



**NATIONAL  
CAREERS  
WEEK**



# LinkedIn For Careers

## Sue Ellson

GK BBus MPC PCDAAs ASA WV MEdPlus SWWV

Independent LinkedIn Specialist

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

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

<https://careersweek.com.au> #ncwau26 #CareersWeek

07:00 pm, Monday, 11th May 2026

**LinkedIn for Careers with LinkedIn Specialist Sue Ellson**

Online

Resumes are out, LinkedIn is in - find out what you need to know about LinkedIn for your career and learn the Setup, Shine and Surprise Methodology!

DIVE DEEPER >

Join us online for National Careers Week with Independent LinkedIn Specialist, Sue Ellson! This session is perfect if you want to boost your LinkedIn profile and make your career shine. Don't miss out on handy tips and tricks with the Setup, Shine and Surprise Methodology to get noticed by the right people. It's informal, engaging, and all about helping YOU stand out in the job market. Grab your spot and get ready to level up your career game! Free tickets or \$9.99 with digital book or \$29.99 with printed book posted to you! Register at <https://linkedinforcareers.eventbrite.com.au>

**Event Duration:**

This is a part-day event.

**Event Audience:**

Public

**Event Date & Time:**

Event Start Date: Monday, 11th May 2026

Event Start Time: 07:00 pm

Event End Time: 08:00 pm

**Event Website:**

[Visit the website](#)

**Event Organiser:**

Contact: Sue Ellson

Organisation: 120 Ways Publishing

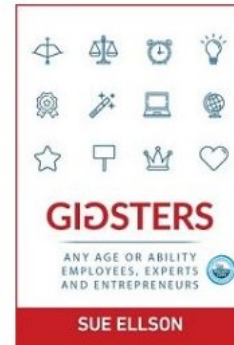
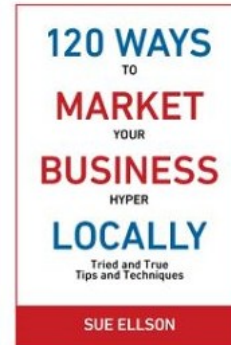
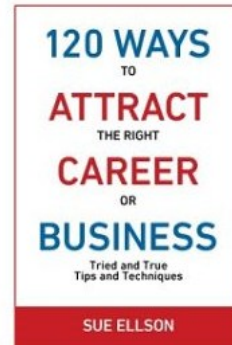
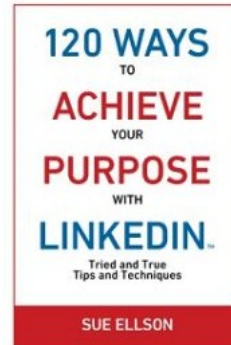
Email address: [sueellson@sueellson.com](mailto:sueellson@sueellson.com)

# Sue Ellson - Fast Facts

Member of



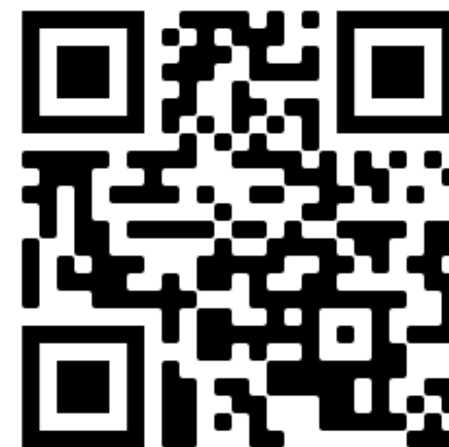
Author of



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

# Follow / Subscribe to Sue Ellson Online

- ✓ Facebook <https://www.facebook.com/sueellson2> 291 Followers
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) 538 Followers
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> 1,174 Followers
- ✓ LinkedIn Profile <https://www.linkedin.com/in/sueellson> 26,995 Connections, 32,030 Followers
- ✓ Pinterest <https://au.pinterest.com/sueellson> 23 Followers
- ✓ Substack <https://substack.com/@sueellson> 2 Subscribers
- ✓ TikTok <https://www.tiktok.com/@sueellson> 169 Followers
- ✓ Twitter / X <https://x.com/sueellson> 430 Followers
- ✓ YouTube <https://www.youtube.com/@sueellson> 772 Subscribers, 235 Videos
- ✓ Sue Ellson Shares LinkedIn Newsletter 7,137 Subscribers  
<https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Ellson Sharing LinkedIn Newsletter 459 Subscribers  
<https://www.linkedin.com/newsletters/7011478630589497344>
- ✓ Sue Ellson Email Newsletter 1,921 Subscribers <https://sueellson.com/newsletters>



[sueellson.com/contact](https://sueellson.com/contact)

# LinkedIn for Careers

Join us online for National Careers Week with Independent LinkedIn Specialist Sue Ellson!

This session is perfect if you want to boost your LinkedIn profile and make your career shine.

Don't miss out on handy tips and tricks with the Setup, Shine and Surprise Methodology to get noticed by the right people.

It's informal, engaging, and all about helping YOU stand out in the job market.

Grab your spot and get ready to level up your career game!

# Agenda

1. Setup – Backup, Statistics, Settings **Keep all email addresses on your account**
2. Shine – Profile, Location Specifics
3. Surprise – Engagement, Content, Attraction, Networking, Messaging
4. What to do next
5. Evaluation and Questions and Answers

# Setup, Shine, Surprise Methodology

## 1. Setup

- 1.1 History
- 1.2 Date Joined
- 1.3 Verification
- 1.4 Backup x 2
- 1.5 Statistics and Goals
- 1.6 Public URL
- 1.7 Settings Security
- 1.8 Settings Notifications

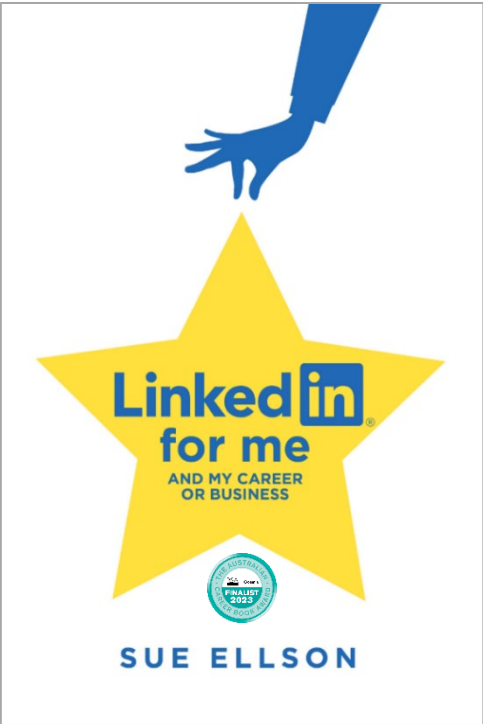
## 2. Shine

- 2.1 Photo
- 2.2 Background Image
- 2.3 Headline
- 2.4 About
- 2.5 Experience
- 2.6 Education
- 2.7 Skills
- 2.8 Other Sections

## 3. Surprise

- 3.1 Endorse
- 3.2 Recommend
- 3.3 React
- 3.4 Comment
- 3.5 Share Content
- 3.6 Apply Jobs
- 3.7 Services / Business
- 3.8 Networking

# Workshop Evaluation



What three things will you do in the next three hours or three days?



[sueellson.com/workshop-valuation](https://sueellson.com/workshop-valuation)

Workshop Name or Date

LinkedIn for Careers

1. What was most helpful to you?

2. What will you do next?

3. What would you like to learn next?

4. Any other helpful comments or advice?

Email Address ONLY if you would like a reply from Sue Ellson

Send

# Questions?

## How to say thank you

✓ Add a comment in the chat now

✓ Write a Review on

Google <https://g.page/sue-ellson-author/review> (159 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

# 1.1 History

1. Launched May 2003
2. Acquired by Microsoft 2016
3. Originally resume and jobs platform
4. Now a network, publishing and research tool with a Skills focus
5. Currently 17 Million Members in Australia

<https://news.linkedin.com/about-us>  
<https://www.linkedin.com/legal/user-agreement>  
<https://www.linkedin.com/legal/professional-community-policies>

Every minute on LinkedIn

92	~10K	1.7M+	18K+	~132
People add a new role to their profile	Job applications are submitted	Feed updates are viewed	Connections are made	Hours of learning content is consumed

A community of

+1.3B	71M+	~145K	42K+
Members	Companies listed	Schools listed	Skills listed

Our business

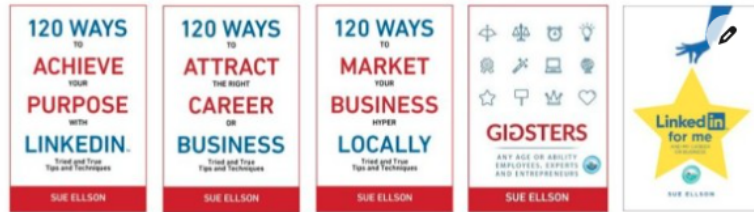
\$19B+	\$450M+	12%	~30%
Annual revenue	Annual revenue run-rate for Talent Solutions agentic hiring products	Year-over-year growth in revenue (9% in CS) in Q3 FY26	Year-over-year growth in paid video ads

# 1.2 Date Joined LinkedIn

1. Visit Profile and Click Resources (or More)



2. Click About this Member

3. See When You Joined



sueellson.com/books



**Sue Ellson**  

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

Greater Melbourne Area · [Contact info](#)

[Book an appointment 1-8 hours](#) 


32,030 followers · 500+ connections

Open to

Add section

Enhance profile

Resources


 Sue Ellson


 Adelaide University

 Send profile in a message

 Save to PDF

 Saved items

 Activity

 About this member

About this member 


Account history

**Joined LinkedIn**  
December 2003

Contact info  
Updated less than 6 months ago

Profile photo  
Updated over 1 year ago

Verifications 

 NetExpat  
Verified using work email in August 2014

 Spectrum Analysis Australia Pty Ltd  
Verified using work email in August 2025

[Learn more about verifications](#)



Add another verification to your profile

Verify now

 Edit verifications


Done

## 1.3 Verification

**Sue Ellson**  


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

Greater Melbourne Area · [Contact info](#)

[Book an appointment 1-8 hours](#) 

32,030 followers · 500+ connections

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

**Open to work** 

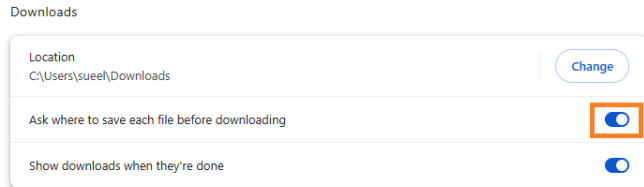
Greater Melbourne Area +4 more | On-site · ...

[Show details](#)

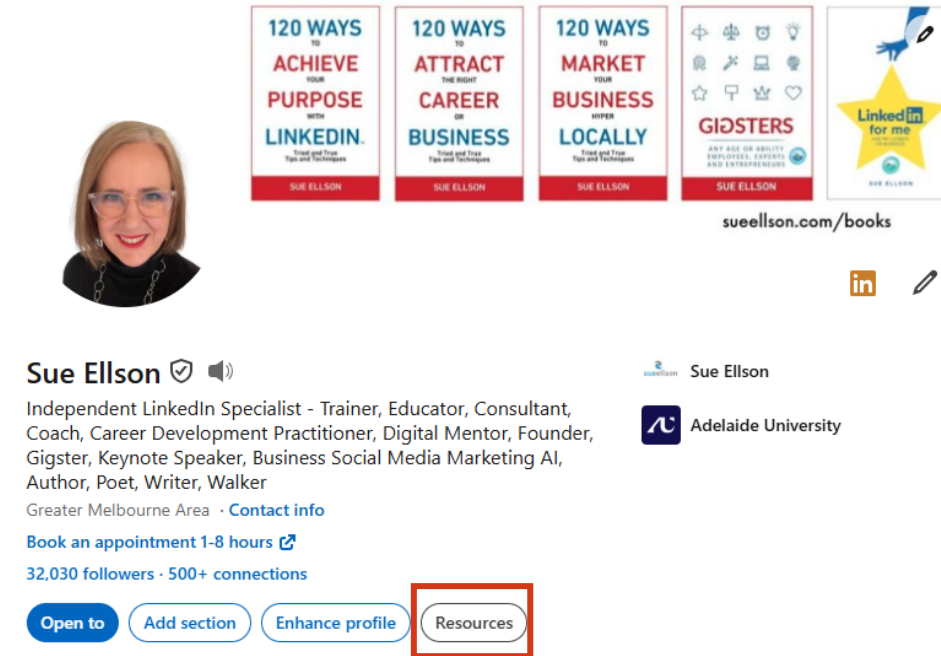
\* Verification – prefer via work email address do not recommend passport scan

# 1.4 Backup Profile - PDF

## 1. Change Internet Browser Download Location

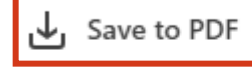


## 2. Visit Profile and Click Resources (or More)



## 3. Click Save to PDF

→ Send profile in a message



🔖 Saved items

📅 Activity

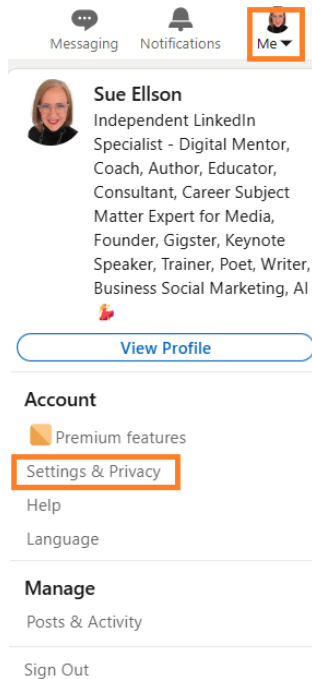
👤 About this member

Add remainder of content to a Word Document

Save File as YYYYMMDD-FirstName-LastName-LinkedIn-Profile-Before-Edits

# 1.4 Backup Profile – Get a Copy of Your Data

## 1. Click on Me and Settings & Privacy



Messaging Notifications Me

**Sue Ellson**  
Independent LinkedIn Specialist - Digital Mentor, Coach, Author, Educator, Consultant, Career Subject Matter Expert for Media, Founder, Gigster, Keynote Speaker, Trainer, Poet, Writer, Business Social Marketing, AI

[View Profile](#)

**Account**

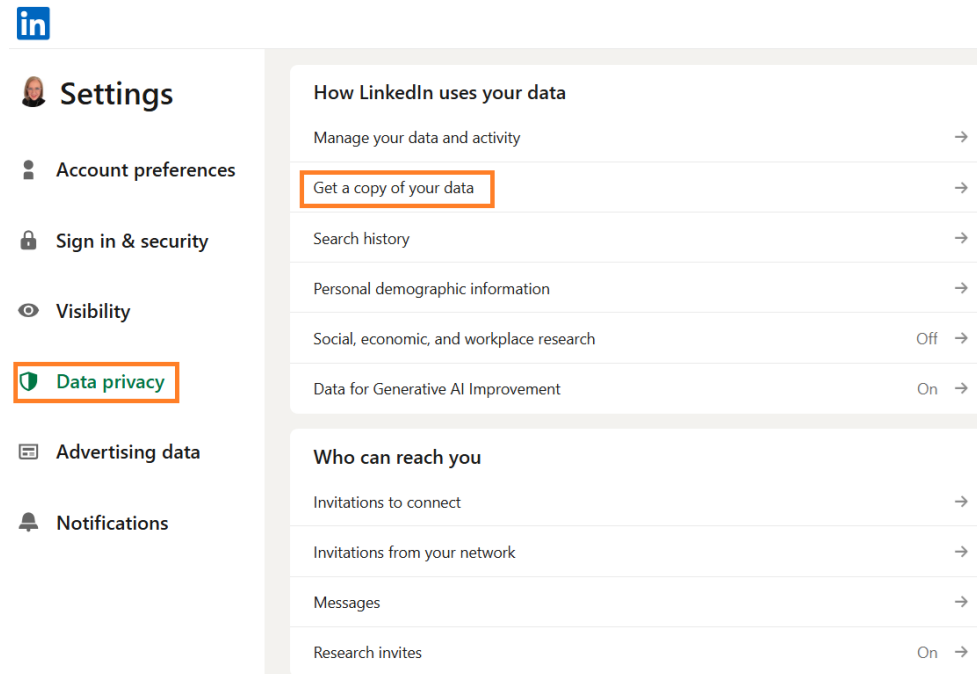
- Premium features
- Settings & Privacy**
- Help
- Language

**Manage**

- Posts & Activity

Sign Out

## 2. Click on Data Privacy and Get a copy of your data



**Settings**

- Account preferences
- Sign in & security
- Visibility
- Data privacy**
- Advertising data
- Notifications

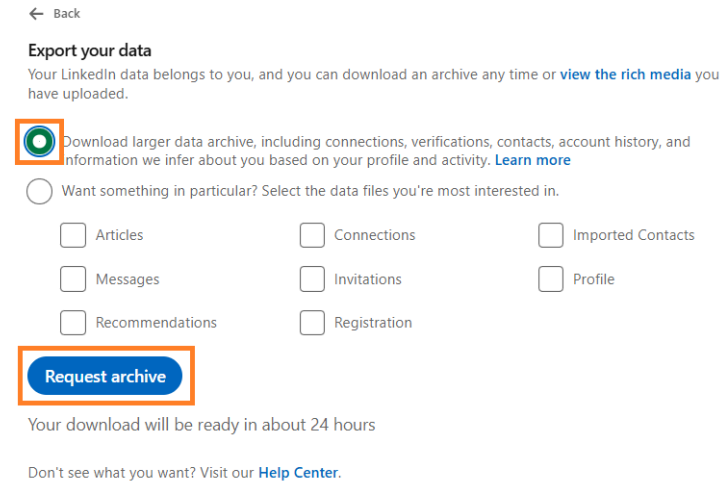
**How LinkedIn uses your data**

- Manage your data and activity →
- Get a copy of your data** →
- Search history →
- Personal demographic information →
- Social, economic, and workplace research Off →
- Data for Generative AI Improvement On →

**Who can reach you**

- Invitations to connect →
- Invitations from your network →
- Messages →
- Research invites On →

## 3. Click Download Larger Data Archive, Request Archive



← Back

**Export your data**  
Your LinkedIn data belongs to you, and you can download an archive any time or [view the rich media](#) you have uploaded.

Download larger data archive, including connections, verifications, contacts, account history, and information we infer about you based on your profile and activity. [Learn more](#)

Want something in particular? Select the data files you're most interested in.

- Articles
- Connections
- Imported Contacts
- Messages
- Invitations
- Profile
- Recommendations
- Registration

**Request archive**

Your download will be ready in about 24 hours

Don't see what you want? Visit our [Help Center](#).

Download from link as soon as received via email

## 1.5 Statistics and Goals

**1. People in your Network** <https://www.linkedin.com/mynetwork>

**Over 60, Over 500**

**2. Followers** <https://www.linkedin.com/mynetwork/network-manager/people-follow/followers>

**More than Connections**

**3. Profile Views last 90 Days** <https://www.linkedin.com/dashboard>

**Over 100**

**4. Search Appearances 7 Days** <https://www.linkedin.com/dashboard>

**Over 50**

**5. Sharing Tracker \*** <https://www.linkedin.com/dashboard>

**3+ Actions per week**

**6. Skill Endorsements** <https://www.linkedin.com/in>

**20+ for Main Skills**

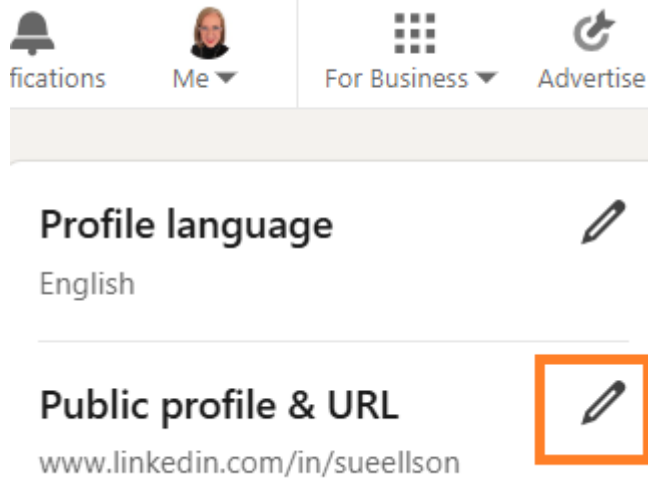
**7. Recommendations** <https://www.linkedin.com/in>

**6+ Given and Received**

Write these down now and compare in three months

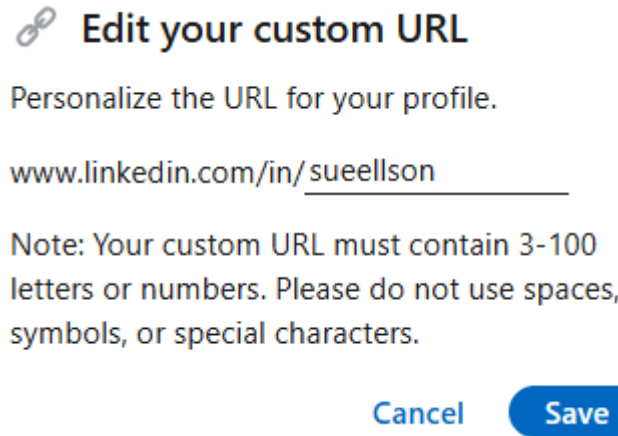
# 1.6 Public URL

## 1. Visit Your Profile



A screenshot of the LinkedIn profile settings page. At the top, there are navigation icons for Notifications, Me, For Business, and Advertise. Below this is a section for 'Profile language' set to 'English'. The 'Public profile & URL' section is highlighted with an orange box and contains the URL 'www.linkedin.com/in/sueellson' and an edit icon.

## 2. Edit and Save Your Custom URL



A screenshot of the 'Edit your custom URL' dialog box. It features a chain link icon, the title 'Edit your custom URL', and the instruction 'Personalize the URL for your profile.' Below this is a text input field containing 'www.linkedin.com/in/sueellson'. A note states: 'Note: Your custom URL must contain 3-100 letters or numbers. Please do not use spaces, symbols, or special characters.' At the bottom are 'Cancel' and 'Save' buttons.

**Other options**  
sueellson8, sue-j-ellson, ms-sue-ellson,  
sue-ellson-bbus, not birthday related,  
auto redirects

## Why?

- Optimise Your Name in LinkedIn, Online Search and Generative AI Results
- Add to email signature
- Add to resume and cover letters
- Showcases Digital Competency

## 1.7 Settings – Sign In and Security

1. Choose Primary Email Address

2. Maintain all old Email Addresses

3. Add any other Email Addresses

4. Turn on Two Step Verification

5. Visibility – Decide who can see email address but not allow Download

Why?

- Avoid creating a duplicate account
- Help match Connections
- Alternative sign-in if lose email address access
- Potentially use a previous email address to Verify your account
- Check social media policy for government email addresses
- One LinkedIn Profile, Multiple Roles
- Merge Duplicate Accounts (created with a different email address)

<https://www.linkedin.com/help/linkedin/ask/MDA>

<https://sueellson.com/blog/do-you-have-two-or-more-linkedin-profiles>

<https://www.linkedin.com/mypreferences/d/categories/sign-in-and-security>

<https://www.linkedin.com/mypreferences/d/settings/email-address-visibility>

# 1.8 Settings – Notifications

**Turn Off Selected Email Notifications  
Choose Your Own Advertising Data Settings**

## Why?

- **Do you really want an email every time something happens on LinkedIn?**
- **Social Media is a Megalomaniac – more people, more often, for longer**

### Notifications you receive

Searching for a job	→
Hiring someone	→
Connecting with others	→
Network catch-up updates	→
Posting and commenting	→
Messaging	→
Groups	→
Pages	→
Attending events	→
News and reports	→
Updating your profile	→
Verifications	→
Games	→

<https://www.linkedin.com/mypreferences/d/categories/notifications>

# Setup, Shine, Surprise Methodology

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- 1.8 Settings Notifications

## 2. Shine

- 2.1 Photo
- 2.2 Background Image
- 2.3 Headline
- 2.4 About / Summary
- 2.5 Experience
- 2.6 Education
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## 3. Surprise

- 3.1 Endorse
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- 3.8 Networking



## 2.1 Photo

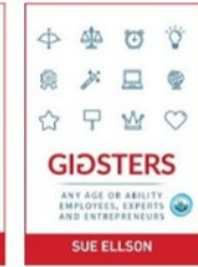
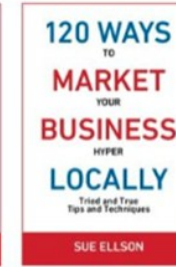
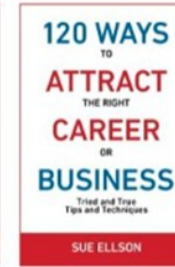
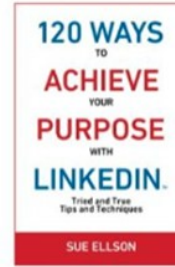
- Convey energy and enthusiasm
- Clothing and Appearance aligned with professional goals
- High neck garment frames face
- Eyes on one third line
- Smiling with teeth showing
- Crease in skin at eye level
- Can include relevant props
- Not too close or too far (remember small version in feed)
- Take indoors for dilated pupils
- Less than three years old
- Not black and white



## 2.2 Background Image

- All White or
- Aligned colour or
- Interesting Picture (but not too interesting)
- Branding (but not advertising)
- Copyright free
- Space around face
- Imagine face in middle
- Logo best on top right

Dimensions 1584 x 396 pixels



[sueellson.com/books](http://sueellson.com/books)



## 2.3 Headline

- **Most Important Search Field**
- **Memorable Label (known word but not in regular use)**
- **Keywords (not repeated) in priority order based on Searcher's Needs**
- **Commas, not Pipes | (more characters and easier to read)**
- **Capital Letters each word**
- **Emoji (talking point)**
- **Goal is to increase appearances in search results within LinkedIn, Online Search and Generative AI**
- **220 Characters (3+ lines on screen)**

### Look for Keywords

- **Job Descriptions**
- **Job Advertisements**
- **MyFuture.edu.au**
- **Other LinkedIn Profiles**
- **Website Source Code Meta Descriptions**

```
<title>Sue Ellson LinkedIn Specialist, Author, Educator, Practitioner</title>  
<meta name="description" content="Sue Ellson is a LinkedIn Specialist, Expert, Consultant, Trainer, Author, Educator, Practitioner, Gigster and Poet" />
```

**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 Media Marketing, AI

Most of the time only the first few words appear in the Newsfeed or in Search Results

## 2.4 About / Summary

- **First Lines Important (Contact info?)**
- **First Person, No Person, Third Person**
- **Narrative versus Bullet Points**
- **Scan Friendly (white space)**
- **Mobile Friendly**
- **Primary and Secondary Keywords**
- **Space either side of a /**
- **Lower case letters easier to read**
- **Avoid punctuation**
- **Use most of characters allowed**
- **Incorporate personality**
- **Business – how you can help**
- **Can include a call to action**
- **Keep it current 2600 Characters**
- **Do not mention XX years experience**

### Section Options

- **Professional Skills**
- **Technical Skills**
- **Personal Skills**
- **Industry Experience**
- **International Experience**
- **Interests**

### Sequence Options

- **Future, Present, Past**
- **Past, Present, Future**
- **Present, Past, Future**

Make sure you list your top five skills

## 2.5 Experience

- All Past Roles
- Title + Non-Repeated Keywords
- Select Employer from Drop Down Box
- Month and Year
- Achievements (past tense)
- Tasks (present tense)
- List in priority order
- Scan friendly short bullet points
- Description (of enterprise)
- Non-sensitive Information (use % not \$)
- Media (video, PDFs etc)
- Same layout for Volunteer Experience

Keywords listed in priority order



### Marketing Consultant - Social Media, LinkedIn, Events, Webinar Management, Website Development

Spectrum Analysis Australia Pty Ltd

May 2018 - Present · 8 yrs 1 mo

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 and supported specialist events
- > created Facebook and Twitter / X 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 for LinkedIn, Facebook, X and Google Business
- > represent Spectrum Analysis at conferences, events, professional development training etc
- > 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



Writing, LinkedIn and +4 skills

## 2.6 Education

- Select Institution from Drop Down Box
- Include Subjects From Transcript (great keywords)
- Include Topics (if not a subject name)
- Consider Micro Credentials for something 'recent'
- Consider LinkedIn Learning (free with Local Library Card)
- Can highlight one Institution at the top of your LinkedIn Profile
- Include Media and Skills
- Can also use 'Courses' Section for shorter courses

Subjects listed in alphabetical order



### Adelaide University

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 Previously known as the University of South Australia

#### 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, the University of South Australia will become part of the new Adelaide University in 2026.

<https://adelaideuni.edu.au>

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



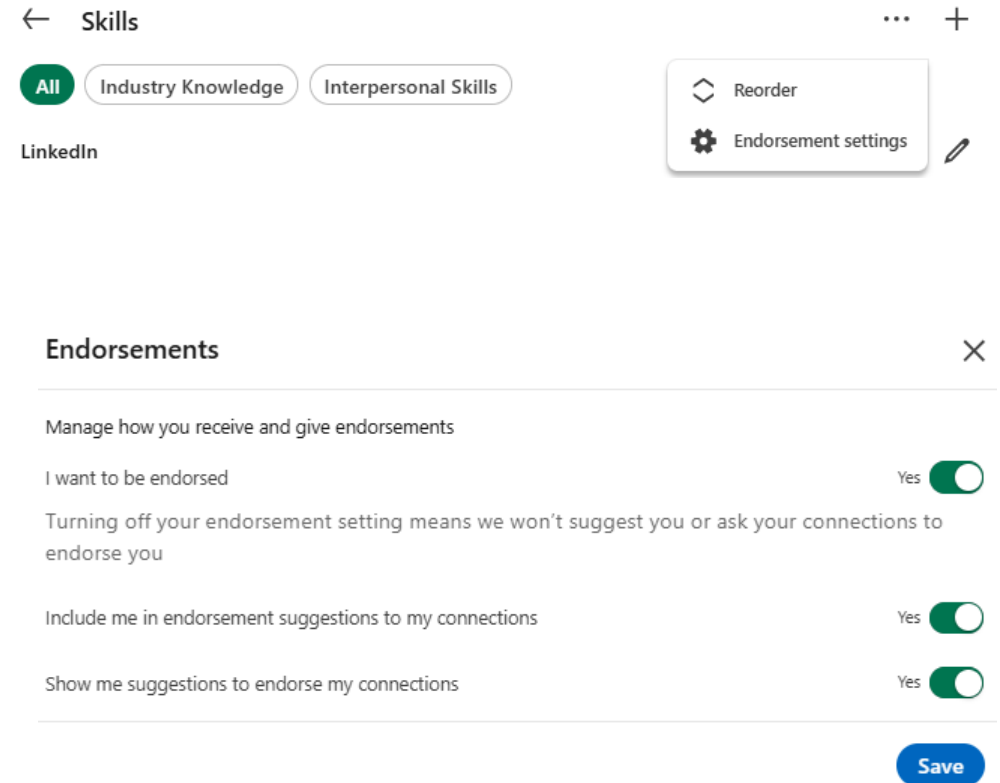
### Adelaide University

Driven by curiosity, Adelaide University delivers world-class education, research and innovations to transform our world – and yours. It's a place where people and...

## 2.7 Skills

- Skills Section
- About Section (five only)
- Experience
- Education
- Licenses and Certifications
- Projects
- Volunteering
- Publications
- Courses
- Honors & Awards
- Organizations

- Can reorder
- Can remove
- Best to choose from the list as you type



The screenshot shows the LinkedIn Skills management interface. At the top, there is a back arrow, the word "Skills", and a plus sign. Below this are two filter tabs: "All" (highlighted in green) and "Interpersonal Skills". A dropdown menu is open, showing "Reorder" and "Endorsement settings" with a pencil icon. Below the filters, the text "LinkedIn" is visible. The main section is titled "Endorsements" with a close button (X). Underneath, there is a heading "Manage how you receive and give endorsements" followed by three settings, each with a "Yes" label and a toggle switch:

- I want to be endorsed Yes
- Turning off your endorsement setting means we won't suggest you or ask your connections to endorse you
- Include me in endorsement suggestions to my connections Yes
- Show me suggestions to endorse my connections Yes

A blue "Save" button is located at the bottom right of the settings section.

## 2.8 Other Sections – 27+

### 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 services

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

- **Review ALL Sections every six months**
- **Include all current and past memberships**
- **Provide details of Awards**

Easiest one is Languages! Digital Competency – Add Featured! Allow 10 hours!!

# Setup, Shine, Surprise Methodology

## 1. Setup

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## 2. Shine

- 2.1 Photo
- 2.2 Background Image
- 2.3 Headline
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## 3. Surprise

- 3.1 Endorse
- 3.2 Recommend
- 3.3 React
- 3.4 Comment
- 3.5 Share Content
- 3.6 Apply Jobs
- 3.7 Services / Business
- 3.8 Networking

## 3.1 Endorse

- Visit Other People's LinkedIn Profiles
- Endorse their Skills
- Good for the database – same organisation or same skillset
- Sends a Notification to Endorsee
- Hopefully trigger a reply Endorsement
- Can also click 'Learn More' about a Skill
- Aim for 20+ endorsements per major skill
- Alternatively, ask!


Great to do for past colleagues

### Skills (54)

#### LinkedIn


 20 experiences at Sue Ellson and 18 other companies


 4 educational experiences at Adelaide University and 3 other schools


 Certificate IV Training and Assessment (TAA40104) May 2008

Show all 73 details →

#### Writing

 23 experiences at Sue Ellson and 21 other companies

 11 educational experiences at Adelaide University and 10 other schools

 Certificate IV Training and Assessment (TAA40104) May 2008

Show all 86 details →

Show all →

## 3.2 Recommend

- **Must be connected**
- **Write how met**
- **Write what observed**
- **Wish all the best**
- **Abide by enterprise social media policy**
- **Can be used in court (written text)**
- **Be strategic – consider people who are looked at often!**
- **Keep the numbers even (given and received)**
- **Be prepared to ASK for Recommendations**
- **Include suggestions or keywords you would like them to discuss**

It is never too late and no time is wasted

### Ask Victoria to recommend you



Help us personalize your request



Victoria Pollock • 1st

\* Indicates required

How do you know Victoria?

Relationship\*

Victoria was a client of yours

Position at the time\*

International Independent LinkedIn Specialist, Consultant, Trainer, Careers, Business, Marketing at Sue Ellso

Include a personalized message\*

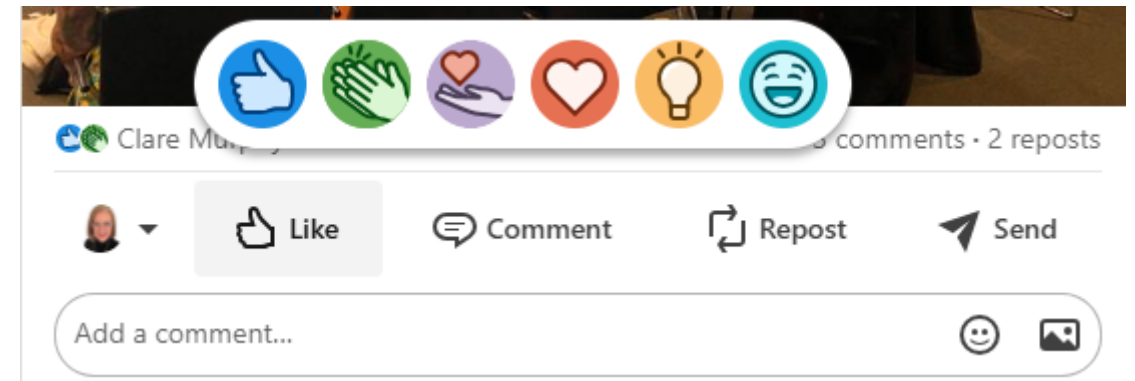
Hi Victoria, would you be happy to write a recommendation for me please? It was lovely to meet you at the Twitter for Execs, AmCham lunchtime event back on 4 May 2016. I appreciate you connecting with me directly afterwards and keeping up to date with the information related to LinkedIn that I have shared over the years. Now that I am part of Directioneering, would you be happy to write a Recommendation that talks to my LinkedIn, Training and Facilitation Skills and anything else that has stood out for you? Thanks in advance! Sue

535/3,000

Send

## 3.3 React

- Feed the beast
- Allocate set time per week
- Click 🔔 to curate your Newsfeed and choose 'All posts'
- Great if you can also add a lengthy Comment
- Try and engage if you have been @mentioned
- Be strategic – engage with future employers or business related content
- Unfollow content you don't want to see

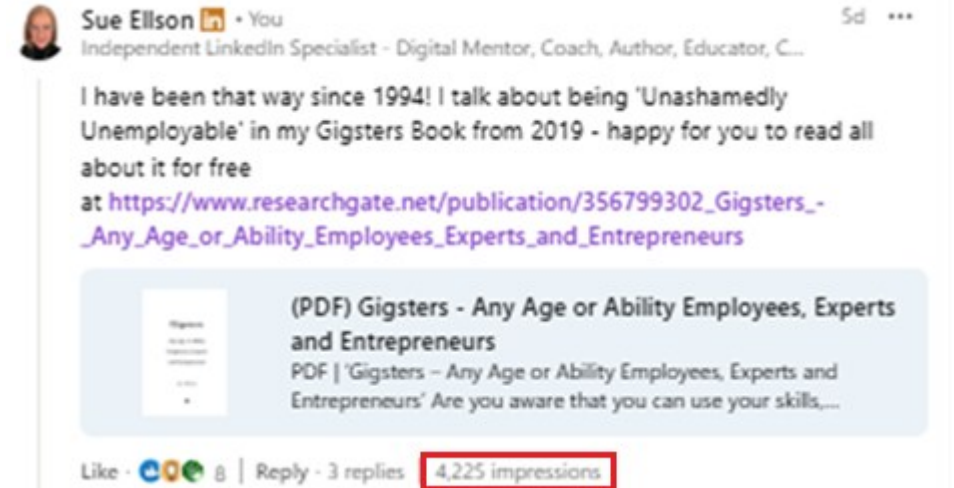



People like it when you like their stuff!

## 3.4 Comment


- Reply to Posts that @mention you if you can
- Avoid using AI
- Include words from the post if possible
- Add something of value
- Do not 'poach' viewers
- Be solution focused
- Message directly if personal comment
- Acknowledge follow up comments
- Take screen shot if needs to be reported
- Engagement Ratio 12:1 or at least 3:1
- Be aware Comment Impressions now being collected

People like it when you 'hear' what they say!






Sue Ellson  • You 5d ...  
Independent LinkedIn Specialist - Digital Mentor, Coach, Author, Educator, C...

I have been that way since 1994! I talk about being 'Unashamedly Unemployable' in my Gigsters Book from 2019 - happy for you to read all about it for free  
at [https://www.researchgate.net/publication/356799302\\_Gigsters\\_-\\_Any\\_Age\\_or\\_Ability\\_Employees\\_Experts\\_and\\_Entrepreneurs](https://www.researchgate.net/publication/356799302_Gigsters_-_Any_Age_or_Ability_Employees_Experts_and_Entrepreneurs)



(PDF) Gigsters - Any Age or Ability Employees, Experts and Entrepreneurs  
PDF | 'Gigsters - Any Age or Ability Employees, Experts and Entrepreneurs' Are you aware that you can use your skills,...

Like ·    8 | Reply · 3 replies 4,225 impressions

## 3.5 Share Content

- Newsfeed
- Articles
- Newsletters
- Groups

- Curate
- Create
- Collaborate

- 300+ words
- Mobile Friendly
- Short Portrait Video, PDFs and Polls work well
- 🔔 Click Notification Bell People and Companies

Once a week or once a month

What do you want to talk about?



Post

## 3.5 Share Content - Details

- Audience
- Add Value
- Aligned
- Variety of content types including Video
- Aim to be Scroll Stopping

- Early engagement
- Reactions and Comments
- Create conversations
- Keep viewers in LinkedIn (avoid links to other websites – upload video direct)
- Add to your website first and share on social

Sue Ellson • You  
Independent LinkedIn Specialist - Digital Mentor, Coach, Author, Edu...  
1mo •

POLL RESULTS // Last Monday, I asked Australians aged 55-70 to let me know what they were doing now and 94 voters said: ...more

Ageism in Australia - By Sue Ellson • 8 pages

**AGED BETWEEN 55-70?**

LinkedIn Poll Results

By Sue Ellson GK BBus MPC PCDAAs ASA WV MedPlus  
18 August 2025

1 / 8

41 25 comments • 1 repost

Reactions

+33

Like Comment Repost Send

2,574 impressions [View analytics](#)

<https://www.linkedin.com/feed/update/urn:li:activity:7360268245834108928> (Poll)  
<https://www.linkedin.com/feed/update/urn:li:activity:7363054628600492034> (Post)  
<https://sueellson.com/blog/ageism-in-australia> (Website Blog Post)

What will your mantra be? Mine is friendly, professional, solution focused and consistent

## 3.6 Apply for Jobs

- Complete 'Open to Work' – Five Job Titles
- Set up Job Alerts from Jobs Tab on Top Menu
- Prepare an 'Application' Document (tailored cover letter and resume)
- Utilise LinkedIn Alerts
- Follow Target Companies
- Consider Working Close to Home
- Consider LinkedIn Learning Courses
- Reconnect with people you know
- Personal Choice for 'Open to Work' Frame

Multiple Concurrent Strategies

☰ Preferences

🔖 My jobs

📁 My Career Insights

✍️ [Post a free job](#)

👜 [Manage job posts](#)

Visibility (who can view you're open to work)\*



**Recruiters only**

Limited to people using LinkedIn Recruiter

While we take steps not to show recruiters at your current company, we can't guarantee complete privacy.



**All LinkedIn members**

Includes recruiters and people at your current company

This selection adds the #OpenToWork photo frame.



[Learn more about your privacy](#)

## 3.7 Services / Business

- Complete 'Providing Services'
- Add up to 10 Service Types
- Set up Services Page with Description and Media
- Ask for Reviews

- Alternatively, create a Company / School Page  
<https://www.linkedin.com/company/setup/new>
- Fill in ALL sections
- Share your content on Profile and Page
- Can be in Your Name or Your Business Name
- Allows you to add a logo to your LinkedIn Profile

Great for Business Owners




### Sue Ellson's Services

Admin view

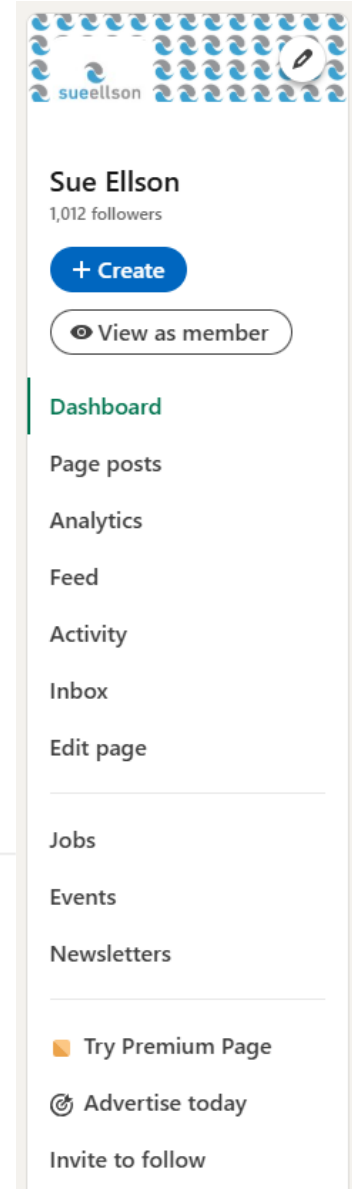
 [Service page](#)

 Requests

 Client projects

 Reviews status

Questions? [Learn more](#)



The screenshot shows the LinkedIn profile of Sue Ellson, who has 1,012 followers. The page is titled 'Sue Ellson's Services' and is in 'Admin view'. The main navigation menu includes: Service page (highlighted), Requests, Client projects, and Reviews status. Below this is a link for 'Questions? Learn more'. The right-hand sidebar contains a navigation menu with: Dashboard (highlighted), Page posts, Analytics, Feed, Activity, Inbox, Edit page, Jobs, Events, Newsletters, Try Premium Page, Advertise today, and Invite to follow.

## 3.8 Networking - Connecting

**From Now On** connect with everyone you meet in person or offline (phone, text, email, DM)

- LinkedIn App on Phone
- Click in Search Box
- Click Three Squares on Top Right Hand Corner
- Scan Other Person's QR Code
- Click three dots ... next to Blue Button
- Choose 'Personalize Invite'
- Type in where you have met (so can search messages afterwards if they forget your name)
- Send Connection Request

 **VIP and Aligned People and Companies**

 **People You May Know**

My Network

Set Connection Targets 3+ people per event



## 3.8 Networking - Searching

- Search on Google Advanced Search (unlimited) [https://www.google.com.au/advanced\\_search](https://www.google.com.au/advanced_search)
- Right click, Open in New Tab
- If aligned, invite to connect
- Databases like you to be connected by Skills, Experience, Educational Institutions
- Find or view referrers and schedule information meetings to ask for more referrals
- Explore your existing personal and professional networks (including Professional Associations)
- Look at ads, contact someone in organisation
- Organise pre-qualifying chat for roles
- Shop yourself in to an organisation (research first)
- 🛎 Aligned People and Companies
- Follow Up and say thank you for all referrals

Set specific outreach and follow up targets

The screenshot shows the Google Advanced Search page. The address bar at the top contains the URL [https://www.google.com.au/advanced\\_search](https://www.google.com.au/advanced_search). Below the Google logo, the page is titled "Advanced Search". Under the heading "Find pages with", there are three input fields: "All of these words:" containing the text "senior project manager" and "melbo...", "This exact word or phrase:", and "None of these words:". Under the heading "Site or domain:", there is an input field containing "linkedin.com". Below these, under "Then narrow your results by", there are several dropdown menus: "File type:" set to "Any format", "Last update:" set to "Any time", "Language:" set to "Any language", "Region:" set to "Any region", and "Usage rights:" set to "Not filtered by licence". On the right side, under "You can also", there are three links: "Search pages that you've visited", "Learn how to use operators", and "Customise your search settings". At the bottom right, there is a blue "Advanced Search" button.

## 3.8 Networking - Premium

- Update your Profile before paying for Premium
- One Month Free (but will auto renew)  
<https://www.linkedin.com/premium>
- Appear higher in search results
- More Personalised Invitations to Connect
- More Search Results in LinkedIn
- Can set Away Message on Inbox
- More direct Inmail Messages
- Access LinkedIn Learning in Platform directly
- <https://www.linkedin.com/help/linkedin/answer/a545596/difference-between-free-linkedin-and-premium-linkedin-accounts>

Diary to Cancel before trial ends unless you want to continue

Premium subscription plan	Premium Career	Premium Business	Sales Navigator Core	Recruiter Lite	LinkedIn Learning	Premium Company Page
Unlinked access to LinkedIn Learning	✓	✓	✓	✓	✓	
Private browsing	✓	✓	✓	✓		
Applicant insights	✓	✓	✓	✓		
Direct messaging	✓	✓	✓	✓		
Who viewed your profile	✓	✓	✓	✓		
Who's viewed your profile insights availability	300	300	300	300		
Initial credits	5	15	50	30		
AI tools	✓	✓	✓	✓		
Custom button		✓	✓	✓		
Business insights		✓	✓	✓		
Premium Service Page features		✓				
Top choice job	✓	✓				
Advanced search			✓	✓		
Standalone sales interface			✓			
Custom lead and account lists			✓			
Lead recommendations and saved leads			✓			
Real-time updates and alerts			✓			
Recruiting-specific design				✓		
Automatic candidate tracking				✓		
Integrated hiring				✓		
Smart suggestions				✓		
Who's visited my page						✓
Custom testimonial						✓
Credibility highlights						✓
Auto-invite content engagers and invite followers of similar pages						✓

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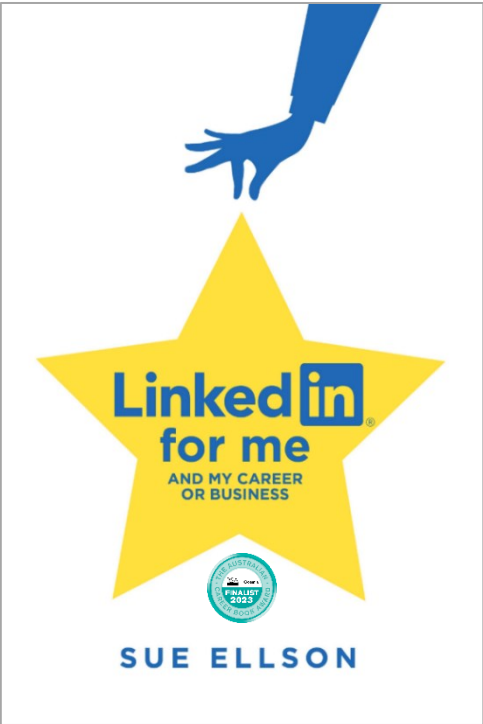


# What to do next?

- From Now On – connect with everyone you meet online or offline, personally or professionally
- Complete a full LinkedIn backup every six months
- Collect LinkedIn statistics every six months
- Review all back end settings every six months
- Update your LinkedIn Profile within two weeks
- Update your LinkedIn Profile regularly in the future
- Engage weekly 12:1 (or at least 3:1)
- Post weekly or monthly
- Decide on work / services / research options
- Focus on what WORKS for your goals
- **Session normally \$195 per hour**
- **Save \$50 book first session before 15 May 2026**
- **[sueellson@sueellson.com](mailto:sueellson@sueellson.com)**



# Workshop Evaluation



[sueellson.com/workshop-valuation](https://sueellson.com/workshop-valuation)

**What three things will you do in the next three hours or three days?**

Workshop Name or Date

LinkedIn for Careers

1. What was most helpful to you?

2. What will you do next?

3. What would you like to learn next?

4. Any other helpful comments or advice?

Email Address ONLY if you would like a reply from Sue Ellson

Send

# Questions?

## How to say thank you

✓ Add a comment in the chat now

✓ Write a Review on

Google <https://g.page/sue-ellson-author/review> (159 Google Reviews) or

Facebook <https://www.facebook.com/sueellson2/reviews> (12 Reviews)

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

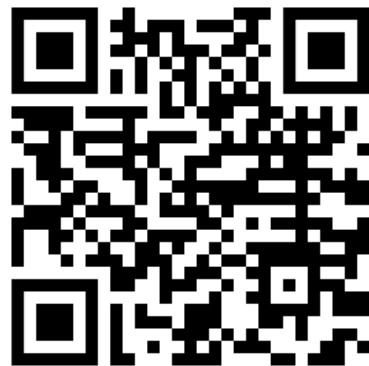
✓ Follow Sue Ellson's Socials or Contact directly <https://sueellson.com/contact>



Follow Socials / Contact



Google Review



Facebook Review



Online Review