

**BE.  
BENDIGO**



**Bendigo:**

# LinkedIn Workshop For Regional Professionals

**Sue Ellson**

GK BBus MPC PCDAА ASA WV MEdPlus

Independent LinkedIn Specialist

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

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



**NATIONAL  
CAREERS  
WEEK**

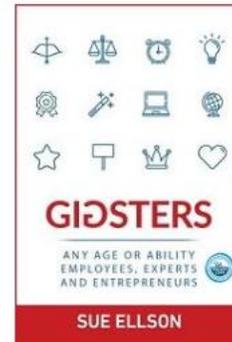
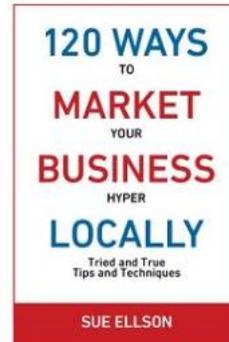
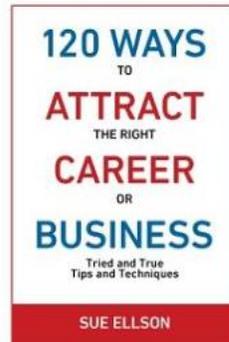
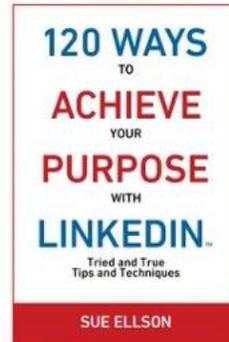


# Fast Facts

Sue Ellson is a Member of



Sue Ellson is the Author of



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

# Follow / Subscribe to Sue Ellson Online



- ✓ LinkedIn Profile <https://www.linkedin.com/in/sueellson> (26,056 Connections, 30,667 Followers)
- ✓ YouTube <https://www.youtube.com/@sueellson> (719 Subscribers, 189 Videos – goal is 1,000+ Subscribers)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (1,026 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2> (275 Followers)
- ✓ Twitter / X <https://x.com/sueellson> (433 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (471 Followers)
- ✓ TikTok <https://www.tiktok.com/@sueellson> (79 Followers)
- ✓ Pinterest <https://au.pinterest.com/sueellson> (20 Followers)
- ✓ Sue Ellson Shares LinkedIn Newsletter (6,717 Subscribers) <https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Ellson Sharing LinkedIn Newsletter (389 Subscribers) <https://www.linkedin.com/newsletters/7011478630589497344>
- ✓ Sue Ellson Email Newsletter (1,888 Subscribers) <https://sueellson.com/newsletters>



# LinkedIn Workshop Bendigo

LinkedIn is the world's largest professional networking platform with over 1 billion members in over 200 countries.

But how does a professional in a regional area of Australia utilise its power?

Can you gain better access to both local, regional and international markets by tweaking your activity?

Do you know how to use it for your purpose?

Can you backup your profile, update the most important settings and track relevant statistics?

What is essential to add to your LinkedIn Profile and once done, how do you attract opportunities, network and gain referrals?

If you have a broader message you want to share with the world, how can you get it out there?

# Agenda

1. Setup – Backup, Statistics, Settings
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

# 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 16 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

90	10K+	1.3M+	16K+	~145
People add a new role to their profile	Members apply for jobs	Feed updates are viewed	Connections are made	Hours of learning content is consumed

A community of

1B+	69M+	140K+	41K+
Members	Companies listed	Schools listed	Skills listed

Our business

2x	36%	7%	\$2B	2
Video creation is growing at 2x the rate of other formats on LinkedIn	Time spent watching videos on LinkedIn increased 36% year-over-year	Year-over-year growth in revenue (8% in Constant Currency) in Q3 FY25	LinkedIn Premium surpassed \$2 billion in annual revenue for the first time in Q2 FY25	LinkedIn Marketing Solutions saw 2 consecutive quarters of accelerated revenue growth in Q3 FY25



# 1.2 Date Joined LinkedIn

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

## 2. Click About this Profile

## 3. See When You Joined

**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](#)  
30,699 followers · 500+ connections

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

- 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 3 months 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](#)

# 1.3 Verification



**120 WAYS TO ACHIEVE YOUR PURPOSE WITH LINKEDIN**  
Tried and True Tips and Techniques  
SUE ELLSON

**120 WAYS TO ATTRACT THE RIGHT CAREER OR BUSINESS**  
Tried and True Tips and Techniques  
SUE ELLSON

**120 WAYS TO MARKET YOUR BUSINESS HYPER LOCALLY**  
Tried and True Tips and Techniques  
SUE ELLSON

**GHOSTERS**  
ANY AGE OR ABILITY EMPLOYED, EXPERTS AND ENTREPRENEURS  
SUE ELLSON

**LinkedIn for me**  
SUE ELLSON

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

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Greater Melbourne Area · [Contact info](#)

[Sue Ellson Services & Pricing](#) 

30,699 followers · 500+ connections

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



Sue Ellson

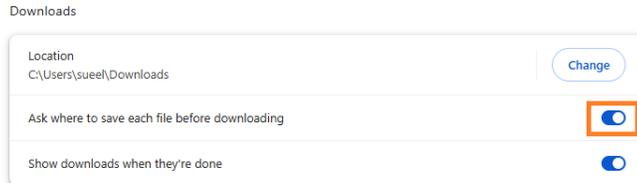


Adelaide University

\* Verification – prefer via work email address rather than passport scan

# 1.4 Backup Profile - PDF

## 1. Change Internet Browser Download Location



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

**Sue Ellson** She/Her  
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Greater Melbourne Area · [Contact info](#)  
[Sue Ellson Services & Pricing](#)  
30,699 followers · 500+ connections

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

## 3. Click Save to PDF

→ Send profile in a message

 Save to PDF

 Saved items

 Activity

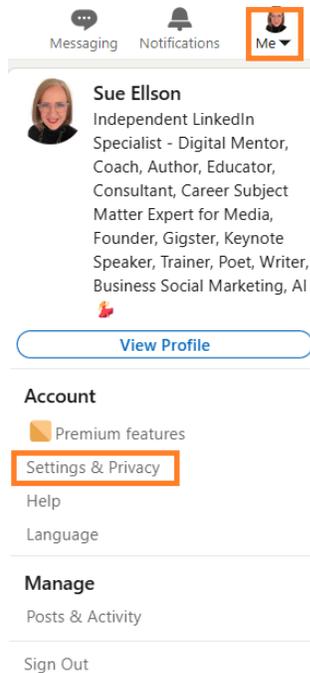
 About this profile

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**

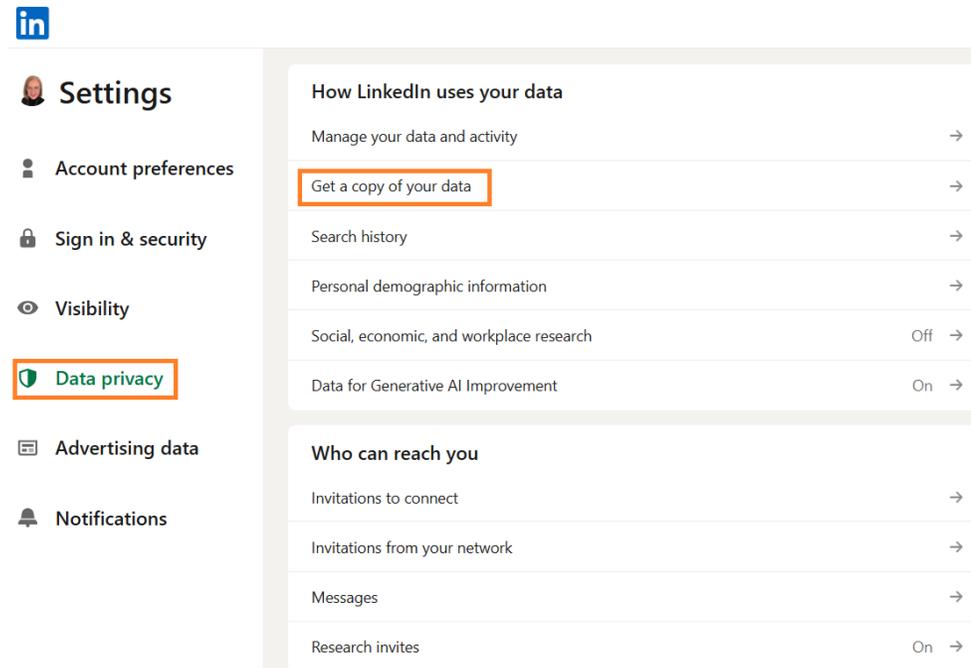
- Premium features
- Settings & Privacy**
- Help
- Language

**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

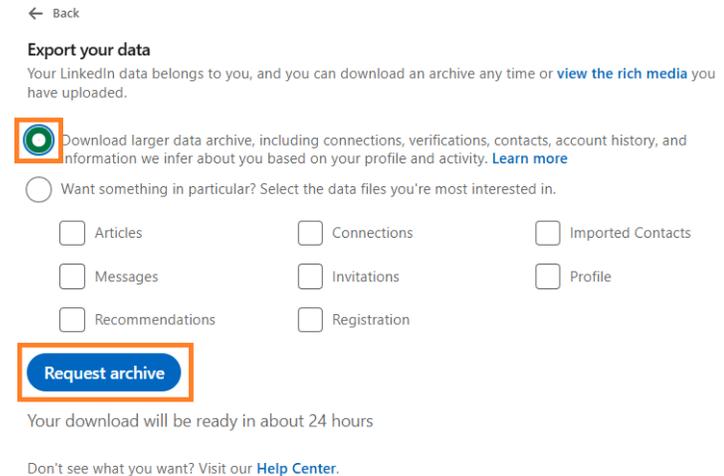
**How LinkedIn uses your data**

- 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**

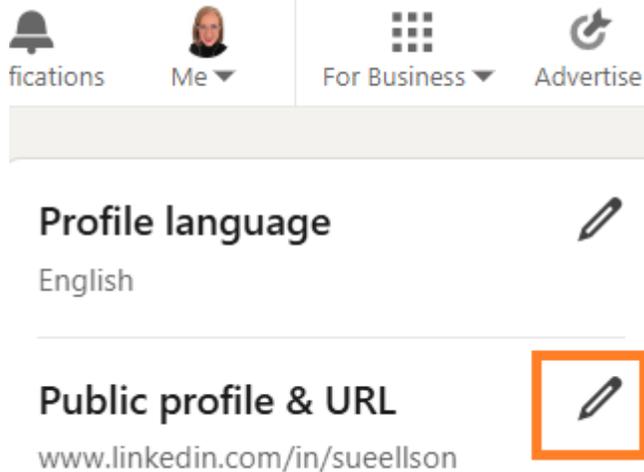
**7. Recommendations** <https://www.linkedin.com/in>

**6+ Given and Received**

Write these down now and compare in three months

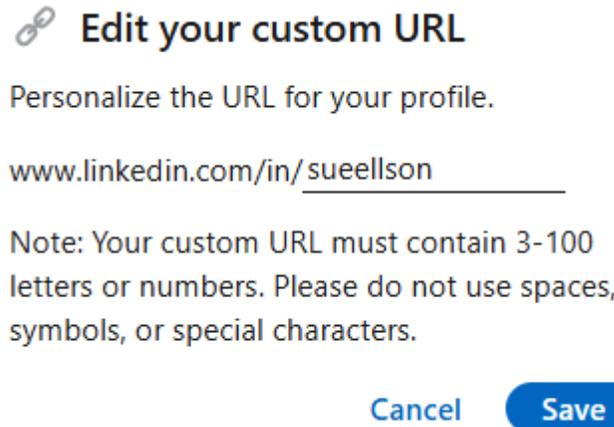
# 1.6 Public URL

## 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.' The current URL 'www.linkedin.com/in/sueellson' is shown in a text field. A note below 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

## 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://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**

## 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>

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## 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 + Location

## 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



## 2.1 Photo

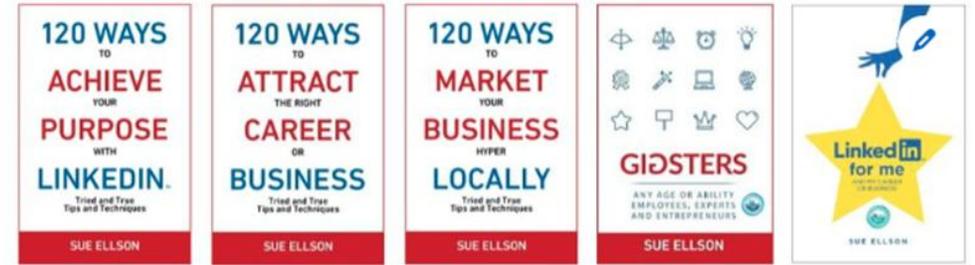
- Clothing and Appearance aligned with professional goals
- High neck garment frames face
- Eyes on one third line
- Smiling with teeth showing
- Crease in skin at eye level
- Convey energy and enthusiasm
- Can include relevant props
- Not too close or too far (remember small version in feed)
- Take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



## 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**

### 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 Subject Matter Expert for Media, Founder, Gigster, Keynote Speaker, Trainer, Poet, Writer, Business Social Marketing, AI 🧠

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

## 2.4 About

- **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**

Make sure you list your top five skills

### Section Options

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

### Sequence Options

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

## 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 · 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.au> [https://www.youtube.com/watch?v=a\\_JB1XIAIIA](https://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?>...



#### Spectrum Analysis - Territory Planning

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

## 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)



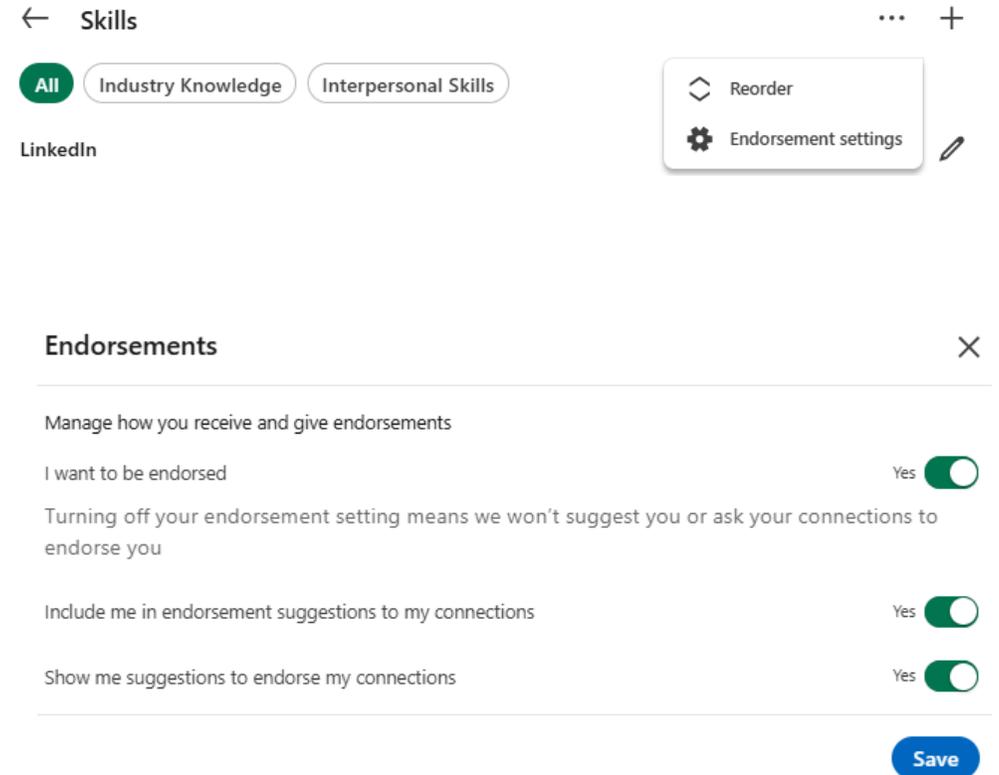
### Adelaide University

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)
- Each Experience
- Each License and Certification
- Each Education
- Each Project

- 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 buttons: "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

At the bottom right, there is a blue "Save" button.

## 2.8 Other Sections

### 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

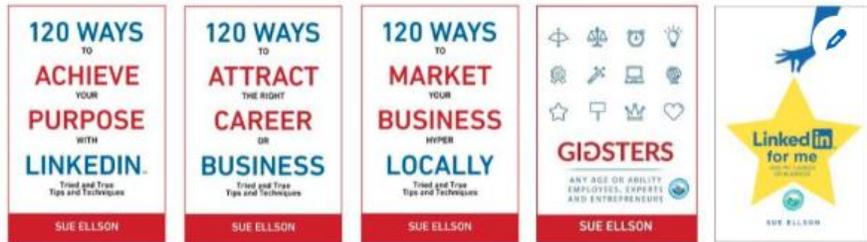
Add organizations

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!!

## 2.8 Other Sections – Location Top Section



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



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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

Adelaide University

Sue Ellson

Contact Info

Your Profile  
[linkedin.com/in/sueellson](https://linkedin.com/in/sueellson)

Websites  
[sueellson.com](http://sueellson.com) (Sue Ellson LinkedIn Specialist)

[cdaa.org.au/cdaawebsite/FindCareerSpecialistDetail?Id=8293](https://cdaa.org.au/cdaawebsite/FindCareerSpecialistDetail?Id=8293) (CDAA Career Specialist)

[120ways.com](http://120ways.com) (120 Ways Publishing)

Phone  
+61 402 243 271 (Mobile)

Address  
[Canterbury, Melbourne, Victoria, Australia, 3126](#)

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

- Greater Melbourne – bigger gene pool
- Canterbury - Geolocate

## 2.8 Other Sections – Location Current Position

### Experience



**International Independent LinkedIn Specialist, Consultant, Trainer, Careers, Business, Marketing**

Sue Ellson

Nov 2008 - Present · 16 yrs 7 mos

Greater Melbourne Area · Hybrid



**Founder and Director, Adviser and Trainer Newcomers, Expatriates, Repatriates, Migrants,**

**LinkedIn**

Newcomers Network

Feb 2001 - Present · 24 yrs 4 mos

Australia · Hybrid



**Marketing Consultant - Social Media, LinkedIn, Events, Webinar Management, Website**

**Development**

Spectrum Analysis Australia Pty Ltd

May 2018 - Present · 7 yrs 1 mo

Surrey Hills, Victoria, Australia · Hybrid

- All present roles
- Greater Melbourne, Australia and Surrey Hills

# Setup, Shine, Surprise Methodology

## 1. Setup

- 1.1 History
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- 1.3 Verification
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- 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 + Location



## 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 ... +

All Industry Knowledge Interpersonal Skills

**LinkedIn**

11 experiences across 120 Ways Publishing and 10 other companies

Professional Member - Career Development Association of Australia (CDAA) (Associate Member Jun 2015-18)

Member - Educate Plus (MEdPlus)

Show all 7 details →

---

**Writing**

7 experiences across 120 Ways Publishing and 6 other companies

Henley High School

Member - Melbourne Press Club (MPC)

Show all 23 details →

---

**Career Development**

6 experiences across Newcomers Network and 4 other companies

Professional Member - Career Development Association of Australia (CDAA) (Associate Member Jun 2015-18)

Member - Australian Careers Service (ACS)

Show all 10 details →

## 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\*

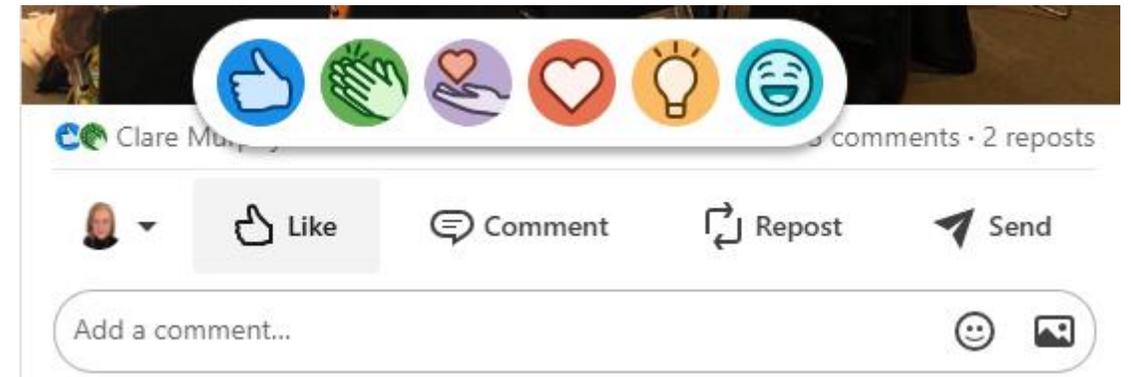
Hi Victoria, would you be happy to write a recommendation for me please? It was lovely to meet you at the Twitter for Execs, AmCham lunchtime event back on 4 May 2016. I appreciate you connecting with me directly afterwards and keeping up to date with the information related to LinkedIn that I have shared 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
- Choose hashtags of interest



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

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

Most relevant ▾



**Annemarie Cross** · 1st

10h ...

Feel like the world's best kept secret? Niche Down to Scale UP! Roundtable I...

What a wonderful testament on Chris' behalf, **Melita**. I'm sure the perfect opportunity will reveal itself. In fact, how often do we hear organisations say, "We just haven't found the right candidate despite advertising and having numerous conversations with people!" It's through word of mouth that they're finally able to locate the perfect employee. In fact, this has just happened to someone quite close to me. So, can I share your post? You never know; someone in my community may just be praying for someone like Chris to show up!

Like · ❤️ 1 | Reply · 1 Reply



**Melita Long, Career and Executive Coach, PCDAA** **Author**

9h ...

Professional Career Coach & Executive Coach @ Careers on Purpose...

**Annemarie Cross** thanks so much for your support and offer to help Chris. You are spot on. Yes, please do share this post with your network.

Like · ❤️ 1 | Reply

## 3.5 Share Content

- Newsfeed
- Articles
- Newsletters
- Groups

- Curate
- Create
- Collaborate

- 300+ words
- Mobile Friendly
- Short Portrait Video
- 🔔 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

What do you want to talk about?



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](#)

## 3.6 Apply for Jobs - Regional

- Complete 'Open to Work'
- Location Types (On-Site, Hybrid, Remote)
- Locations (On-Site) – 5 Locations
- Locations (Remote) – 5 Locations

### Edit job preferences



#### Location types\*

On-site ✓

Hybrid ✓

Remote ✓

#### Locations (on-site)\*

Greater Melbourne Area ✕

Sydney, New South Wales, Australia ✕

Adelaide, South Australia, Australia ✕

Brisbane, Queensland, Australia ✕

New Zealand ✕

+ Add location

**i** You've reached the maximum

#### Locations (remote)\*

Greater Melbourne Area ✕

Sydney, New South Wales, Australia ✕

Adelaide, South Australia, Australia ✕

New Zealand ✕

Australia ✕

+ Add location

## 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
- Add all 'Locations' of your business

Great for Business Owners



### Sue Ellson's Services

Admin view

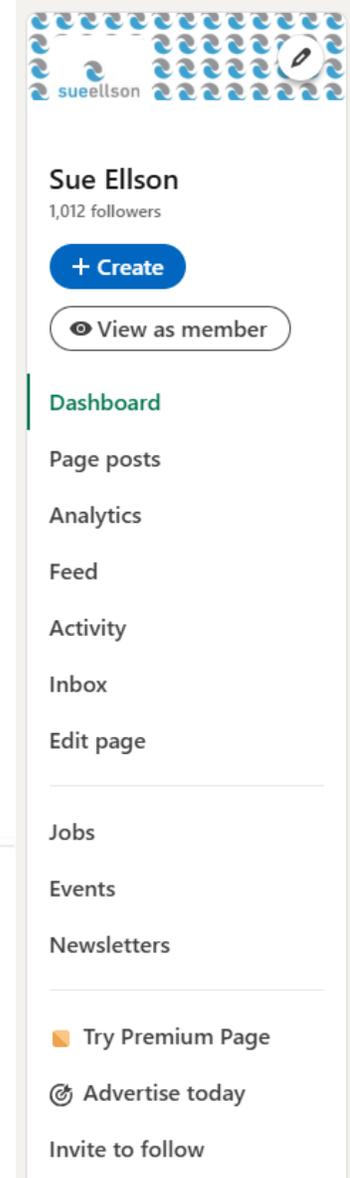
 [Service page](#)

 Requests

 Client projects

 Reviews status

Questions? [Learn more](#)



The screenshot shows the LinkedIn 'Sue Ellson's Services' page in admin view. At the top, there's a profile picture of Sue Ellson and her name 'Sue Ellson' with '1,012 followers'. Below this are two buttons: a blue '+ Create' button and a white 'View as member' button. A navigation menu on the right includes 'Dashboard' (highlighted in green), 'Page posts', 'Analytics', 'Feed', 'Activity', 'Inbox', 'Edit page', 'Jobs', 'Events', and 'Newsletters'. At the bottom of the menu are 'Try Premium Page', 'Advertise today', and 'Invite to follow'.

## 3.7 Services / Business - Regional

- Check Main Work Location
- Check Available to Work Remotely

### Edit services ✕

\* Indicates required

#### Services provided

Add up to 10 services\*

Career Development Coaching ✕ Training ✕ Social Media Marketing ✕

Writing ✕ Marketing Consulting ✕ Business Consulting ✕ Public Speaking ✕

Content Strategy ✕ Search Engine Optimization (SEO) ✕ Web Development ✕

[+ Add services](#)

#### About

Description

After a career at Westpac Banking Corporation, I have been a Gigster, using technology to attract aligned gigs, since 1994. I am the Founder of NewcomersNetwork.com (2001), CamberwellNetwork.com (2012 - 2022), 120WaysPublishing.com (2014). I have written and published five non-fiction books. Contact via +61 402 243 271 or sueellson@sueellson.com

499/500

#### Work location

Select all that apply\*

- Greater Melbourne Area
- I am available to work remotely

## 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

 **Aligned People and Companies**

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

Google

### Advanced Search

Find pages with... To do this in the search box.

all these words:	<input "location"="" "more="" and="" specific="" type="text" value="specific words" words"=""/>	Type the important words: tri-colour rat terrier
this exact word or phrase:	<input type="text"/>	Put exact words in quotes: "rat terrier"
any of these words:	<input type="text"/>	Type OR between all the words you want: miniature OR standard
none of these words:	<input type="text"/>	Put a minus sign just before words that you don't want: -rodent, -"Jack Russell"
numbers ranging from:	<input type="text"/> to <input type="text"/>	Put two full stops between the numbers and add a unit of measurement: 10..35 kg, £300..£500, 2010..2011

Then narrow your results by...

language:	<input type="text" value="any language"/>	Find pages in the language that you select.
region:	<input type="text" value="any region"/>	Find pages published in a particular region.
last update:	<input type="text" value="anytime"/>	Find pages updated within the time that you specify.
site or domain:	<input type="text" value="linkedin.com"/>	Search one site (like wikipedia.org) or limit your results to a domain like .edu, .org or .gov
terms appearing:	<input type="text" value="anywhere in the page"/>	Search for terms in the whole page, page title or web address, or links to the page you're looking for.
file type:	<input type="text" value="any format"/>	Find pages in the format that you prefer.
usage rights:	<input type="text" value="not filtered by licence"/>	Find pages that you are free to use yourself.

## 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						✓

# 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
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## 3. Surprise

- 3.1 Endorse
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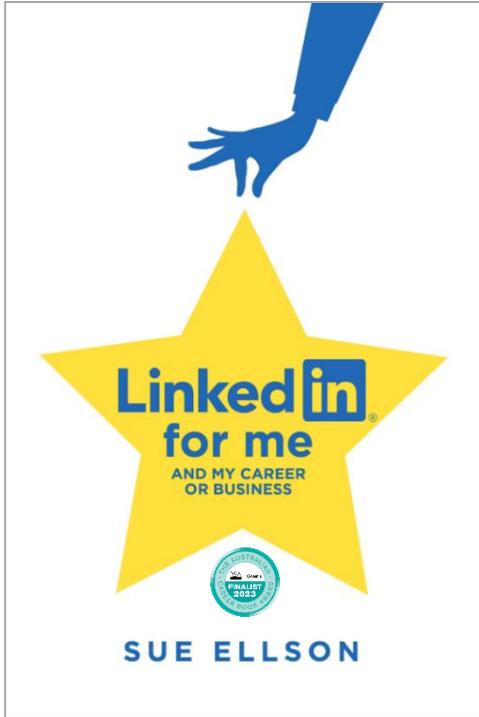


# What to do next?

- 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



# Evaluation – and Questions and Answers!



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



<https://docs.google.com/forms/d/1uqFYcqM519blg0ituR1KrUEULM52LRqAR2wbABGtaM8>

1. Did you enjoy the workshop overall?  
Yes / No
2. What has been of most benefit to you today?  
\_\_\_\_\_  
\_\_\_\_\_
3. What else would have been helpful to you?  
\_\_\_\_\_  
\_\_\_\_\_
4. What will you do next?  
\_\_\_\_\_  
\_\_\_\_\_
5. Do you have any other feedback to share?  
\_\_\_\_\_  
\_\_\_\_\_