

UniSA Career Services

Workshop: LinkedIn for High Achievers

Featuring LinkedIn specialist Sue Ellson



Acknowledgement of Country

We respectfully acknowledge the Kaurna, Boandik and Barngarla First Nations Peoples and their Elders past and present, who are the First Nations' traditional owners of the lands that are now home to the University of South Australia's campuses in Adelaide, Mount Gambier and Whyalla.



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. The top navigation bar includes links for CareerHub, Jobs, Organisations, Resources, Events & Workshops, Student Activities, News, Dashboard, and Profile. A user is logged in as 'Demi'. The main section is titled 'Search Jobs' and features input fields for Keywords (with the example 'e.g. Graduate, Analyst, Intern...'), Job Type (set to 'Any'), and Location (with the example 'e.g. Brisbane, QLD, Australia'). A 'Search' button and a link to 'More Search Options' are also present. Below the search bar is a 'Career Services' banner with the University of South Australia 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 people), 'Self-Help Career Resources' (hands holding a tablet), 'Events & Workshops' (person pointing at a screen), 'Career Advice' (speech bubbles), 'Check Your Career Readiness' (target with arrow), 'Career Development Learning' (person next to a bar chart), 'Careers FAQs' (person and speech bubble), and 'UniSA Talent' (document with person icon).

LinkedIn for High Achievers

Sue Ellson

GK BBus MPC PCDAASASA WV MEdPlus
Independent LinkedIn Specialist
Author, Educator, Practitioner

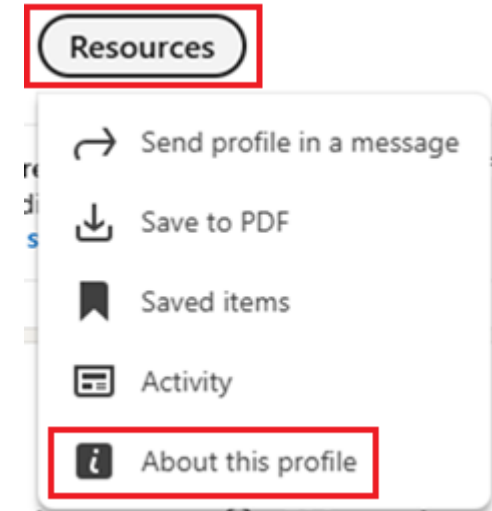
29 April 2025

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>

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



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>

30/06/2023 **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>

16/12/2024 **LinkedIn for High Achievers**

<https://sueellson.com/blog/linkedin-for-high-achievers-at-university-of-south-australia>

Fast Facts – more at sueellson.com

Sue Ellson is a Member of



Sue Ellson is the Founder of



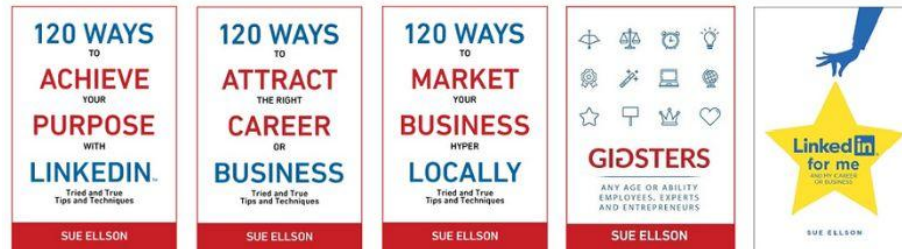
<https://sueellson.com/about> and <https://sueellson.com/services-and-pricing>

News



Personal Branding Australian Style

By Sue Ellson
LinkedIn Specialist and Author

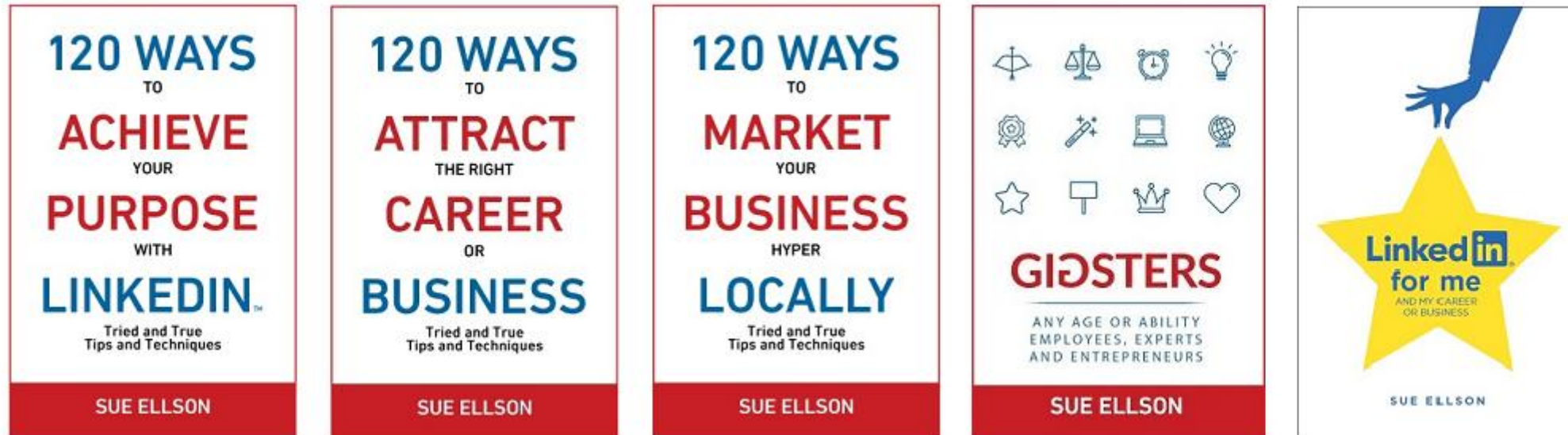


Personal Branding Australian Style

****FREE**** Wednesday 14 May 2025 12pm AEST (online and all guests receive recording)
<https://personalbrandingaustralianstyle.eventbrite.com.au>

Careers Week 12th – 18th May 2025 <https://careersweek.com.au/events>

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

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”

Follow / Subscribe to Sue Ellson Online



- ✓ LinkedIn Profile <https://www.linkedin.com/in/sueellson>
(25,975 Connections, 30,555 Followers)
- ✓ YouTube <https://www.youtube.com/@sueellson>
(717 Subscribers, 189 Videos – goal is 1,000+ Subscribers)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson>
(998 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2> (273 Followers)
- ✓ Twitter / X <https://x.com/sueellson> (434 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems)
(470 Followers)
- ✓ TikTok <https://www.tiktok.com/@sueellson> (79 Followers)
- ✓ Pinterest <https://au.pinterest.com/sueellson> (20 Followers)
- ✓ Sue Ellson Shares LinkedIn Newsletter (6,686 Subscribers)
<https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Ellson Sharing LinkedIn Newsletter (378 Subscribers)
<https://www.linkedin.com/newsletters/7011478630589497344>
- ✓ **Sue Ellson Email Newsletter (1,925 Subscribers)**
<https://sueellson.com/newsletters>



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' to University of South Australia**
- Follow on Social Media, LinkedIn Content Post, Facebook or Google Review



Follow / Subscribe to UniSA Online



**University of
South Australia**



UniSA City West Campus

Google Review Link

Currently 254 Reviews

https://search.google.com/local/writereview?placeid=ChIJL1f8hi_PsGoRxiUUx3nUUdA

- ✓ LinkedIn Profile <https://www.linkedin.com/in/unisaalumni> (2,664 Followers)
- ✓ YouTube <https://www.youtube.com/unisouthaustralia> (64.7K Subscribers, 3.3K Videos)
- ✓ LinkedIn Page <https://www.linkedin.com/school/university-of-south-australia> (187,143 Followers 129,000 Alumni)
- ✓ Facebook <https://www.facebook.com/UniSA> (248K Likes, 257K Followers)
- ✓ Twitter / X <https://x.com/universitysa> (53.5K Followers)
- ✓ Instagram <https://www.instagram.com/universitysa> (53.6K Followers)
- ✓ TikTok <https://www.tiktok.com/@uniofsouthaustralia> (633 Followers)

Alumni Network <https://www.unisa.edu.au/connect/alumni-network>

Stay Connected <https://reconnect.unisa.edu.au/Stay-Connected/form>

Alumni Directory

<https://www.unisa.edu.au/connect/alumni-network/alumni-benefits/alumni-business-directory/listings/n/newcomers-network/>

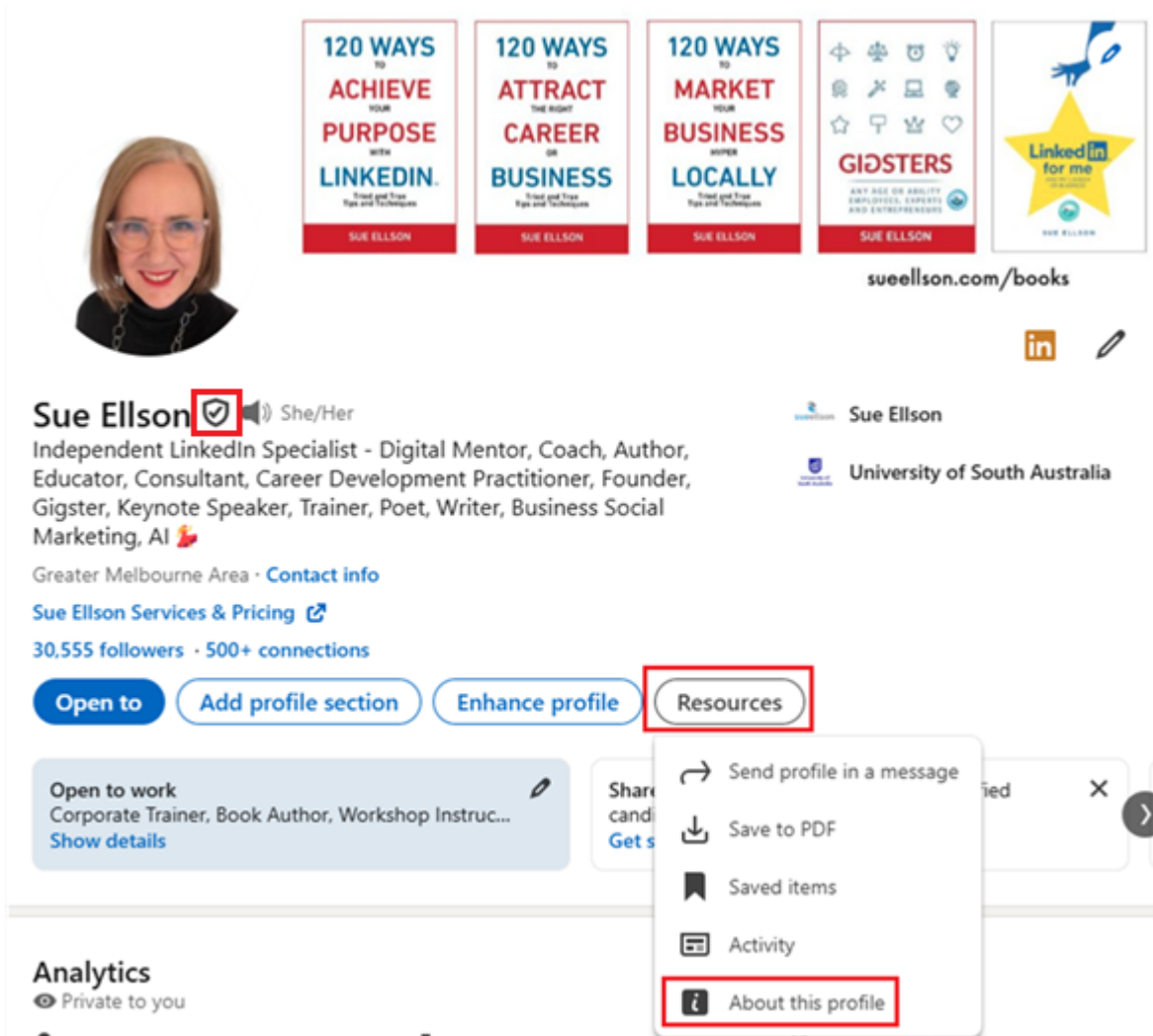
LinkedIn for High Achievers

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



When did you join LinkedIn and is Verification essential?



The screenshot shows Sue Ellson's LinkedIn profile. At the top, there are five book covers: '120 WAYS TO ACHIEVE YOUR PURPOSE WITH LINKEDIN', '120 WAYS TO ATTRACT CAREER OR BUSINESS', '120 WAYS TO MARKET YOUR BUSINESS LOCALLY', 'GIGSTERS', and 'Linkedin for me'. Below the books is the URL 'sueellson.com/books'. The profile picture shows Sue Ellson, a woman with glasses. The name 'Sue Ellson' is followed by a verified badge (a checkmark in a circle) and a speech bubble icon. The bio states: 'Independent LinkedIn Specialist - Digital Mentor, Coach, Author, Educator, Consultant, Career Development Practitioner, Founder, Gigster, Keynote Speaker, Trainer, Poet, Writer, Business Social Marketing, AI'. The location is 'Greater Melbourne Area' and the contact info is 'Contact info'. The services and pricing are 'Sue Ellson Services & Pricing'. The follower count is '30,555 followers' and the connection count is '500+ connections'. The 'Resources' button is highlighted with a red box. A dropdown menu is open from the 'Resources' button, showing options: 'Send profile in a message', 'Save to PDF', 'Saved items', 'Activity', and 'About this profile' (which is highlighted with a red box).

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](#)

30,555 followers · 500+ connections

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

[Open to work](#)
Corporate Trainer, Book Author, Workshop Instruc...
[Show details](#)

[Share candidate](#) [Get s...](#)

[Analytics](#)
Private to you

[Send profile in a message](#)
[Save to PDF](#)
[Saved items](#)
[Activity](#)
[About this profile](#)

About this profile

Sue Ellson 

Joined
December 2003

Contact information
Updated less than 1 month ago

Profile photo
Updated less than 1 year ago

Verifications 

Workplace
NetExpat: Verified using work email
Over 10 years ago

[Learn how members verify information](#)

Add another verification to your profile
Continue building authenticity. [Verify](#)

Recommend email verification – so add your UniSA email address and do not remove (just change primary email)

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*

 University of South Australia

 University of South Australia
School of Australia

Bachelor of Business

Field of study

Administrative Management

Start date

February ▼ 1993 ▼


End date (or expected)

[Delete education](#) [Save](#)

1. How to showcase your UniSA Education

1.2 Ensure you have included your Subjects (and Topics if relevant) and your Skills 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...

★ 19

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).

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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.

Study Online YouTube Video

<https://www.youtube.com/watch?v=mTZWR8awuPI>

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 GK BBus MPC PCDAAS ASA WV MEdPlus

About

Sue Ellson GK BBus MPC PCDAAS ASA WV MEdPlus 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



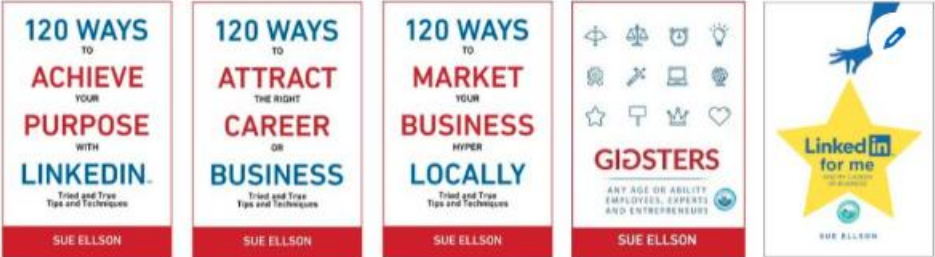
1. How to showcase your UniSA Education

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](#) 🔗
30,555 followers · 500+ connections



sueellson.com/books



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*

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

Employment type

Please select

Learn more about [employment types](#).

Company name*




University of South Australia



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

**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...>

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2. How to showcase your UniSA Employment

2.3 Contact Info – Website Link

Edit contact info ×

48/220

Birthday

Month

▼

Day

▼

Website

Website URL

https://unisa.edu.au/

Website type

Company

▼

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



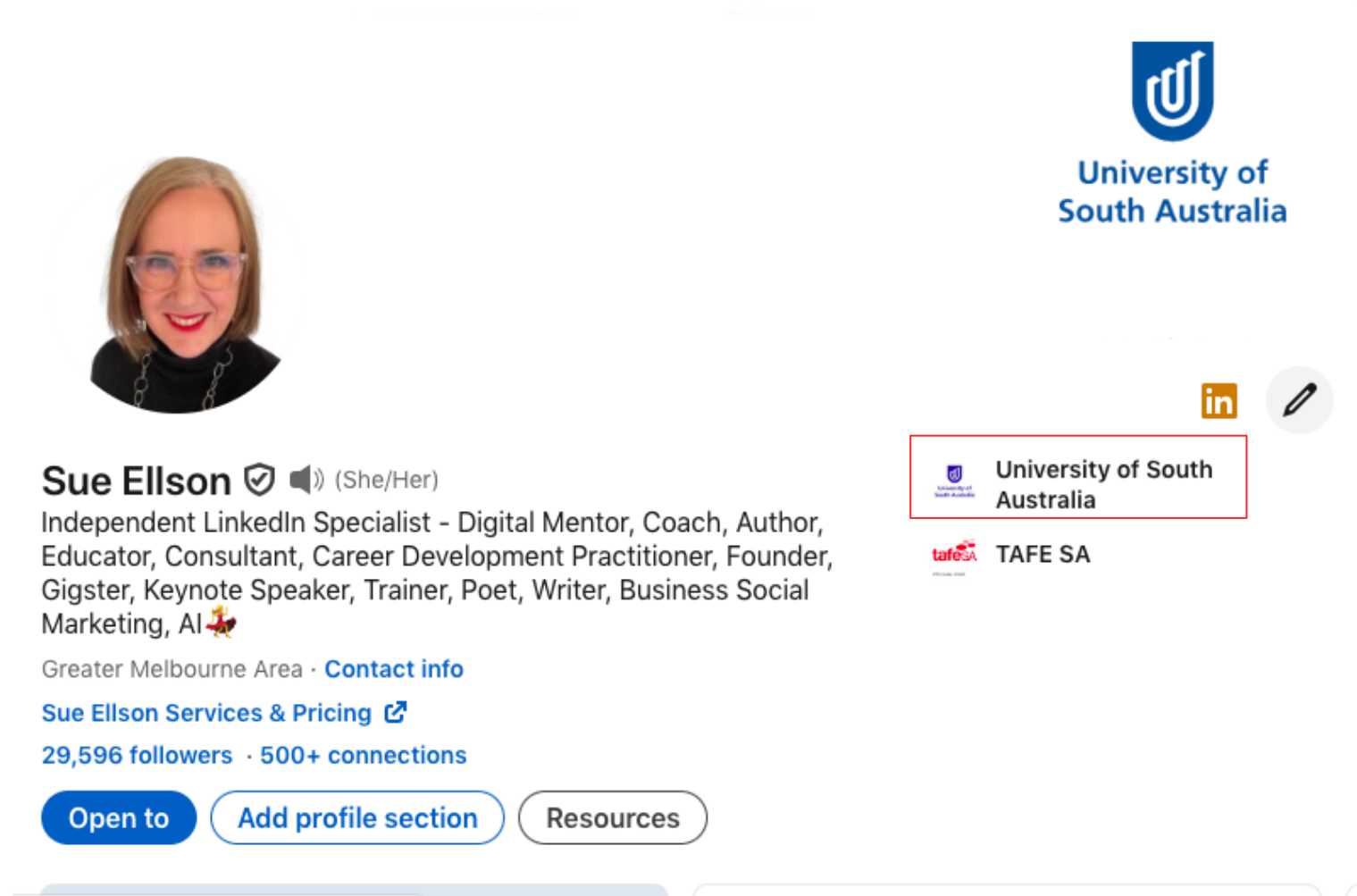
University of South
Australia



TAFE SA

2. How to showcase your UniSA Employment

2.5 Selected Employer – Above Education on Top Right Hand Side



The screenshot displays a LinkedIn profile for Sue Ellson. On the right side of the profile, under the 'Current' section, the 'University of South Australia' is listed as the current employer. This entry is highlighted with a red rectangular box. Below it, 'TAFE SA' is listed as a previous employer. The profile itself includes a profile picture of Sue Ellson, her name 'Sue Ellson' with a verified badge and a voice icon, and a detailed job title: 'Independent LinkedIn Specialist - Digital Mentor, Coach, Author, Educator, Consultant, Career Development Practitioner, Founder, Gigster, Keynote Speaker, Trainer, Poet, Writer, Business Social Marketing, AI'. It also shows her location as 'Greater Melbourne Area', a 'Contact info' link, a link to 'Sue Ellson Services & Pricing', and statistics of '29,596 followers' and '500+ connections'. At the bottom of the profile are three buttons: 'Open to', 'Add profile section', and 'Resources'. On the right edge of the profile, there are icons for LinkedIn and a pencil for editing.

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

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.

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Sep 2015 - Present · 9 yrs 4 mos
Greater Adelaide Area

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- > invited to provide a variety of workshop formats including master classes, workshops, presentations
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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/>

6. LinkedIn Page Essentials – multiple sections

Demonstration

The screenshot displays a LinkedIn page for Sue Ellson, who has 998 followers. The left-hand navigation menu is highlighted with a red border and includes the following options: Dashboard, Page posts, Analytics, Feed, Activity, Inbox, Edit page, Jobs, Events, Newsletters, Try Premium Page, Advertise today, and Invite to follow. The main content area is divided into two sections. The top section, 'Today's actions', provides suggestions for increasing page growth, such as 'Invite connections' (250 invitations remaining) and 'Follow other pages'. The bottom section, 'Manage recent posts', shows three recent posts. The first post is a text-based announcement about a 'LinkedIn Workshop for Regional Professionals' at the Discovery Science & Technology Centre, scheduled for Thursday, May 15, from 4:30 PM to 6:30 PM. The second post is a video titled 'MICRO RETIREMENT OR CAREER BREAK // Have you ever considered micro retirement or taking a career break?'. The third post is a text-based announcement about 'CAREER DEV Development your LinkedIn Practitio'.

Sue Ellson
998 followers

+ Create

View as member

Dashboard

Page posts

Analytics

Feed

Activity

Inbox

Edit page

Jobs

Events

Newsletters

Try Premium Page

Advertise today

Invite to follow

Today's actions
Pages that complete these actions regularly grow 4x faster

Invite connections
You have 250 invitations remaining. Invite relevant connections to follow your page. [Invite](#)

Follow other pages
Follow other Pages to stay connected to your industry and easily join relevant conversations. [Follow](#)

Manage recent posts
Manage your page's content and amplify your reach with boosting. [Learn more](#)

Get up to 160,000 more impressions by boosting this post. [Boost](#)

Sue Ellson
998 followers
1d •

BENDIGO // I am super excited to be presenting a 'LinkedIn Workshop for Regional Professionals' at the Discovery Science & Technology Centre in ...more

LinkedIn Workshop
For regional professionals
Discovery Science & Technology Centre
Thursday May 15
4:30PM - 6:30PM

LinkedIn Workshop - For Regional Professionals
[events.humanitix.com](#)

Get up to 27,000 more video views by boosting this post. [Boost](#)

Sue Ellson
998 followers
6d •

MICRO RETIREMENT OR CAREER BREAK // Have you ever considered micro retirement or taking a career break? ...more

Have you considered a Micro Retirement or Career Break?

Get up to 160,000 more impressions by boosting this post. [Boost](#)

Sue Ellson
998 followers
1w

CAREER DEV Development your LinkedIn Practitio

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

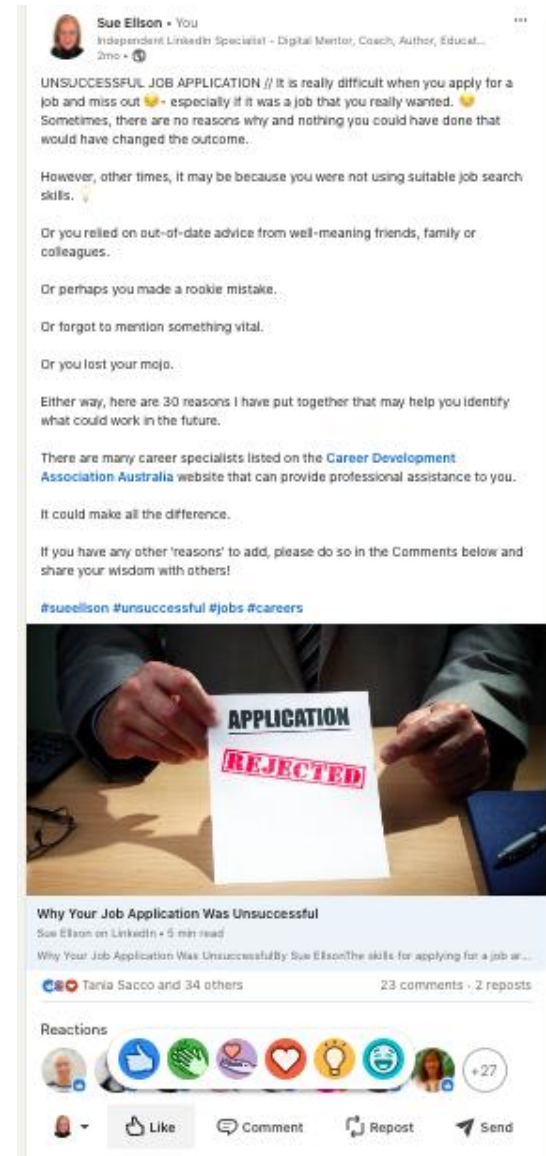
Demonstration

<https://www.linkedin.com/feed/update/urn:li:activity:7244589010440912897> 7,802 Impressions

Followed up with
<https://www.linkedin.com/pulse/why-your-job-interview-unsuccessful-sue-ellson-9zyic/>
6,234 Impressions


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

How to write Recommendations – written, can be used in court – how met, what observed, wish well





8. Publishing Essentials – posts, articles, newsletters


Demonstration - Posts, Articles, Newsletters




Start a post

 Video










 Photo


 Write article



Sue Ellson ▾
Post to Anyone

What do you want to talk about?

 Post

8. Publishing Essentials - Content

- 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

Sue Ellison • You
Independent LinkedIn Specialist - Digital Mentor, Coach, Author, Educator, Co...

CHANGING CAREERS // Do you know how to choose your next job or career? 🤔 Well, some years ago, I did a whole lot of research 📖 over about three years, reading books 📚, looking online 🌐 for information and I realised I just had way too many choices.

So I created a Mind Map 🧠 and I started with a circle in the middle with my non negotiables and then I did a brain dump of everything I had ever done or had even considered.

No editing allowed.

I left it for 24 hours, came back and circled the things that were most relevant to me and then every suggestion or idea I had. I put it in that tool to decide would this be a fit for me or not.

It has lasted well over 20 years and if you would like to do it in three hours instead of three years, I suggest you either read the article below or reach out to a [Career Development Association Australia Career Development Practitioner](#).

https://lnkd.in/bnv_gpz

#careerchoice #changingcareer #sueellison

How To Choose Your Next Job Or Career

34 comments · 8 reposts

Post analytics [Export](#)

Sue Ellison posted this · 1mo

Discovery

| | |
|-----------------------|---------------------------|
| 4,964,086 Impressions | 2,817,594 Members reached |
|-----------------------|---------------------------|

Video performance

| | | |
|---------------------|--------------------|-----------------------|
| 360,739 Video Views | 653h 2m Watch time | 6s Average watch time |
|---------------------|--------------------|-----------------------|

Engagement

| | |
|-----------|-------|
| Reactions | 441 → |
| Comments | 34 → |
| Reposts | 8 → |

Video viewer demographics

| | |
|--|----|
| Salesperson With this or related job title | 6% |
| London Area, United Kingdom From this location | 6% |

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

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 – University of SA and Adelaide

Follow, Join, Notify 🔔

University of South Australia

- <https://www.linkedin.com/school/university-of-south-australia>
182K Followers 129K Alumni 16/12/2024
187K Followers 129K Alumni 29/04/2025
- <https://www.linkedin.com/groups/90867> UniSA Alumni 8,169 / 8,422 Members



University of Adelaide

- <https://www.linkedin.com/school/uniofadelaid/>
185K Followers, 117K Alumni 16/12/2024
192K Followers, 116K Alumni 29/04/2025
- <https://www.linkedin.com/groups/109122> University of Adelaide 5,845 / 5,836 Members

Adelaide University

- <https://www.linkedin.com/school/adelaideuni> 17K Followers 209 Alumni

10. Questions and Answers

- ✓ Open To Work
- ✓ Providing Services
- ✓ Hiring Tips
- ✓ Company Page Strategies
- ✓ AI tips
- ✓ Advertising

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>



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

How to say thank you

✓ Write a Review on

Google <https://g.page/sue-ellson-author/review> (155 Google Reviews) or
Facebook <https://www.facebook.com/sueellson2/reviews> (11 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

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