

Savvy Social Media Strategy

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Welcome

- ✓ specific tips
- ✓ relevant examples
- ✓ pick your 3 things to do in 3 hours from now
- ✓ make notes – this is like a dream, forget when you wake up!



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>

Follow / Subscribe to Sue Elson Online



- ✓ LinkedIn Profile <https://www.linkedin.com/in/sueellson> (25,742 Connections, 30,075 Followers)
- ✓ YouTube <https://www.youtube.com/@sueellson> (705 Subscribers, 183 Videos – goal is 1,000+ Subscribers)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (976 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2> (272 Followers)
- ✓ Twitter / X <https://x.com/sueellson> (436 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (458 Followers)
- ✓ TikTok <https://www.tiktok.com/@sueellson> (71 Followers)
- ✓ Pinterest <https://au.pinterest.com/sueellson> (20 Followers)
- ✓ Sue Elson Shares LinkedIn Newsletter (6,442 Subscribers) <https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Elson Sharing LinkedIn Newsletter (362 Subscribers) <https://www.linkedin.com/newsletters/7011478630589497344>
- ✓ Sue Elson Email Newsletter (1,946 Subscribers) <https://sueellson.com/newsletters>



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 22 February 2025 9:30am – 12:30pm

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



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**
- ✓ 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 after the event, 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



Webinar Background

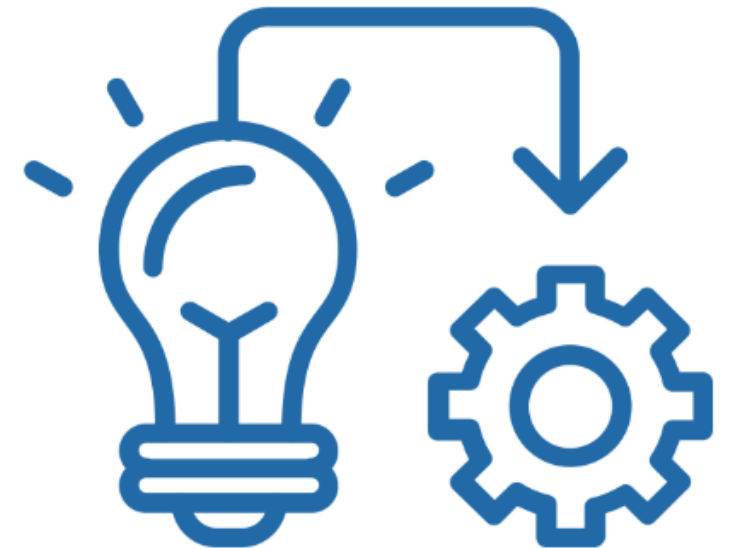
- What are your reasons for being on social media?
- Where are you at now with your social media strategy?
- Which platforms provide what type of benefits?
- How do you keep up with engagement and content?
- What do I recommend next?

Savvy Social Media Strategy

What angle are you most coming from today?

- 1 – my own business
- 2 – my own personal brand
- 3 – working for someone else
- 4 – supporting a cause
- 5 – other (please describe)

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



Specifics

- 1) Why?
- 2) Where?
- 3) Who?
- 4) What?
- 5) When?
- 6) How?
- 7) Strategy
- 8) Tactics



1) Why? RESULTS

- ✓ Impressions
- ✓ Views
- ✓ Reactions (Likes)
- ✓ Comments (Lengthy)
- ✓ Reposts
- ✓ Shares
- ✓ Sends
- ✓ Leads
- ✓ Sales



2) Where? ASSET

- ✓ Website
- ✓ Social Media
- ✓ Directories
- ✓ Website Links
- ✓ Media Coverage
- ✓ High Domain Authority
- ✓ Books
- ✓ Generative AI Chat Results
- ✓ Relationships



3) Who? REACH

- ✓ Friends and Family
- ✓ Colleagues
- ✓ Competitors
- ✓ Collaborators
- ✓ Mentors
- ✓ Referrers
- ✓ Network
- ✓ Research
- ✓ Randoms



4) What? QUALITY

- ✓ Algorithms & Network
- ✓ Build Profile
- ✓ Connect & Follow
- ✓ React & Engage
- ✓ Curate & Create
- ✓ Respond & Reflect
- ✓ Monitor & Review
- ✓ Adapt & Grow
- ✓ Free First



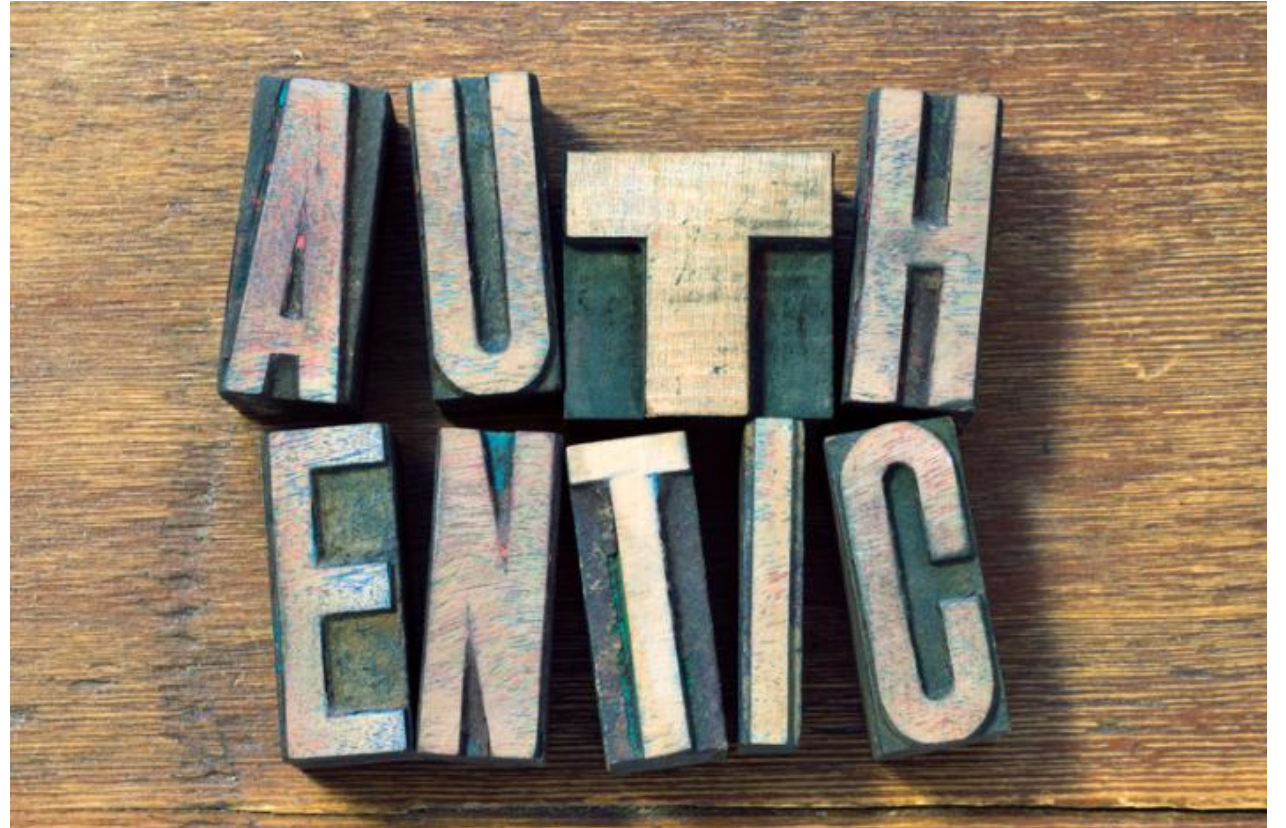
5) When? CONSISTENCY

- ✓ 1+ x Weekly
- ✓ 1+ x Monthly
- ✓ Allow for automatic
- ✓ Allow for dynamic
- ✓ Allow for lifetime
- ✓ Add links to website
- ✓ Tone Friendly & Professional
- ✓ Abide by User Agreement
- ✓ Systemise > Automate



6) How? AUTHENTICALLY

- ✓ Sustainably
- ✓ Consistently
- ✓ Colours, Style, Voice
- ✓ Mix + Video Direct
- ✓ Allow for lifetime
- ✓ Add links to website
- ✓ Tone Friendly & Professional
- ✓ Abide by User Agreement
- ✓ Systemise > Automate



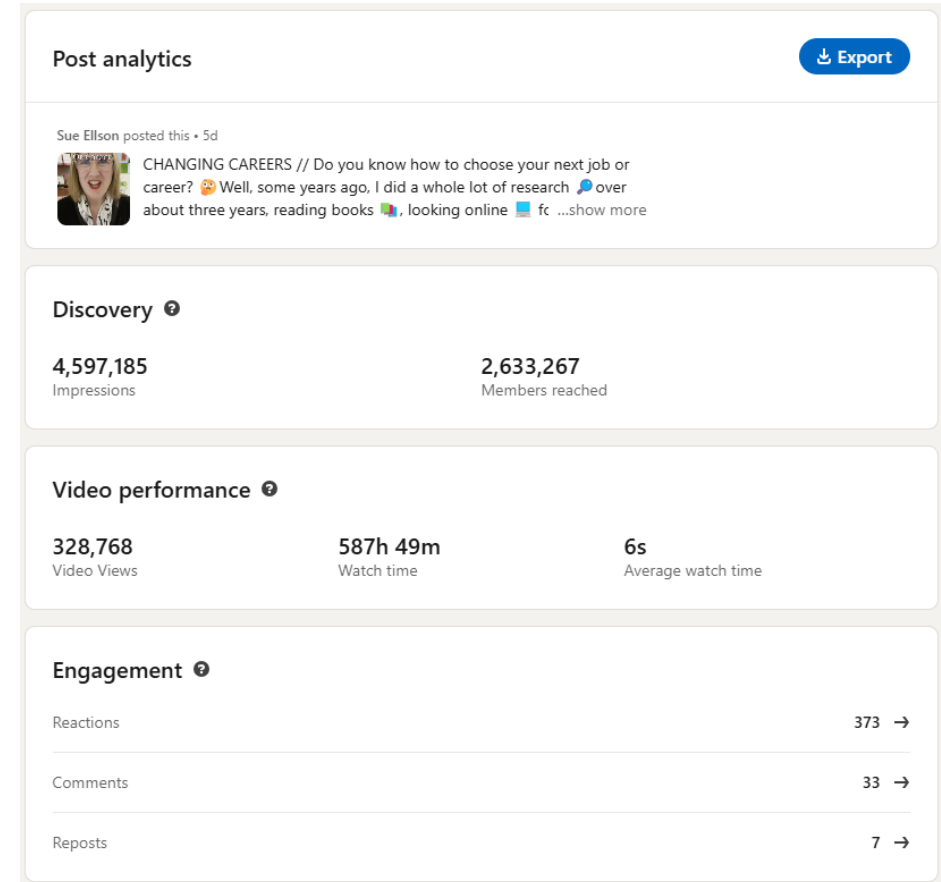
7) Strategy PURPOSE

- ✓ Goals
- ✓ Bigger Goals
- ✓ Unexpected Surprises
- ✓ Bigger Picture
- ✓ Time vs Target
- ✓ Due Diligence
- ✓ Perception
- ✓ Curious of New Trends
- ✓ Pragmatic



8) Tactics TEST

- ✓ Megalomaniac – More People, More Often, For Longer
- ✓ Direct Uploads
- ✓ Avoid gaming the system
- ✓ Ask for help
- ✓ Be polite - always
- ✓ Take trouble offline
- ✓ Get to the point
- ✓ Let pictures tell a story
- ✓ Keep going



<https://www.linkedin.com/feed/update/urn:li:activity:7293139167725637633>
<https://sueellson.com/blog/do-you-know-how-to-choose-your-next-job-or-career>

What do I recommend?

1. Publish on your website (or someone else's) FIRST
2. Share on social media (uploading directly if possible)
3. Add links to your website and archive.org/web
4. Respond to all Comments

PLEASE REMEMBER WHY YOU ARE ON SOCIAL MEDIA – DON'T LET IT BE A TIME-WASTING VORTEX!

Specifics

- 1) Why?
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- 6) How?
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- 8) Tactics



What were your faves?

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

3 in 3

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Publications

<https://sueellson.com/publications>

Presentations

<https://sueellson.com/presentations>

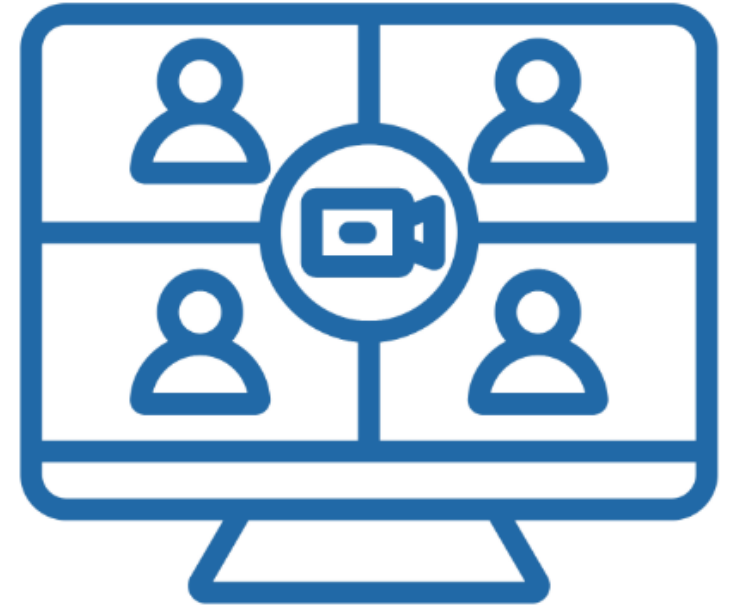
Webinars and Recordings

<https://sueellson.com/webinars-and-recordings>

Next Webinar

Personal Branding Australian Style Wednesday 14 May 2025 12pm UTC+10

Register <https://personalbrandingaustralianstyle.eventbrite.com.au>



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In 1989, Woody Allen was credited with saying
“**80 percent of success is showing up**”

I say, take action!



Remember – I can help you!

What has been most helpful to you today?

✓ You can add a comment in the Zoom chat now – great reflection for others

✓ Please complete the **Anonymous Feedback Survey** when you leave the webinar

What did you find most helpful in this webinar?

What do you plan to do next?

What else would have been helpful?

✓ **Write a Review** ★ I'll say thank you!

Google <https://g.page/sue-ellson-author/review> (154 Google Reviews) or

Facebook <https://www.facebook.com/sueellson2/reviews> (13 Reviews)

Online <https://sueellson.com/reviews> (lots!)

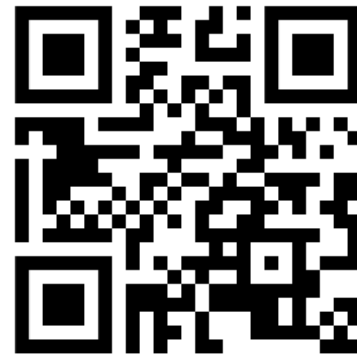
✓ **Follow Sue Ellson's Socials or Contact directly** <https://sueellson.com/contact>



Google Review



Facebook Review



Online Review



Follow Socials / Contact