

LinkedIn for Career Development Practitioners

Sue Ellson

GK BBus MPC PCDAAS ASA WV MEdPlus

Independent LinkedIn Specialist

Author, Educator, Practitioner

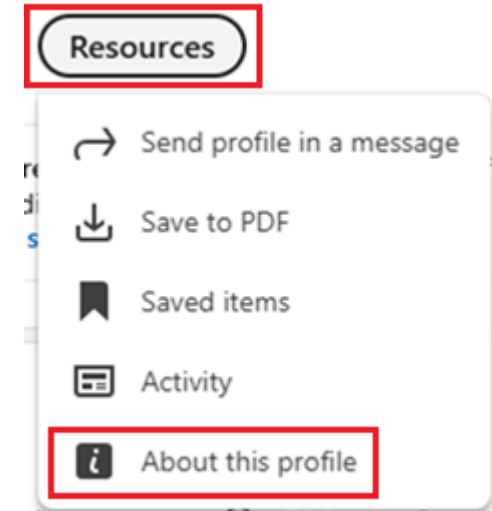
17 April 2025

sueellson@sueellson.com

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



LinkedIn Experiment



When did you join LinkedIn?

Please add the date
in the chat!

<https://www.youtube.com/watch?v=1jt0FWSff44>

LinkedIn for Career Development Practitioners

1. Backup options
2. Statistics for LinkedIn and Profiles
3. Showcase your CDAA Membership
4. Update your LinkedIn Profile
5. Help your clients update their LinkedIn Profile
6. Photo, Headline, About Sections
7. Skills and Recommendations
8. Engagement Strategies
9. Content Strategies
10. AI Tools



CDAA Pro Bono Contributions



- ✓ Associate Member of the CDAA since 22 June 2015 and became a Professional Member on 15 June 2018
- ✓ Four CDAA Conference Presentations in Adelaide, Perth and Melbourne
- ✓ Nine In Person and Online Presentations in Melbourne and Canberra for CDAA
- ✓ Attendance and Multiple Presentations at 11 Career Expos in Melbourne, Sydney and Brisbane (often attending more than one day with multiple topics at each expo)
- ✓ Donated 300 printed copies of my book 'Gigsters' to delegates and speakers for the CDAA National Conference 2019 in Sydney (over \$3,000 in costs)
- ✓ Support and promotion of 2023, 2024 and 2025 National Careers Week
- ✓ Two print Articles for CDAA National Magazine
- ✓ Multiple email or message enquiries from CDAA Members related to LinkedIn and pro bono presentations
- ✓ Details <https://sueellson.com/career-development-association-of-australia-cdaa-presentations-and-publications> (since 2006)

Industry Pro Bono Contributions

- ✓ Support of The Australian Career Book Award since its inception in 2018 (Initial Judge) with a Significant Service Convenor Citation Award in 2019
- ✓ Two Books as Finalists in The Australian Career Book Award – first four books available free on <https://www.researchgate.net/profile/Sue-Ellson> 3,919+ reads
- ✓ Monthly LinkedIn Webinars Oct 2021 – Dec 2024 – all slides and recordings freely available at <https://sueellson.com/webinars-and-recordings>
- ✓ 20 appearances on Channel 9 Today Extra on Career Topics <https://sueellson.com/television>
- ✓ 25 appearances on 3AW Radio on Career Topics <https://sueellson.com/radio>
- ✓ 22 appearances on Podcasts on Career Topics <https://sueellson.com/podcasts>
- ✓ Total of 1,100+ Publications and 1,100+ Presentations, with one paid publication and around half of the presentations provided free of charge (without making 'sales' from participants)

Fast Facts – more at sueellson.com

Sue Ellson is a Member of

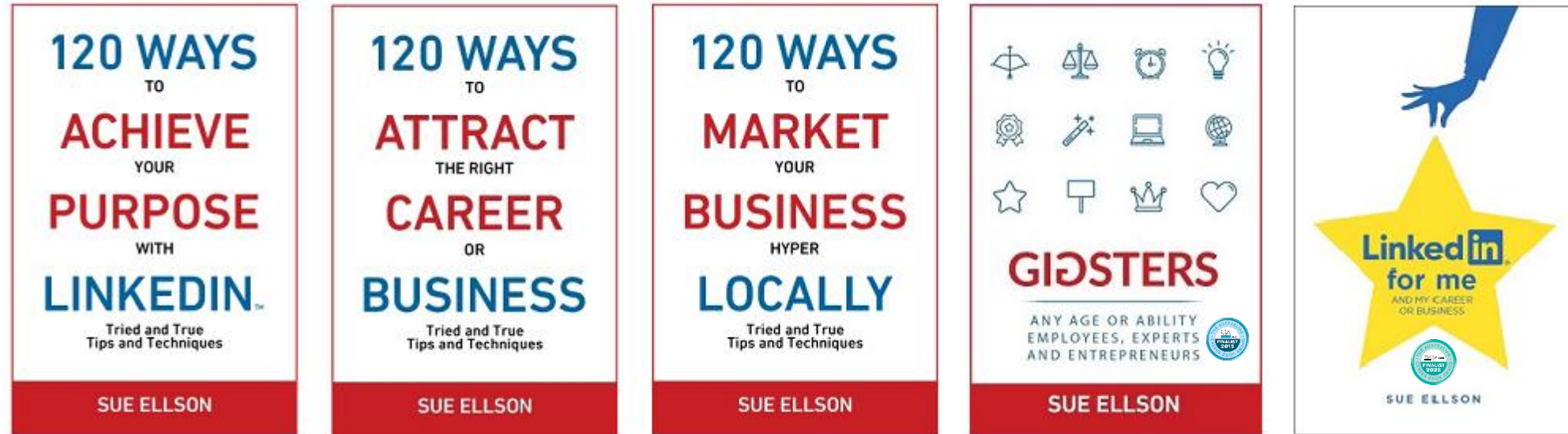


Sue Ellson is the Founder of



<https://sueellson.com/about> and <https://sueellson.com/services-and-pricing>

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> (25,938 Connections, 30,497 Followers)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (993 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2> (272 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (469 Followers)
- ✓ Pinterest <https://au.pinterest.com/sueellson> (20 Followers)
- ✓ TikTok <https://www.tiktok.com/@sueellson> (74 Followers)
- ✓ X <https://x.com/sueellson> (435 Followers)
- ✓ YouTube <https://www.youtube.com/@sueellson> (716 Subscribers, 186 Videos – goal is 1,000+ Subscribers)
- ✓ Sue Ellson Shares LinkedIn Newsletter (6,663 Subscribers)
<https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Ellson Sharing LinkedIn Newsletter (374 Subscribers)
<https://www.linkedin.com/newsletters/7011478630589497344>
- ✓ **Sue Ellson Email Newsletter (1,926 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

6 weeks – two hours a week

\$97 AUD

<https://sueellson.com/courses/linkedin-for-me-and-my-career-or-business>

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** – and 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)
- ✓ if you are watching this later, the screen may have changed
- ✓ **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 Career Development Practitioners

What type of clients do you mostly work with?

- 1 – students in Secondary or Tertiary Education
- 2 – as part of a specialist enterprise including outplacement
- 3 – in private practice as an individual
- 4 – other (please describe)

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



LinkedIn for Career Development Practitioners

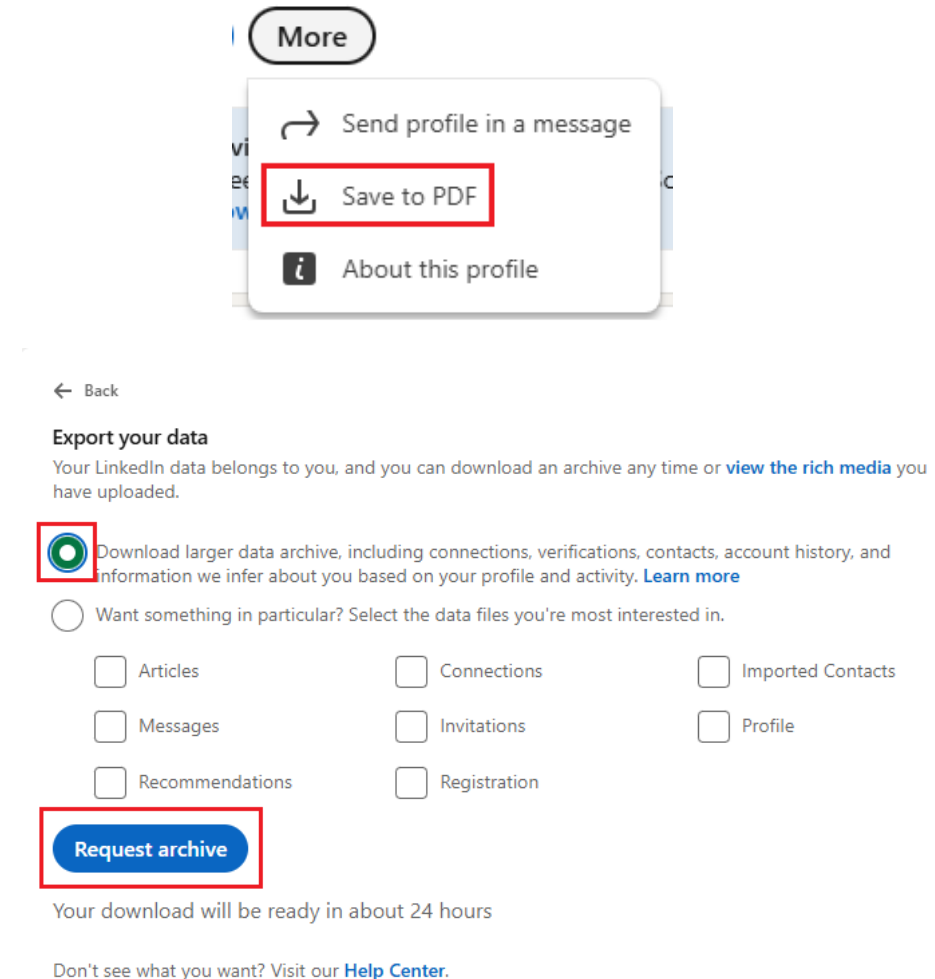
1. Backup Options

- Before you start, change Internet Browser Settings to ask where to save Downloads
- Click the More Button on the LinkedIn Profile and choose Save to PDF with the format 20250417-sue-ellson-linkedin-profile-before-edits.pdf
- Go to Settings & Privacy, Data Privacy, Get a copy of your data
<https://www.linkedin.com/mypreferences/d/download-my-data> and request a Full Archive

Recommend

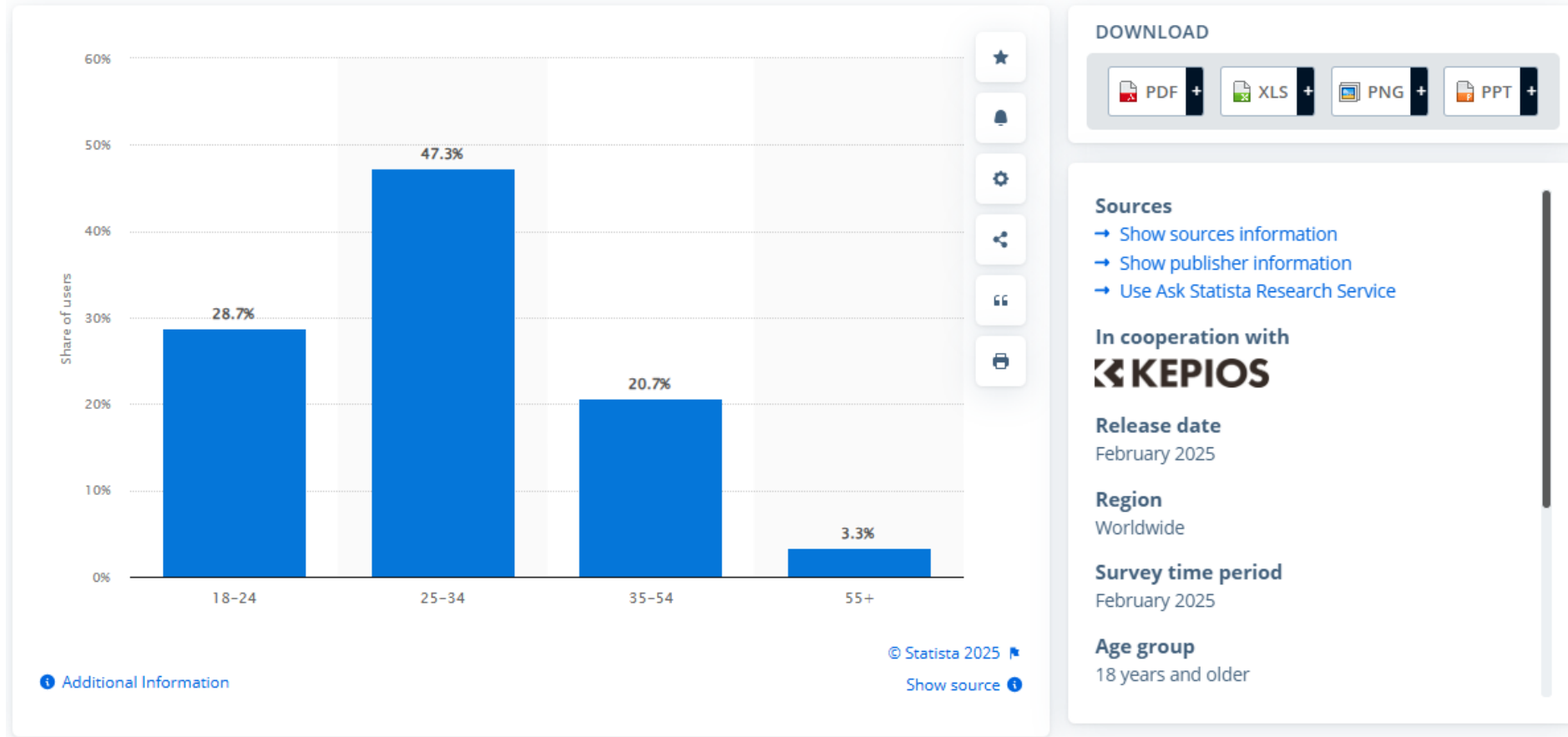
Save to PDF before and after editing a LinkedIn Profile and diary a full data archive every three or six months

Remember that some of the information on a LinkedIn Profile will not be included in the PDF – so it may be more helpful to prepare all of the content in a Word Document as saving on LinkedIn can be 'faulty' at times and allows you to work 'with' your client



LinkedIn for Career Development Practitioners

Distribution of LinkedIn users worldwide as of February 2025, by age group



76% aged between 18-34 <https://www.statista.com/statistics/273505/global-linkedin-age-group>

LinkedIn for Career Development Practitioners

2. Statistics for LinkedIn and Profiles

- Read the LinkedIn User Agreement, especially Do's and Don'ts in Section 8
<https://www.linkedin.com/legal/user-agreement>
- Read the Professional Community Policies
<https://www.linkedin.com/legal/professional-community-policies>
- 1 Billion Members, 200+ Countries, 15M+ Members in Australia
- Connections 60+ then 500+ and Followers More than Connections
- Views per 90 days 100+ and Search Appearances 7 days 50+
- Skills 20+ votes for top two and Recommendations Given and Received 6+ each
- Company Page Followers 150+
- Verification – not essential – best to use work email address for verification, do not remove any email addresses
- Merge Duplicate Accounts (created with a different email address)
<https://www.linkedin.com/help/linkedin/ask/MDA>

Recommend

Record your real-time statistics every six months to ensure you are increasing your numbers as well as before you work with a client and then three months later as you cannot go back in time

LinkedIn for Career Development Practitioners

3. Showcase your CDAA Membership

1. Join the CDAA LinkedIn Group (Recommended) <https://www.linkedin.com/groups/2241956> 3,272/3,293 Members
2. Follow the CDAA LinkedIn Company Page (Recommended)
<https://www.linkedin.com/company/the-career-development-association-of-australia> 8,140/8,972 Followers
3. Consider adding a Banner Image on your LinkedIn Profile (Optional)
4. Add your CDAA Profile Page Link in the Websites Section in Contact Info (Optional)
5. Add your CDAA Profile Page Link in the Featured Section (Optional)
6. Add the Post Nominals PCDA to your Name in the About Section (Optional)
7. Add the CDAA Profile Page Link in the Licenses and Certifications Section (Essential)
8. Add the CDAA Profile Page Link in the Organizations Section (Recommended)
9. Add your CDAA Details to the Services Page (Optional)
10. Make a Post Announcement and Click the 🔔 Notification Bell and choose 'All' to Engage Regularly (Optional)



Recommend

See Instruction Sample at <https://www.youtube.com/watch?v=zByBrYkDKww>

LinkedIn for Career Development Practitioners

4. Update your LinkedIn Profile

- update your LinkedIn Profile URL
<https://www.linkedin.com/public-profile/settings>
- complete all possible sections

Recommend

It is not what you know or who you know but who or what refers you and how you can be verified.

Remember, this sets a good example to your clients (not like the plumber's plumbing).

It is also essential to establish your credibility with your clients when they do their due diligence.

Most employers require a LinkedIn Profile not just a resumé (some graduate employers refuse resums).

To appear in AI results you need Recommendations and Online Reviews – senior leaders also need own name website

Add profile section

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 career break

Add skills

Recommended

^

Completing these sections will increase your credibility and give you access to more opportunities

Add featured

Add licenses & certifications

Add projects

Add courses

Add recommendations

Additional

^

Add even more personality to your profile. These sections will help you grow your network and build more relationships.

Add volunteer experience

Add publications

Add patents

Add honors & awards

Add test scores

Add languages

Add organizations

Add causes

LinkedIn for Career Development Practitioners


5. Help your clients update their LinkedIn Profile

- don't ask for their story, add it to their LinkedIn Profile
- this process is a first step in the career development process
- it is a productive use of your time together (with tangible results)
- you can ask questions and add to the story
- you can help them write their Achievements in past tense
- you can help them write their Tasks in present tense
- you can move them from digital literacy to digital competency by including a Description of their Employer, Skills, Media Links

Recommend

From now on, help all of your clients with their LinkedIn Profile and show them how to connect with everyone they meet (including you) via the Scan Code feature on their phone and encourage them to connect with everyone they communicate with (email, chat or text message) directly

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

 **Marketing Consultant - Social Media, LinkedIn, Events, Webinar Management, Website Development**
Spectrum Analysis Australia Pty Ltd
May 2018 - Present · 7 yrs
Surrey Hills, Victoria, Australia · Hybrid

Achievements

- > amalgamated content from multiple website versions since 1999 and rebuilt and redesigned entire website in WordPress which lead to an increase in traffic, search engine results and direct leads
- > implemented new online webinars and event promotions
- > created Facebook and Twitter presence
- > filmed and published multiple new videos on YouTube
- > amalgamated multiple YouTube channels created with different email addresses


Tasks


- > provide strategy and tactics for marketing, business development and sales
- > provide strategy, updates and results for social media including LinkedIn, Facebook, Twitter and Google Business
- > complete all website updates including copy writing, copy editing, improvements etc
- > produce and distribute Spectrum Analysis newsletter and Strategy News for Schools newsletter
- > report on online results
- > troubleshoot any online issues
- > prepare content for messaging sequences for new prospects, particularly Independent Schools
- > provide employee training and attend employee functions
- > represent Spectrum Analysis at various events, conferences and exhibitions
- > other general administration and assistance as required


Spectrum Analysis Australia
Established in 1996, Spectrum Analysis Australia Pty Ltd provides a range of quantitative geodemographic modelling, facts, data and analysis services for franchisers, retailers, corporates, independent schools etc.

marketing@spectrumanalysis.com.au
<https://spectrumanalysis.com.au>
+61 9830 0077

Skills: LinkedIn · Website Development · Social Media · Social Media Marketing · Marketing Strategy

 **Spectrum Analysis - Data Pack**
A description of the data packs available at Spectrum Analysis.
https://spectrumanalysis.com.auhttps://www.youtube.com/watch?v=a_JB1XIAIIA

 **Spectrum Analysis - Strategic Network Planning**
A description of the Strategic Network Planning consulting available at Spectrum Analysis.
[https://spectrumanalysis.com.au https://www.youtube.com/watch?...](https://spectrumanalysis.com.auhttps://www.youtube.com/watch?...)

 **Spectrum Analysis - Territory Planning**
A description of the Territory Planning consulting available at Spectrum Analysis.
[www.spectrumanalysis.com.au https://www.youtube.com/watch?v=PGhXcjpMuU](http://www.spectrumanalysis.com.auhttps://www.youtube.com/watch?v=PGhXcjpMuU)

LinkedIn for Career Development Practitioners

6. Photo, Headline, About Sections

– eyes on one third line, hair top of circle, high neck garment to frame the face, career appropriate style

– headline formula – label, keywords, interest – top field for search results but you need to be memorable, no repeated words and put in priority order

<https://www.linkedin.com/pulse/linkedin-headline-formula-label-keywords-interest-sue-ellson>

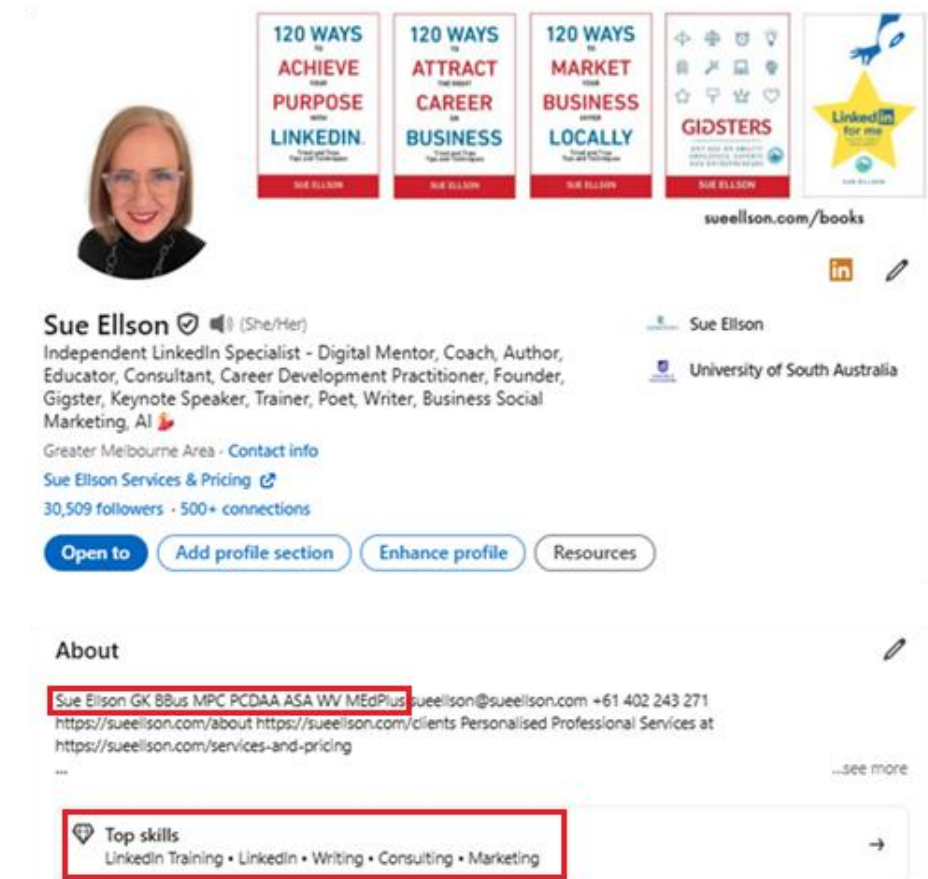
– about section – include post nominals, professional skills, technical skills, personal skills, industry experience, international experience, interests – can write in first, third or no person depending on purpose, also recommend email address so ‘no click’ access unless high profile

Recommend

We are moving away from Job Titles and Employer Names to a Skills Based Recruitment Process.

You need 60%+ competency and a cultural fit

<https://www.linkedin.com/pulse/linkedin-women-sue-ellson>



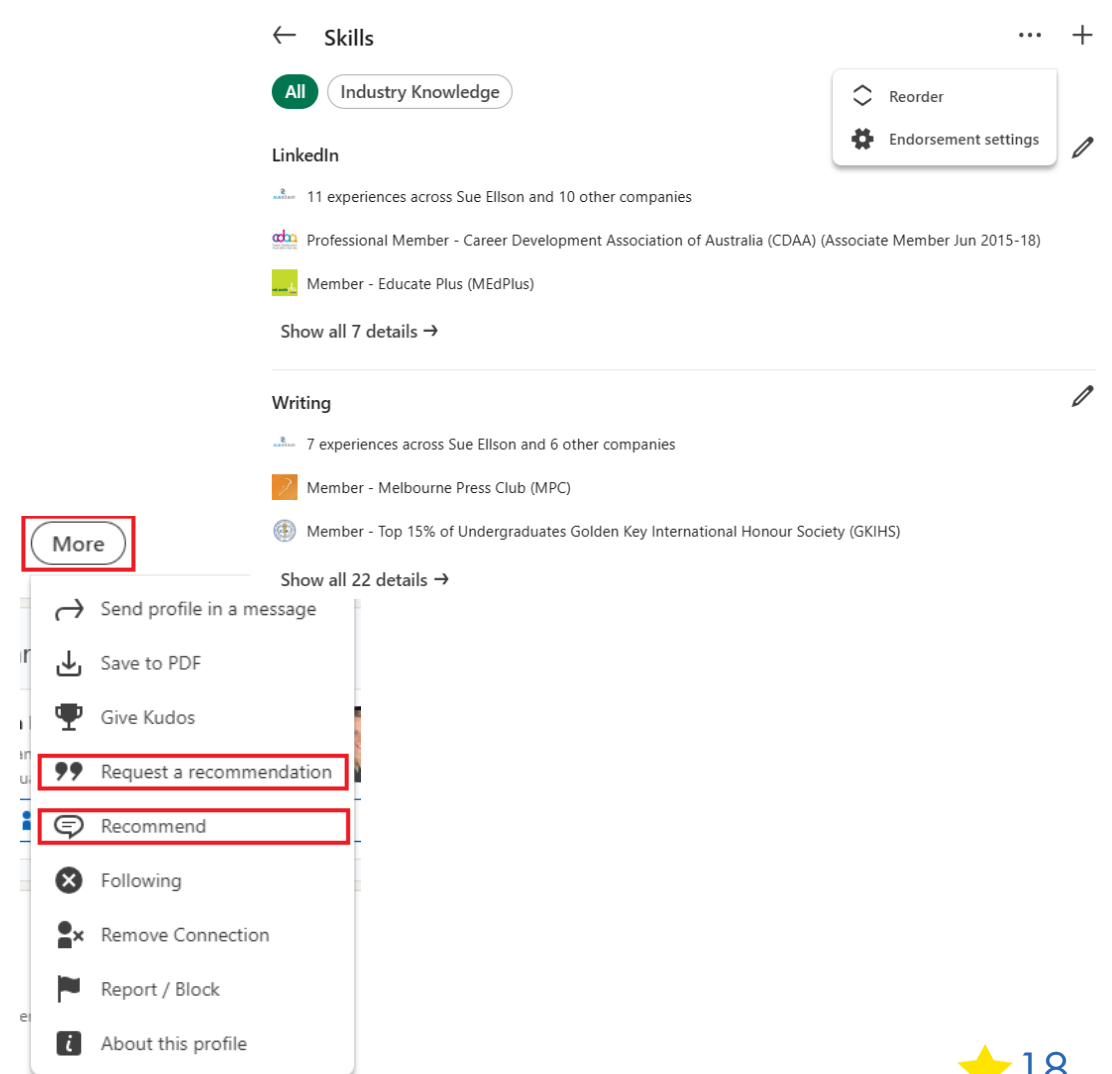
LinkedIn for Career Development Practitioners

7. Skills and Recommendations

- can add Skills on your LinkedIn Profile
- can add individual Skills to multiple sections including:
 - About (top five skills)
 - Experience (each role)
 - Licenses and Certifications
 - Education
 - Projects
- remember to endorse other people's skills
- be strategic with who you Recommend or ask for Recommendations and include keywords and remember if it is in writing, it can appear in court
- describe how you met, what you observed, wish all the best

Recommend

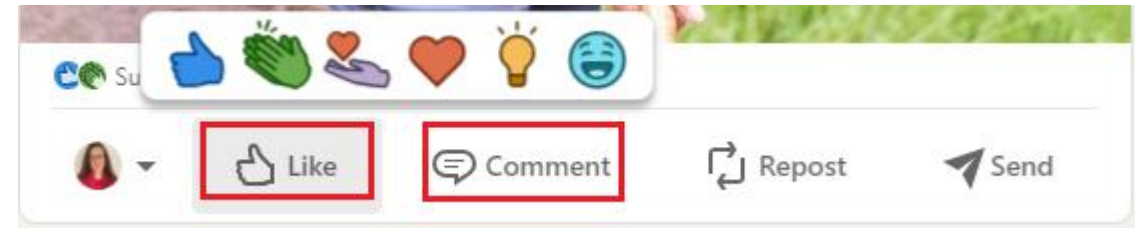
Employers value your contribution, how quickly you can hit the ground running and add value to the enterprise.



LinkedIn for Career Development Practitioners

8. Engagement Strategy

- which people, Companies and Schools will you or your clients Follow and Notify 🔔 ?
- which Groups will you or your clients join?
- which Content will you React to and Comment on to help the algorithm learn what is of interest to you or your clients?
- which Content will you or your clients not stop scrolling on, react to or comment on because it is unrelated to your purpose?
- which Newsletters will you or your clients subscribe to?



Recommend

Remember that social media expects you to 'listen' as well as 'speak' so be the nice 'friend' that engages with published content related to your purpose

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

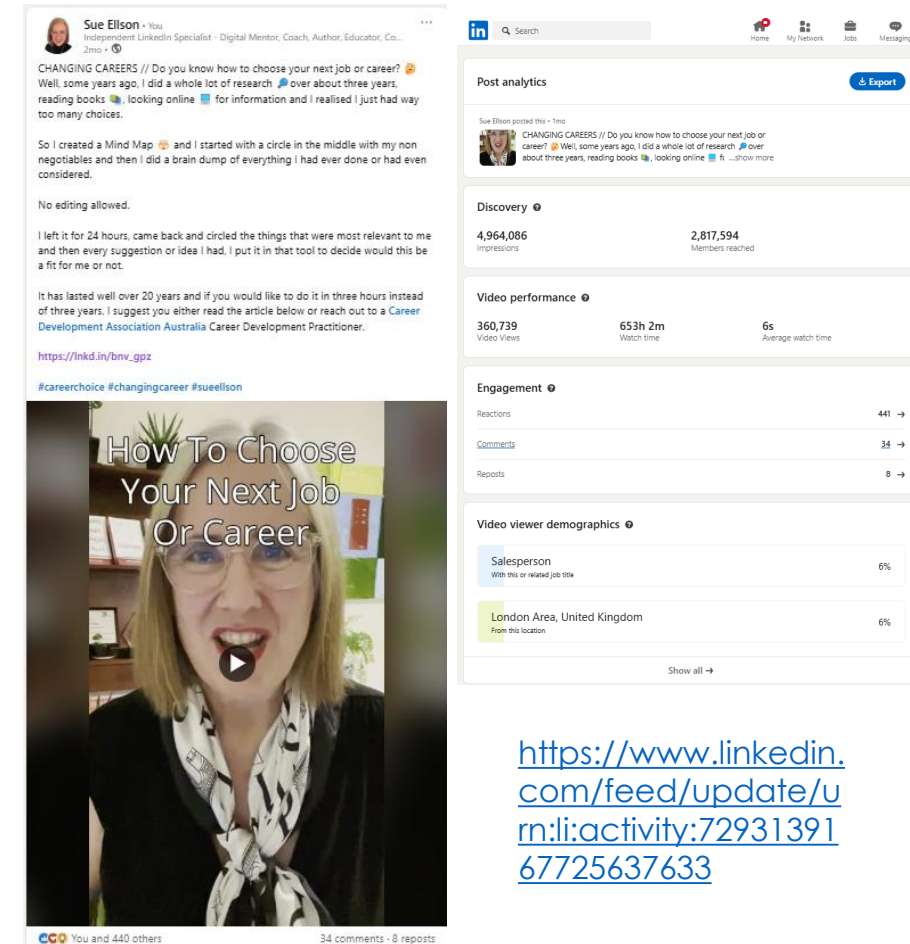
LinkedIn for Career Development Practitioners

9. Content Strategies

- no need to Post in the Newsfeed more than twice a week can curate or create
- can write Articles (or a Newsletter) once a month if you have 150+ Page Followers eligibility at <https://www.linkedin.com/dashboard>
- create conversations on your own or other people's viral content <https://www.linkedin.com/pulse/pay-job-candidates-interviews-say-what-sue-ellson>
- include good quality and meaningful statistics
- use hypnotic language and ask questions in your Posts
- do not use AI Comments and always respond to Comments on your content (at length if possible)
- register your interest in the LinkedIn Editorial Content Program run by LinkedIn to learn more <https://lnkd.in/workshopEOI>
- Build Your Voice Program <https://buildyourvoice.linkedin.com>
- Webinar <https://www.linkedin.com/events/7292416270216368128>

Recommend

Focus on being friendly and professional (not personal) and adding value – inauthenticity is detected very quickly



<https://www.linkedin.com/feed/update/urn:li:activity:7293139167725637633>

LinkedIn for Career Development Practitioners

10. AI Tools

- AI Headline generator – insufficient keywords
- AI About generator - 881 characters of 2,600 and largely false!
- make sure generated Comments and Message Replies are aligned with your 'voice'
- consider creating an Away message to auto-respond to all received Messages
- consider creating a Newsletter to auto-invite new Connections and Followers to Subscribe
- consider hosting Events and invite 1,000 people per month to attend (provide Privacy Policy link to collect Contact email)
- use 250 credits per month to invite Connections to Follow your Company Page
- use YouTube to add videos online, edit subtitles, download .srt file and upload captions for Video content – Summarise longer videos with time stamps at <https://www.summarize.tech> for free!

Recommend

Focus on your purpose or your client's purpose and never underestimate your career development skills

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 🇺🇸

Headline*

International Independent LinkedIn Specialist @ Sue Ellson | Bachelor of Business

↻ Show option 2 ↻ Revert



Headline*

LinkedIn Specialist @ Sue Ellson | Social Networking, New Business Development

↻ Show option 3 ↻ Revert



Headline*

LinkedIn Specialist, Trainer, and Consultant in Careers and Business

↻ Show option 1 ↻ Revert



Review and edit the AI draft before saving so it reflects you. [Learn more](#)



Sue Ellson (She/Her) • 5:32 PM

I aim to reply to you within 24 hours!

Free webinars

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

LinkedIn Online Course

<https://sueellson.com/courses/linkedin-for-me-and-my-career-or-business> AUD\$97

One-on-one support AUD\$195 per hour up to 2 people

Group training AUD\$500 per training hour

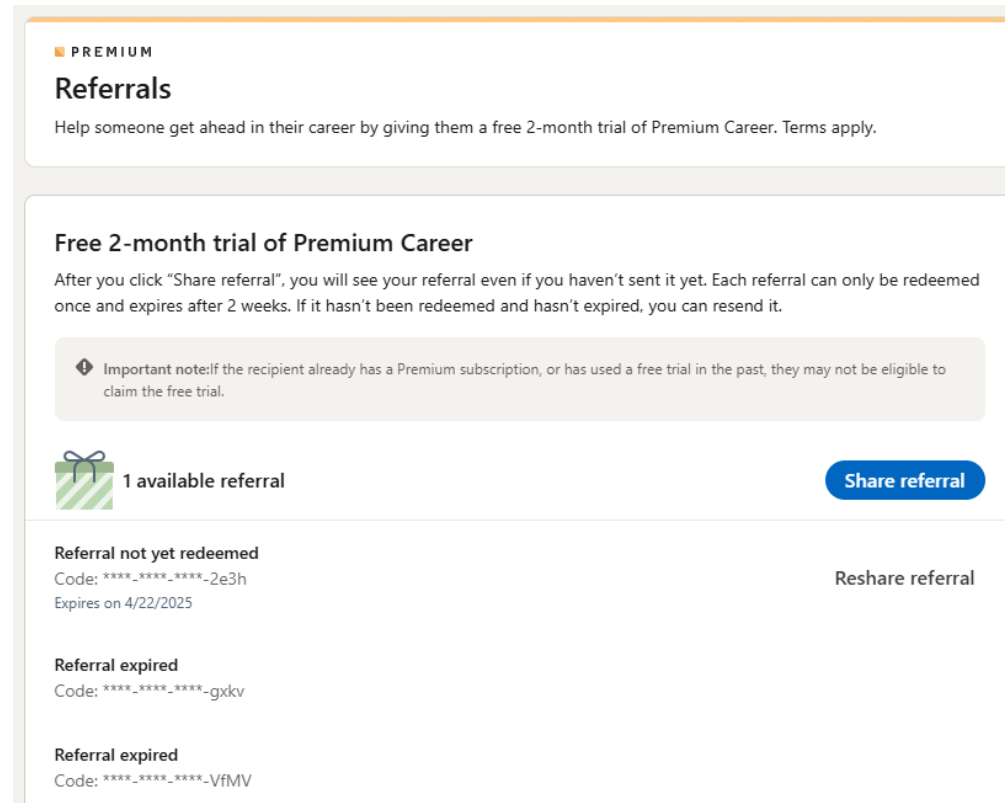
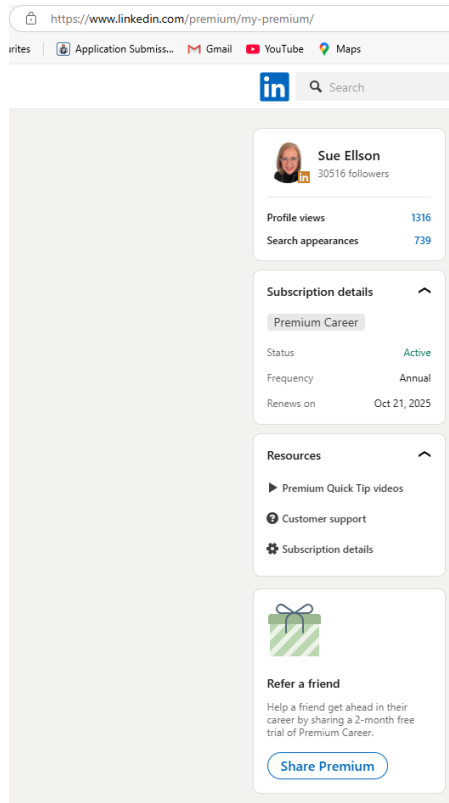
Automatic reply. [Learn more](#)



LinkedIn for Career Development Practitioners

+ Bonus

– If you have LinkedIn Premium, you can share ‘two months free’ to a client as a ‘reward’ for updating their LinkedIn Profile!



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What were your
favourites?

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

3 in 3

Next Steps and Questions and Answers

- ✓ Review these slides and other CDAA Contributions at <https://sueellson.com/career-development-association-of-australia-cdaa-presentations-and-publications>
- ✓ Connect with me on LinkedIn and Follow my Company Page
- ✓ Click the Notification Bell 🔔 and choose 'All Posts'
- ✓ Consider completing my LinkedIn online course <https://sueellson.com/courses/linkedin-for-me-and-my-career-or-business>
- ✓ Keep up to date by following me on my other social media channels
- ✓ Say thank you be writing a Review on

Google <https://g.page/sue-ellson-author/review> (154 Google Reviews) or
Facebook <https://www.facebook.com/sueellson2/reviews> (11 Reviews)
Online <https://sueellson.com/reviews> (lots!)



Google Review



Facebook Review



Online Review



Follow Socials / Contact