nifty Networking Through LinkedIn**

<https://sueellson.com/blog/nifty-networking-through-linkedin-for-the-university-of-south-australia>

30 June 2023 **How LinkedIn can help you build relationships to achieve your goals**

<https://unisa.edu.au/connect/alumni-network/news/archive/2023/issue5/how-linkedin-can-help-you-build-relationships-to-achieve-your-goals>

# Special Gifts – Books and Resources



✓ first four books can be downloaded from <https://www.researchgate.net/profile/Sue-Ellson>

✓ LinkedIn for me and my career or business (being sent to you directly via email)

✓ 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



# Follow / Subscribe to Sue Ellson Online



- ✓ LinkedIn Profile <https://www.linkedin.com/in/sueellson>  
(25,614 Connections, 29,596 Followers)
- ✓ YouTube <https://www.youtube.com/@sueellson>  
(679 Subscribers, 177 Videos – goal is 1,000+ Subscribers)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson>  
(935 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2> (261 Followers)
- ✓ Twitter / X <https://x.com/sueellson> (439 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems)  
(453 Followers)
- ✓ TikTok <https://www.tiktok.com/@sueellson> (67 Followers)
- ✓ Pinterest <https://au.pinterest.com/sueellson> (21 Followers)
- ✓ Sue Ellson Shares LinkedIn Newsletter (6,264 Subscribers)  
<https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Ellson Sharing LinkedIn Newsletter (336 Subscribers)  
<https://www.linkedin.com/newsletters/7011478630589497344>
- ✓ **Sue Ellson Email Newsletter (411 Subscribers)**  
<https://sueellson.com/newsletters>



# 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

4 weeks – four 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”*

# News



<https://sueellson.com/linkedin-shorts-videos>

# Quick Points

- ✓ acknowledge traditional owners of land
- ✓ this presentation is for people of all backgrounds and it is not professional advice for your personal circumstances
- ✓ slides will be emailed to all guests who registered to attend – and **you can share** them
- ✓ assume varied level of knowledge and experience and can read. Information correct at time of publication
- ✓ please 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)
- ✓ **find one way to say 'thank you'** – pro bono 10 hours work

– Follow on Social Media, LinkedIn Endorsement or Recommendation, Facebook or Google Review



# LinkedIn for High Achievers

## What is your main LinkedIn Purpose?

- 1 – secure a work role
- 2 – secure a promotion
- 3 – build a business or enterprise
- 4 – prepare and publish research
- 5 – not sure, probably need to speak to a career specialist





# LinkedIn for High Achievers

1. How to showcase your UniSA Education
2. How to showcase your UniSA Employment
3. What is an achievement?
4. Where can you include your achievements?
5. LinkedIn Profile Essentials – backup, statistics, settings, sections
6. LinkedIn Page Essentials – multiple sections
7. Engagement Essentials – reactions, comments, endorsements, recommendations
8. Publishing Essentials – posts, articles, newsletters
9. Favourite Hacks
10. Questions and Answers

# 1. How to showcase your UniSA Education

## 1.1 Ensure you have chosen UniSA from the Drop Down Box in the Education Section

### Edit education ✕

**Notify network**  
Turn on to notify your network of key profile changes (such as new education) and work anniversaries. Learn more about [sharing profile changes](#). Off

\* Indicates required

School\*



Field of study


Start date

End date (or expected)

# 1. How to showcase your UniSA Education

## 1.2 Ensure you have included your Subjects (and Topics if relevant) in the Education Section

← Education  

 **University of South Australia**  
Bachelor of Business, Administrative Management  
Feb 1993 - Aug 2000

Grade: Top 15% of Undergraduate Students, Above Credit Average

Activities and societies: Administrative Management Student and Staff Course Committee Committee Member - 1999, Pro Vice Chancellor's Merit List - April 1999, Member Golden Key National Honour Society - May 1998, Dean's Merit List - March 1998

Subjects

- > Accounting 1 & 2
- > Administrative Management 1 Management Principles
- > Administrative Management 2 Human Resource Management
- > Administrative Research Project
- > Administrative Systems Management
- > Business Communication 1 & 2
- > Business Communication and Negotiation
- > Business Ethics
- > Business Information Systems
- > Buyer and Consumer Behaviour
- > Communication and the Media
- > Contemporary Accounting Information Systems
- > Data Management for Administrators
- > Economic Foundations
- > Focus on Children 0 -3 (Broadening Education Subject)
- > Information Systems for Management
- > Introduction to Law
- > Introduction to Marketing Management
- > Managing Change in Organisations
- > Office Information Systems 1 & 2
- > Quantitative Methods for Business

Topics


- > Governance
- > Risk
- > Compliance

Completed remotely by correspondence (paper and fax).

Established in 1856, UniSA is an innovative, world-class institution built on teaching, learning and research excellence.

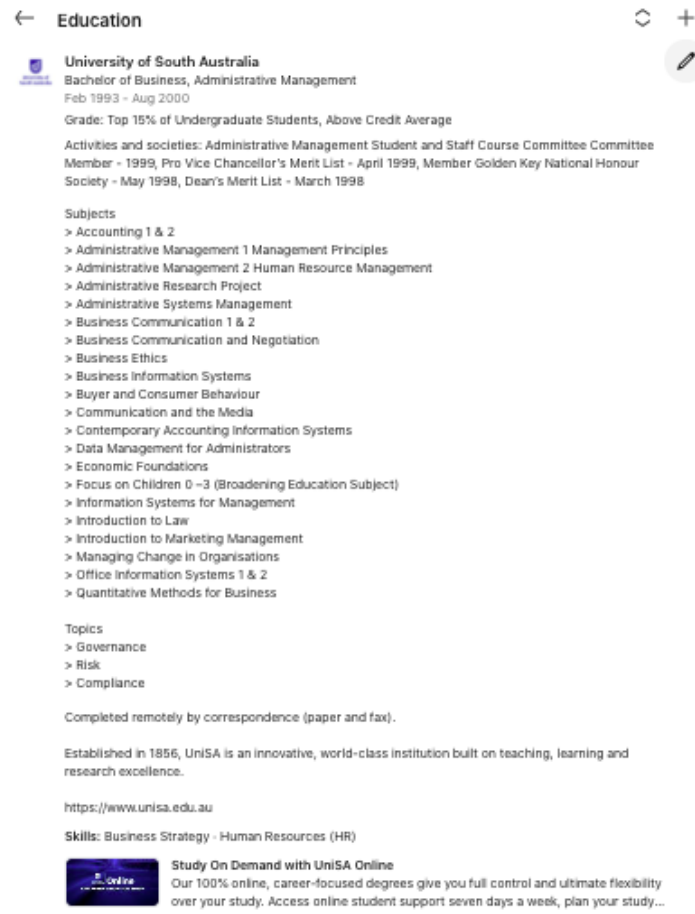
<https://www.unisa.edu.au>

**Skills:** Business Strategy - Human Resources (HR)


 **Study On Demand with UniSA Online**  
Our 100% online, career-focused degrees give you full control and ultimate flexibility over your study. Access online student support seven days a week, plan your study...

# 1. How to showcase your UniSA Education

## 1.3 Include a Description of UniSA and add in any Media in the Education Section



← Education

 **University of South Australia**  
Bachelor of Business, Administrative Management  
Feb 1993 - Aug 2000

Grade: Top 15% of Undergraduate Students, Above Credit Average

Activities and societies: Administrative Management Student and Staff Course Committee Committee Member - 1999, Pro Vice Chancellor's Merit List - April 1999, Member Golden Key National Honour Society - May 1998, Dean's Merit List - March 1998

Subjects

- > Accounting 1 & 2
- > Administrative Management 1 Management Principles
- > Administrative Management 2 Human Resource Management
- > Administrative Research Project
- > Administrative Systems Management
- > Business Communication 1 & 2
- > Business Communication and Negotiation
- > Business Ethics
- > Business Information Systems
- > Buyer and Consumer Behaviour
- > Communication and the Media
- > Contemporary Accounting Information Systems
- > Data Management for Administrators
- > Economic Foundations
- > Focus on Children 0-3 (Broadening Education Subject)
- > Information Systems for Management
- > Introduction to Law
- > Introduction to Marketing Management
- > Managing Change in Organisations
- > Office Information Systems 1 & 2
- > Quantitative Methods for Business

Topics


- > Governance
- > Risk
- > Compliance

Completed remotely by correspondence (paper and fax).

Established in 1856, UniSA is an innovative, world-class institution built on teaching, learning and research excellence.

<https://www.unisa.edu.au>

**Skills:** Business Strategy - Human Resources (HR)

 **Study On Demand with UniSA Online**  
Our 100% online, career-focused degrees give you full control and ultimate flexibility over your study. Access online student support seven days a week, plan your study...

Established in 1856, UniSA is an innovative, world-class institution built on teaching, learning and research excellence.

# 1. How to showcase your UniSA Education

## 1.4 Post Nominals in About Section

- List after your name in the About Section but NOT after your name in the Name Section

Sue Ellson BBus GK MPC PCDAAs ASA WV MEdPlus AWS

### About



Sue Ellson GK BBus MPC PCDAAs ASA WV MEdPlus AWS sueellson@sueellson.com +61 402 243 271  
<https://sueellson.com/about> <https://sueellson.com/clients> Personalised Professional Services at  
<https://sueellson.com/services-and-pricing>

...

...see more



#### Top skills

LinkedIn Training • LinkedIn • Writing • Consulting • Marketing





# 1. How to showcase your UniSA Education

## 1.5 Highlighted Education Provider Top Right underneath Banner

**Sue Ellson** (She/Her)  
Independent LinkedIn Specialist - Digital Mentor, Coach, Author, Educator, Consultant, Career Development Practitioner, Founder, Gigster, Keynote Speaker, Trainer, Poet, Writer, Business Social Marketing, AI  
Greater Melbourne Area · [Contact info](#)  
[Sue Ellson Services & Pricing](#)  
29,596 followers · 500+ connections

[Open to](#) [Add profile section](#) [Enhance profile](#) [Resources](#)

**120 Ways Publishing**  
**University of South Australia**

Edit intro

Education

Please select

- University of South Australia
- Multiple Training Providers, Professional Associations, Expert Workshops
- TMG College Australia
- TAFE SA
- Henley High School
- Wirreanda Secondary School
- Mental Health First Aid Australia (MHFA)
- Real Estate Institute of Victoria (REIV)

Location

Country/Region\*

Australia

Postal code

3126

City\*

Greater Melbourne Area

Save

## 2. How to showcase your UniSA Employment

### 2.1 If Employed by UniSA, choose Employer from Drop Down Box in the Experience Section

#### Edit experience ✕

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



\* Indicates required

Title\*

Employment type

Learn more about [employment types](#).



Company name\*

-  University of South Australia  
Company • Higher Education
-  University of South Australia Liberal Club  
Company • Political Organizations

# 2. How to showcase your UniSA Employment

## 2.2 Include a Description of UniSA and add in any Media in the Employment Section

← Experience ⌵ +

 **Presenter of LinkedIn Workshops and Training, Alumni Relations, Careers, Writing** 

University of South Australia  
Sep 2015 - Present · 9 yrs 4 mos  
Greater Adelaide Area

**Achievements**

- > invited to provide a variety of workshop formats including master classes, workshops, presentations
- > promoted the events to a wider audience through my own business networks, event listings, media releases
- > received extremely positive feedback from organisers and participants
- > invited to broadcast workshops to regional campuses and provide virtual workshops
- > followed up with additional advisory and training services to alumni team on how to use LinkedIn as a university (including Groups) but also to reach out to alumni for further engagement
- > provided advice on managing a LinkedIn Personal Profile
- > consulted to support alumni events in Melbourne and a future UniSA podcast
- > donated digital and paperback books to UniSA library
- > supported Careers Team with resources for sharing with students and alumni
- > invited to provide written content for alumni digital newsletter

**Tasks**

- > provide bespoke LinkedIn workshops for University of South Australia students, staff and alumni

Established in 1856, UniSA is an innovative, world-class institution built on teaching, learning and research excellence.

<https://unisa.edu.au>

**Skills:** LinkedIn Training · LinkedIn Marketing · Alumni Relations · Training

Established in 1856, UniSA is an innovative, world-class institution built on teaching, learning and research excellence.



**How LinkedIn can help you build relationships to achieve your goals**  
Includes top 10 LinkedIn Tips <https://unisa.edu.au/connect/alumni-network/news/archive/2023/issue5/how-linkedin-can-help-you-build-relationships...>

## 2. How to showcase your UniSA Employment

### 2.3 Contact Info – Website Link

**Edit contact info** ✕

48/220

Birthday

Month  Day

**Website**

Website URL

Website type

## 2. How to showcase your UniSA Employment

### 2.4 Profile Banner – Logo on Top Right Hand Side – 1584 x 396 pixels



**Sue Ellson**   (She/Her)

Independent LinkedIn Specialist - Digital Mentor, Coach, Author, Educator, Consultant, Career Development Practitioner, Founder, Gigster, Keynote Speaker, Trainer, Poet, Writer, Business Social Marketing, AI 🇦🇺

Greater Melbourne Area · [Contact info](#)

[Sue Ellson Services & Pricing](#) 

29,596 followers · 500+ connections

Open to

Add profile section

Resources



University of South Australia



TAFE SA



## 2. How to showcase your UniSA Employment

### 2.5 Selected Employer – Above Education on Top Right Hand Side



**Sue Ellson**   (She/Her)

Independent LinkedIn Specialist - Digital Mentor, Coach, Author, Educator, Consultant, Career Development Practitioner, Founder, Gigster, Keynote Speaker, Trainer, Poet, Writer, Business Social Marketing, AI 🦄

Greater Melbourne Area · [Contact info](#)

[Sue Ellson Services & Pricing](#) 

29,596 followers · 500+ connections

Open to

Add profile section

Resources



University of  
South Australia



University of South  
Australia



TAFE SA

# 3. What is an achievement?

Anything you have done particularly well

Anything you have done over and above your initial requirements

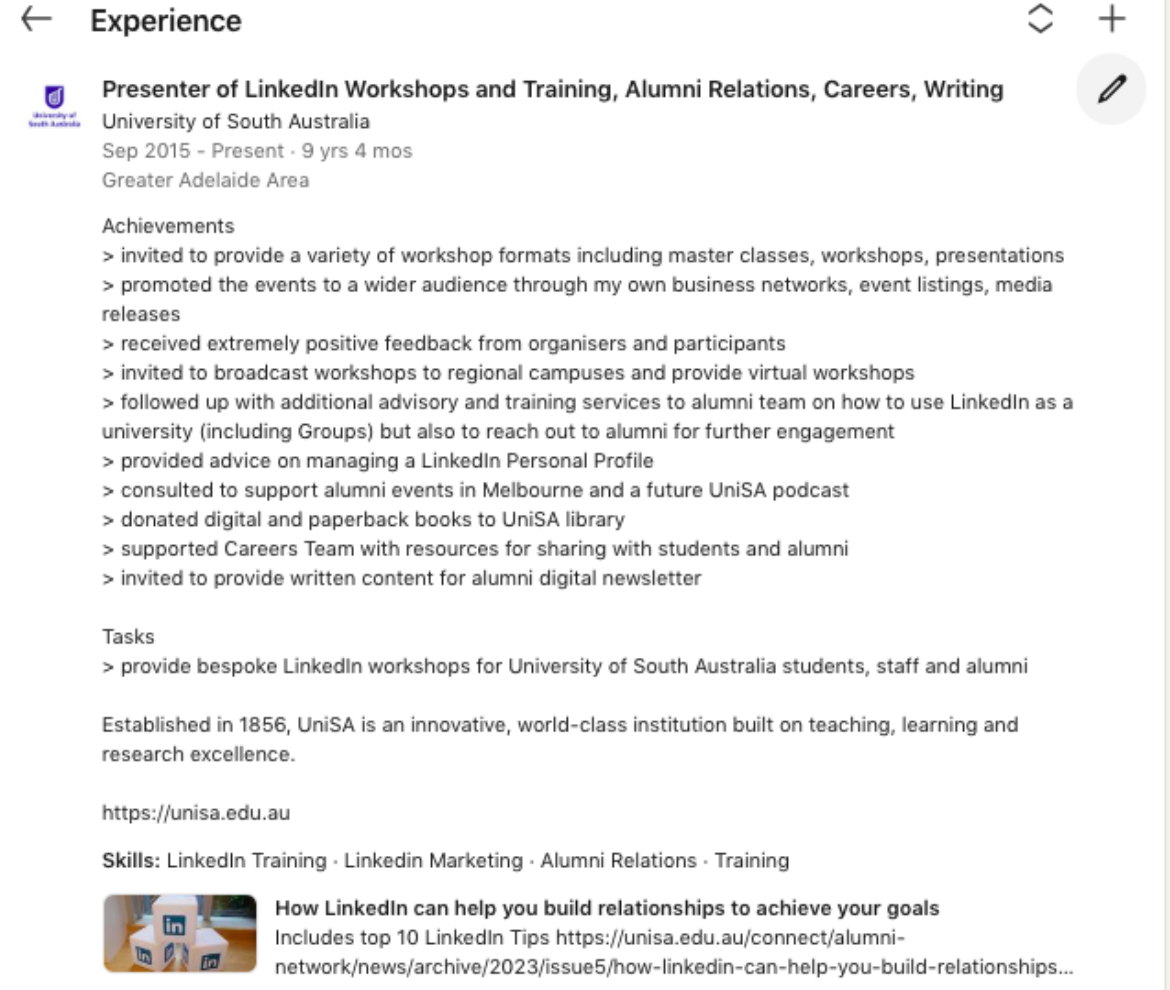
Do not include commercially sensitive information (percentages okay)

Write them in past tense (have been completed)



Stating details does not equal bragging

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

This link also includes words you can use to describe your achievements.



← Experience ⏏ +

 **Presenter of LinkedIn Workshops and Training, Alumni Relations, Careers, Writing** 

University of South Australia  
Sep 2015 - Present · 9 yrs 4 mos  
Greater Adelaide Area

**Achievements**

- > invited to provide a variety of workshop formats including master classes, workshops, presentations
- > promoted the events to a wider audience through my own business networks, event listings, media releases
- > received extremely positive feedback from organisers and participants
- > invited to broadcast workshops to regional campuses and provide virtual workshops
- > followed up with additional advisory and training services to alumni team on how to use LinkedIn as a university (including Groups) but also to reach out to alumni for further engagement
- > provided advice on managing a LinkedIn Personal Profile
- > consulted to support alumni events in Melbourne and a future UniSA podcast
- > donated digital and paperback books to UniSA library
- > supported Careers Team with resources for sharing with students and alumni
- > invited to provide written content for alumni digital newsletter


**Tasks**

- > provide bespoke LinkedIn workshops for University of South Australia students, staff and alumni

Established in 1856, UniSA is an innovative, world-class institution built on teaching, learning and research excellence.

<https://unisa.edu.au>

**Skills:** LinkedIn Training · LinkedIn Marketing · Alumni Relations · Training

 **How LinkedIn can help you build relationships to achieve your goals**  
Includes top 10 LinkedIn Tips <https://unisa.edu.au/connect/alumni-network/news/archive/2023/issue5/how-linkedin-can-help-you-build-relationships...>

## 4. Where can you include your achievements?

### Priority Sections

Experience  
Volunteer  
Honors & awards

### Other Sections

About  
Projects  
Test Scores  
Demonstrate Skills (in Skills Section)

### Implied Achievements

Skill Endorsements  
Recommendations (Given and Received)  
Licenses and Certifications / Organizations (where you list your professional memberships)

# 5. LinkedIn Profile Essentials – backup, statistics, settings, sections



## Demonstration


**Backup** – More/Resources Button (Save to PDF) and Get a Copy of your Data  
<https://www.linkedin.com/mypreferences/d/download-my-data>

**Statistics** – 100+ Views per 90 days  
– 50+ Search appearances per seven days  
– 60+ or 500+ Connections and more Followers than Connections  
– 6+ Given and 6+ Received Recommendations  
– 20+ endorsements for your top Skills  
– 3+ actions per week <https://www.linkedin.com/dashboard>

**Settings** – Selective Visibility, Advertising and Notifications, edit public URL  
<https://www.linkedin.com/public-profile/settings>

**Sections** – Complete as many as possible but in particular, the headline  
<https://www.linkedin.com/pulse/linkedin-headline-formula-label-keywords-interest-sue-ellson>

 **Edit your custom URL**  
Personalize the URL for your profile.  
[www.linkedin.com/in/sueellson](https://www.linkedin.com/in/sueellson) 

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

# 6. LinkedIn Page Essentials – multiple sections

## Demonstration

The screenshot displays the LinkedIn interface for a company page. At the top, there is a navigation bar with icons for Home, My Network, Jobs, Messaging, Notifications, and Me. A search bar is located on the left side of the top bar. Below the navigation bar, the page header for 'Sue Ellson' is visible, showing 935 followers and options to '+ Create' and 'View as member'. A red box highlights the left-hand navigation menu, which includes: Dashboard, Page posts, Analytics, Feed, Activity, Inbox, Edit page, Jobs, Events, Newsletters, Try Premium Page, Advertise today, Invite to follow, and Settings. The main content area is divided into several sections: 'Today's actions' with two cards for 'Save time with content sharing' and 'Invite connections'; 'Manage recent posts' with three post cards, each featuring a 'Boost' button and a 'Comment' button; and a 'Grow your Page faster' section at the bottom with a 'Try now' button. The page also includes a 'For Business' banner in the top right corner.



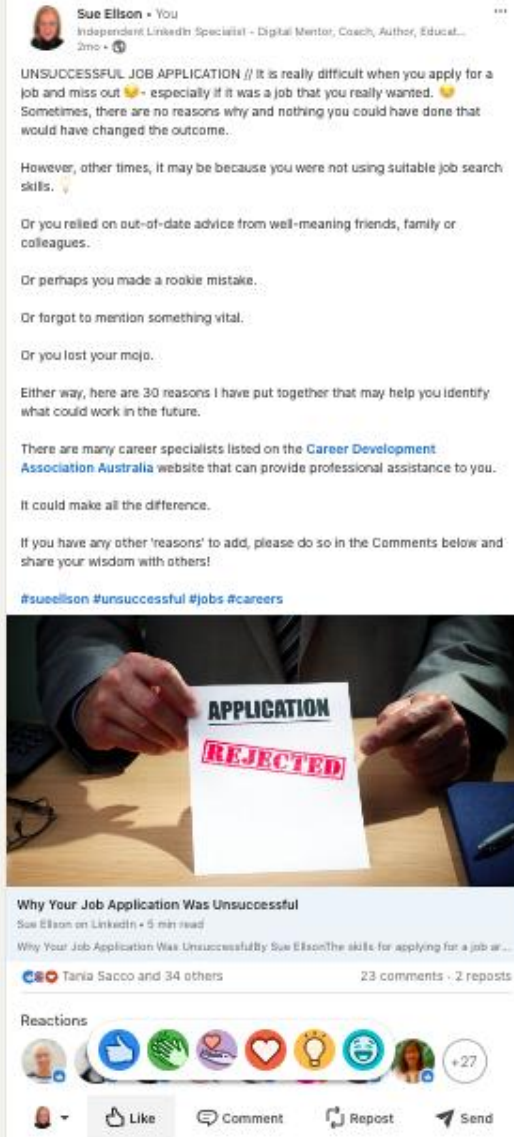
# 7. Engagement Essentials – reactions, comments, endorsements, recommendations

## Demonstration

<https://www.linkedin.com/feed/update/urn:li:activity:7244589010440912897>

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

Recommendations – written, can be used in court – met, observed, wish well



The image shows a screenshot of a LinkedIn post by Sue Ellson. The post title is "UNSUCCESSFUL JOB APPLICATION // It is really difficult when you apply for a job and miss out 😞 - especially if it was a job that you really wanted. 🙄 Sometimes, there are no reasons why and nothing you could have done that would have changed the outcome." The post includes several paragraphs of text discussing reasons for job application failure, such as using outdated advice, making rookie mistakes, or losing one's "mojo". It also mentions 30 reasons she has put together and provides a link to a website with career specialists. The post has 23 comments and 2 reposts. Below the text is a photo of a person in a suit holding a white card that says "APPLICATION REJECTED" in red letters. The post is titled "Why Your Job Application Was Unsuccessful" and has 27 reactions.

Sue Ellson • You  
Independent LinkedIn Specialist - Digital Mentor, Coach, Author, Educat...  
2mo • 🌐

UNSUCCESSFUL JOB APPLICATION // It is really difficult when you apply for a job and miss out 😞 - especially if it was a job that you really wanted. 🙄 Sometimes, there are no reasons why and nothing you could have done that would have changed the outcome.

However, other times, it may be because you were not using suitable job search skills.

Or you relied on out-of-date advice from well-meaning friends, family or colleagues.

Or perhaps you made a rookie mistake.

Or forgot to mention something vital.

Or you lost your mojo.

Either way, here are 30 reasons I have put together that may help you identify what could work in the future.

There are many career specialists listed on the [Career Development Association Australia](#) website that can provide professional assistance to you.

It could make all the difference.

If you have any other 'reasons' to add, please do so in the Comments below and share your wisdom with others!

#sueellson #unsuccessful #jobs #careers

**Why Your Job Application Was Unsuccessful**  
Sue Ellson on LinkedIn • 5 min read  
Why Your Job Application Was Unsuccessful by Sue Ellson: The skills for applying for a job ar...

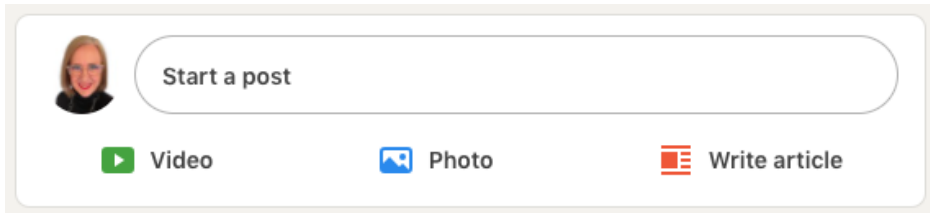
Tania Sacco and 34 others • 23 comments • 2 reposts

Reactions

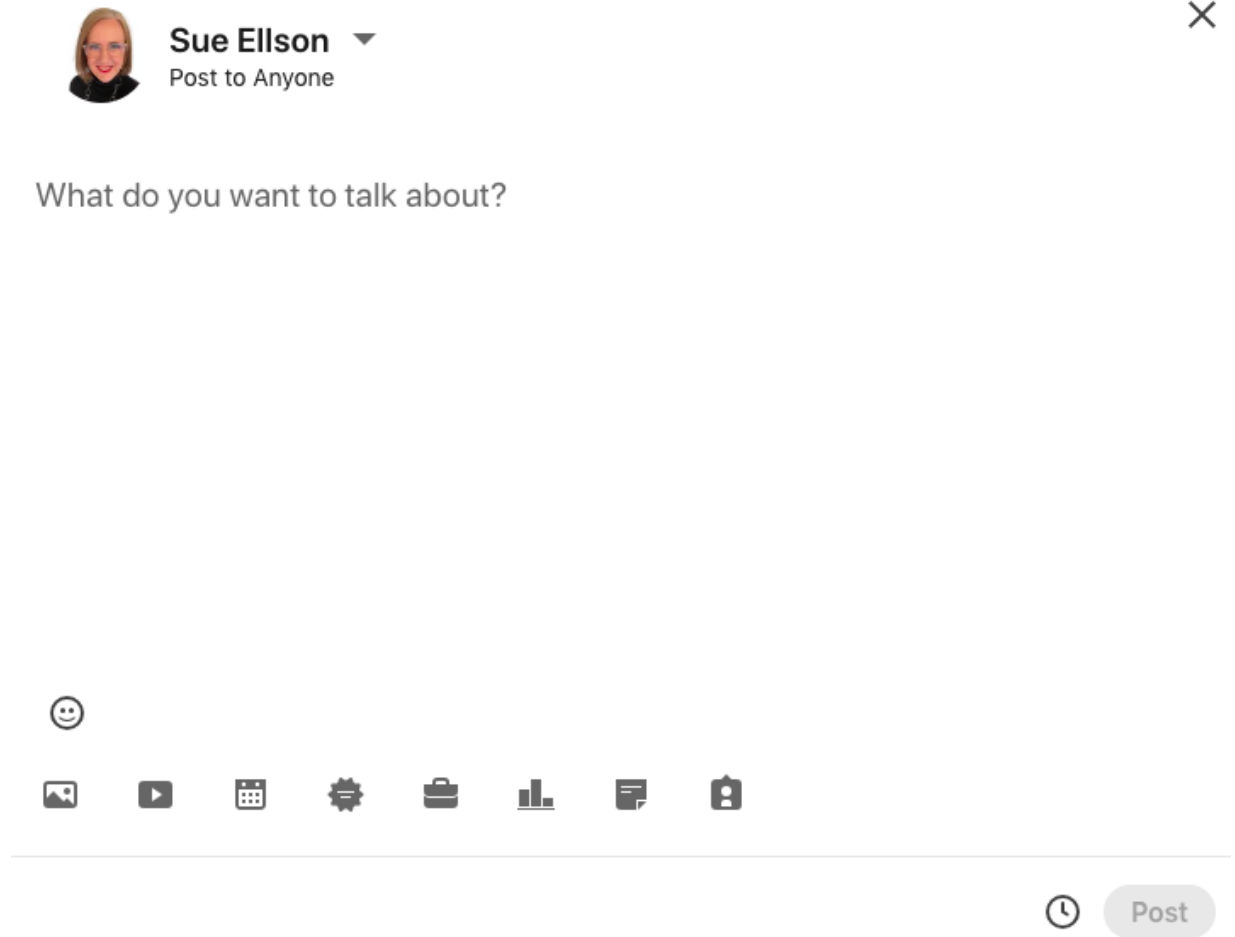
👍 Like • 💬 Comment • 🔄 Repost • 📧 Send

# 8. Publishing Essentials – posts, articles, newsletters

## Demonstration - Posts, Articles, Newsletters



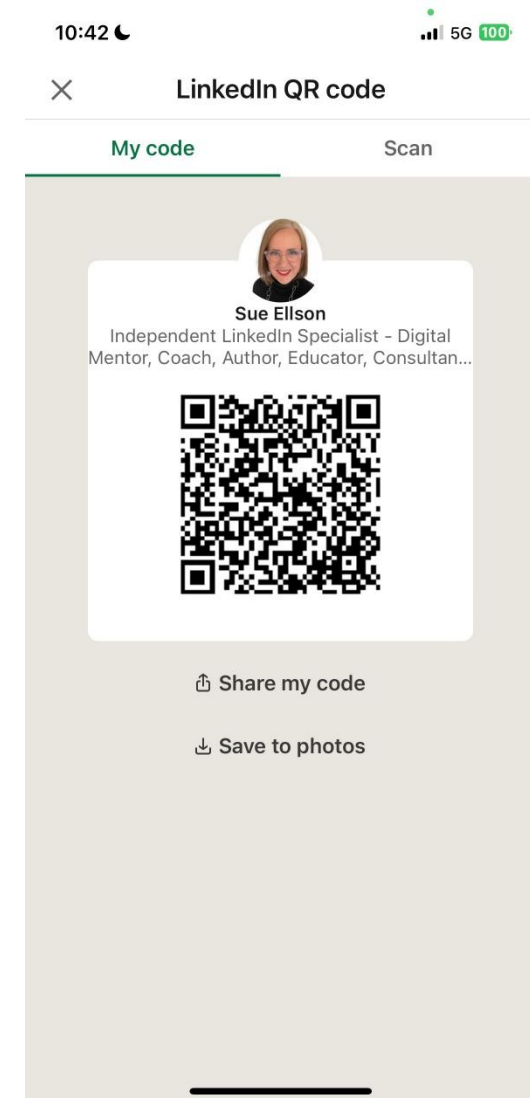
A screenshot of a social media post creation interface. It features a profile picture of a woman on the left, followed by a rounded rectangular text input field containing the text "Start a post". Below the input field are three options: "Video" with a play button icon, "Photo" with a camera icon, and "Write article" with a document icon.



A screenshot of a social media post creation interface for a user named Sue Ellson. At the top right, there is a close button (X). The user's name "Sue Ellson" and a dropdown arrow are displayed, with "Post to Anyone" below. The main text area contains the prompt "What do you want to talk about?". At the bottom, there is a row of icons for emojis, photos, videos, a calendar, a gear, a briefcase, a bar chart, a document, and a location pin. In the bottom right corner, there is a clock icon and a "Post" button.

## 9. Favourite Hacks

- Verify your account with email not passport
- Add ALL email addresses to your LinkedIn account and turn on 2FA
- 🔔 Notification Bell – Profiles and Pages to curate your Newsfeed
- Micro Credentials LinkedIn Learning (consider personal skills)
- Listen more than Speak (feed the algorithm beast)
- Away Message on Inbox if you have basic Premium
- Articles can be Search Engine Optimised and have lifetime value
- Create a Newsletter and all new Followers will be invited to Subscribe (no cost to distribute and only a notification, not an email)
- Connect with everyone you meet in person or online FROM NOW ON
- Create your own name website ie sueellson.com
- Aim to work close-to-home
- Coming soon – video and multiple image banner
- Plenty more at <https://sueellson.com/linkedin-insight-webinars-and-recordings>



# 9. Favourite Hacks

## Follow, Join, Notify

- <https://www.linkedin.com/school/university-of-south-australia>  
182K Followers 129K Alumni
- <https://www.linkedin.com/school/uniofadelaide/>  
185K Followers, 117K Alumni
- <https://www.linkedin.com/groups/90867> 8,169 Members
- <https://www.linkedin.com/groups/109122> 5,845 Members
- When did you join LinkedIn? Profile, More/Resources, About this Profile



# LinkedIn for High Achievers

1. How to showcase your UniSA Education
2. How to showcase your UniSA Employment
3. What is an achievement?
4. Where can you include your achievements?
5. LinkedIn Profile Essentials – backup, statistics, settings, sections
6. LinkedIn Page Essentials – multiple sections
7. Engagement Essentials – reactions, comments, endorsements, recommendations
8. Publishing Essentials – posts, articles, newsletters
9. Favourite Hacks
10. Questions and Answers

Where to from here?

Please choose three things from this session to do in three hours from now (or 3 days if you must)

3 in 3

# 10. Questions and Answers

## How to say thank you

✓ **Write a Review on**

Google <https://g.page/sue-ellson-author/review> (150 Google Reviews) or

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

Online <https://sueellson.com/reviews>

✓ **Follow Sue Ellson's Socials or Contact directly** <https://sueellson.com/contact>



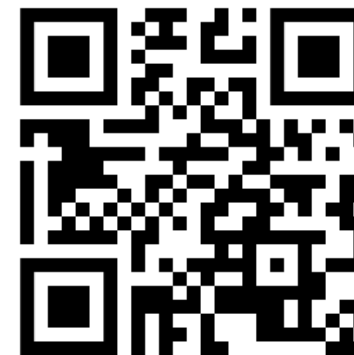
Follow Socials / Contact



Google Review



Facebook Review



Online Review





University of  
South Australia

# Career Services

P: 8302 7860

E: [careers@unisa.edu.au](mailto:careers@unisa.edu.au)