

LinkedIn Discussion for Career Development Practitioners

By Sue Ellson <https://sueellson.com> 19 June 2025 at West Beach Surf Life Saving Club

1. Past Presentations and Publications provided to the CDAA and Members

<https://sueellson.com/career-development-association-of-australia-cdaa-presentations-and-publications>

2. Recent Webinar on LinkedIn for Career Development Practitioners

https://us02web.zoom.us/rec/share/cWCN8gJ-qtrzu5e_txkP-VQ3Fn8EagEtYgBg8mldH1mbpxF6BqyzGllnNNzCx2Fd.yS7puElpDUiXJ4nD

3. Places to Promote Your CDAA Membership on your LinkedIn Profile

Follow the guidelines for AWS at <https://www.youtube.com/watch?v=zByBrYkDKww>

3.1 Join the CDAA LinkedIn Group (Recommended)

<https://www.linkedin.com/groups/2241956> 3,272/3,293 Members

3.2 Join the CDAA Private Practitioners LinkedIn Group (Optional)

<https://www.linkedin.com/groups/12631546> 206 Members

3.3 Follow the CDAA LinkedIn Company Page (Recommended) click 

<https://www.linkedin.com/company/the-career-development-association-of-australia> 8,140/8,972 Followers

3.4 Consider adding a Banner Image on your LinkedIn Profile (Optional)

3.5 Add your CDAA Profile Page Link in the Websites Section in Contact Info (Optional)

3.6 Add your CDAA Profile Page Link in the Featured Section (Optional)

3.7 Add the Post Nominals PCDA to your Name in the About Section (Optional)

3.8 Add the CDAA Profile Page Link in the Licenses and Certifications Section (Essential)

3.9 Add the CDAA Profile Page Link in the Organizations Section (Recommended)

3.10 Add your CDAA Details to the Services Page (Optional)

3.11 Make a Post Announcement (Optional)

4. General Strategies – From Now On

4.1 Connect with everyone you meet in person (3+ per event) and online (phone, text, DM, email, enquiry etc) on LinkedIn (can use Scan Code Feature)

4.2 Collect your statistics, review your Settings, review your Notifications, backup your Profile and download your data at least every six months

4.3 Review the LinkedIn User Agreement (Section 8 Do's and Don'ts)

<https://www.linkedin.com/legal/user-agreement> and Professional Community Policies <https://www.linkedin.com/legal/professional-community-policies>

4.4 Review Create on LinkedIn <https://members.linkedin.com/create>

5. LinkedIn Profile Essentials

5.1 Headline – main location for keywords and after that job titles (current and past)

5.2 Skills – need to be included in multiple Sections – About (top 5), each Experience, each Education, each License and Certification, each Project

5.3 LinkedIn Dashboard <https://www.linkedin.com/dashboard/> Monitoring Posts, Comments, Contributions

5.4 LinkedIn Analytics Profile Views >100 per 90 days and Searches > 50 per 7 days

5.5 Verification – Not essential but please encourage everyone to include ALL email addresses on their account and never remove them and turn on 2FA

5.6 LinkedIn Premium – Jobs and Careers offers Inbox Away Message

5.7 Newsletters – Only need 150 Followers – Profile or Page auto invite to Subscribe

5.8 Events – Many people have turned off receiving invitations, less effective

5.9 Groups – Mostly 'consultants' looking to sell

5.10 Company Pages – Many additional fields to complete, invite Followers to Follow

6. LinkedIn Engagement and Content

6.1 Engagement – Likes and Comments more reach than just Posting

6.2 Posting – Curate, Create, Collaborate – one a month or week – not 3 times a day and use a variety of styles and aim to make it 'scroll stopping'

6.3 Responsiveness – Including to Comments and DMs is being monitored

7. Job Search and Providing Services

7.1 Complete Open to Work and Providing Services to increase search appearances

7.2 Networking and Referrals – ask for information not a job

7.3 Use Google Advanced Search https://www.google.com.au/advanced_search to search all people on LinkedIn not just those in your network

7.4 Follow all target Companies, connect with people in local organisations (work close to home)

7.5 If applying online, include an Application Document, tailored for the role – cover letter and aligned resume in one file – and it is most likely to get an interview

8. Additional Resources

8.1 Books online at <https://www.researchgate.net/profile/Sue-Ellson> (can download without login)

8.2 Webinar Slides and Recordings <https://sueellson.com/webinars-and-recordings>

8.3 Subscribe on Socials – including YouTube <https://www.youtube.com/@sueellson>

8.4 How to choose an expert <https://sueellson.com/blog/linkedin-expert-specialist-consultant-or-trainer>

Quick questions welcome sueellson@sueellson.com or +61 402 243 271