

MELBOURNE CAREER EXPO

FREE ENTRY

Online Registration Essential
www.CareerExpo.com.au

LinkedIn for Over 40's

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2:30pm Saturday 26 July 2025

Melbourne Career Expo

Melbourne Convention and Exhibition Centre
1 Convention Centre Place, South Wharf, Victoria 3006



sueellson.com

Fast Facts – more at sueellson.com

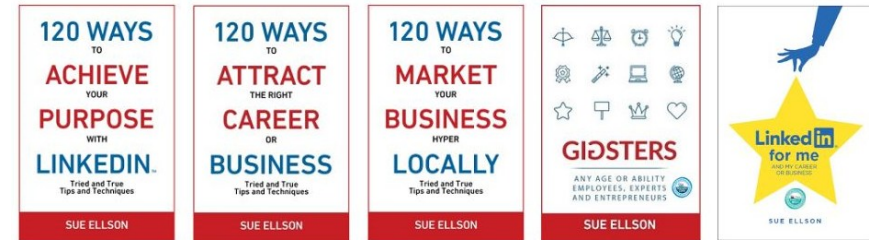
Sue Ellson is a Member of



Sue Ellson is the Founder of



Sue Ellson is the Author of



Books Available at <https://www.researchgate.net/profile/Sue-Ellson>

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

This session

1. Background
2. LinkedIn Strategies
3. Additional Resources
4. Questions and Answers

Getting Interviews = Your application is aligned

Getting interviews but not getting a job = Not a fit, ignore reason, continue looking and/or revise strategy



@sueellson



Email QR Code

Email:

sueellson@sueellson.com

Subject:

Melbourne Career Expo Attendee

Message:

I would like the slides and recording link please

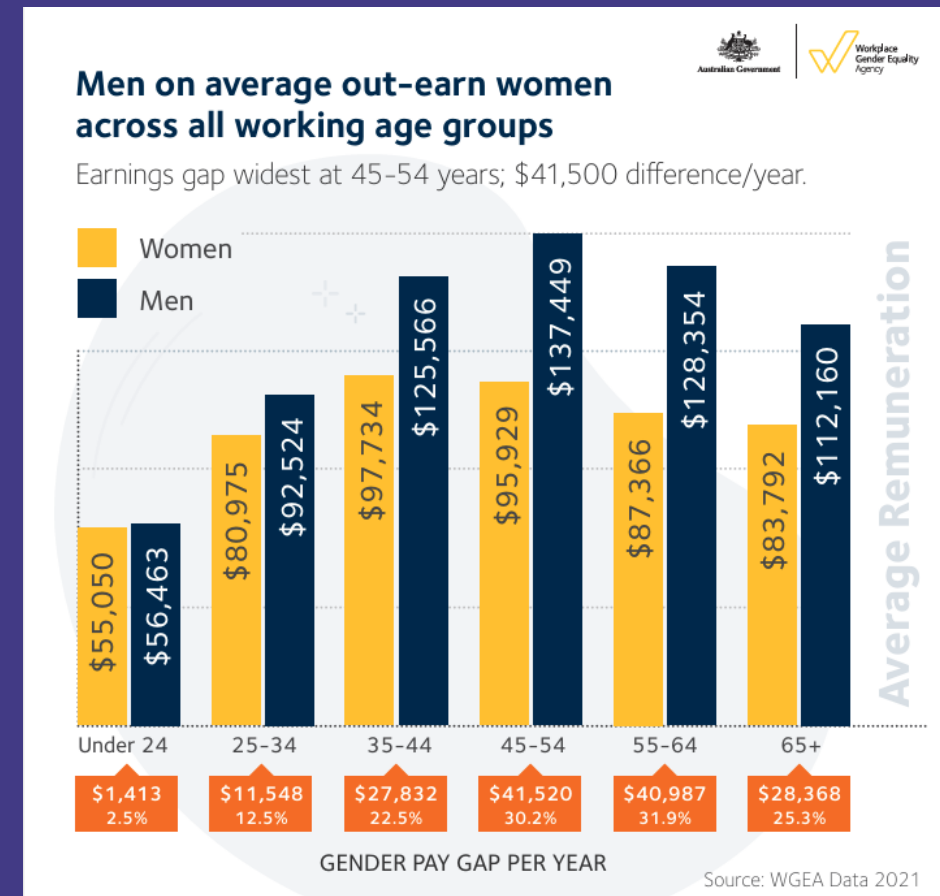
sueellson@sueellson.com or 0402 243 271

<https://sueellson.com/melbourne-career-expo-workshops-and-presentations>

Why is this important?

- Ageism does exist
 - Some suggest only include last 10 years history
- Average age of retirement in Australia 56.9
 - Women 54.7, Men 59.4
 - Average age people intend to retire is 65.4 years
- Peak Earning decreases over time
 - Women 44, Men 54

<https://www.abs.gov.au/statistics/labour/employment-and-unemployment/retirement-and-retirement-intentions-australia/latest-release>
https://www.wgea.gov.au/sites/default/files/documents/22_05%20AGE%20INFO.pdf



LinkedIn for Over 40's

1. LinkedIn Profile Completion
2. LinkedIn Regular Activity
3. LinkedIn Engagement
4. LinkedIn Content
5. LinkedIn Networking
5. LinkedIn Referrals
6. Do Not Include
7. Consider Consulting
8. Consider WCH
9. Consider LinkedIn Learning
10. Maintain Digital Competency



1. LinkedIn Profile Completion

- All Sections completed in detail with Media (allow 10 hours to complete)
- Photo – Energy and Enthusiasm < three years old
- Headline – Label and Keywords – appear in LinkedIn, Online Search and Generative AI Results
- Include all email addresses forever (choose primary)
- Descriptions – include Achievements (past tense), Tasks (present tense) and description of organisation



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

Connections > 500

Views / 90 days > 100

Searches / 7 days > 50

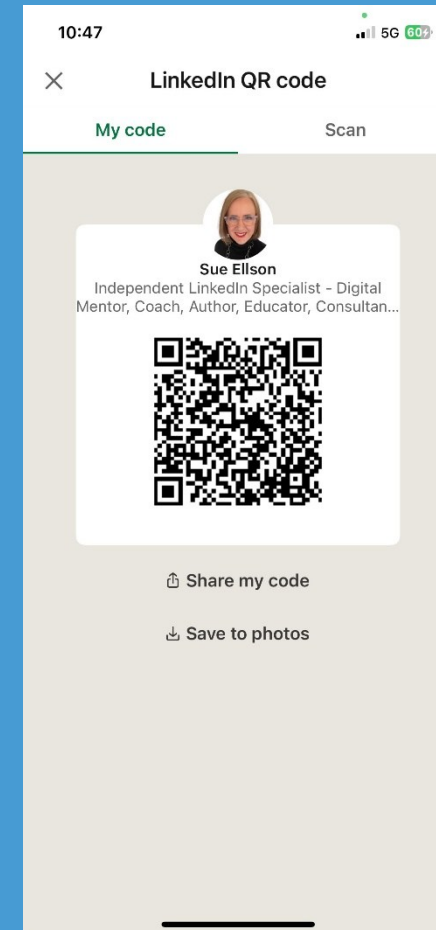
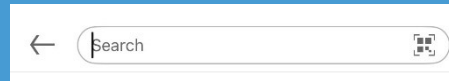
Skills Votes top 2 > 20

Recommendations
Both Given & Received > 6



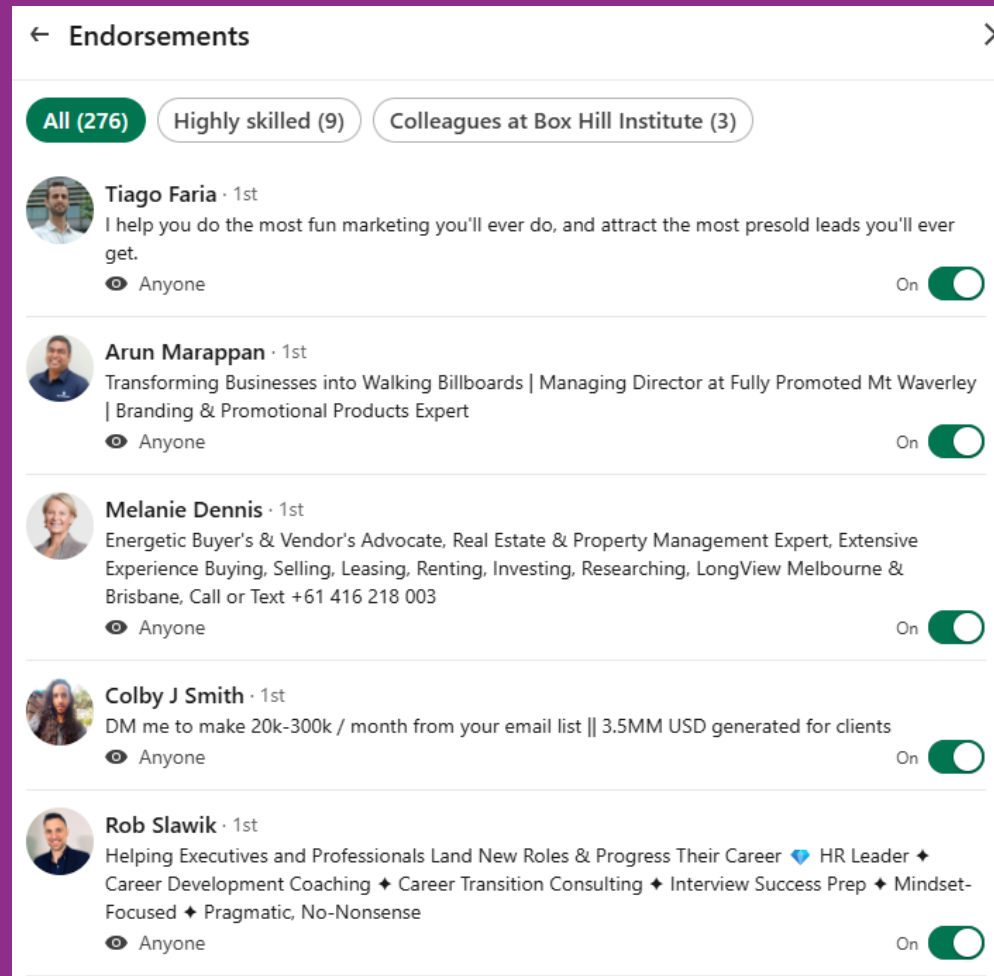
2. LinkedIn Regular Activity

- React to Posts in Newsfeed
- Add Comments to Posts in Newsfeed
- Connect with everyone you meet online or in person – phone, text, email, events etc. **from now on**
- Respond to Messages promptly
- Respond to Connection Requests promptly
- Respond to Notifications promptly



3. LinkedIn Engagement

- Connections – Endorse their Skills
- Connections – Give Recommendations
- Connections – Ask for Recommendations
- Stop Scrolling on Content (shows value)
- Read Content (shows value)
- Watch selected videos (shows value)
- Teach the Algorithm what you value



4. LinkedIn Networking

- Settings & Privacy, Data Privacy, Get a copy of your Data, Request Archive
- Receive Email
- Immediately Click Link
- Download Files
- Go through list of people in your Network and 're-connect' and reach out to others and connect

https://www.linkedin.com/mypreferences/d/download-my-data

← Back

Download my 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 ☐ Invitations ☐ Profile

☐ Recommendations ☐ Registration

[Request archive](#)

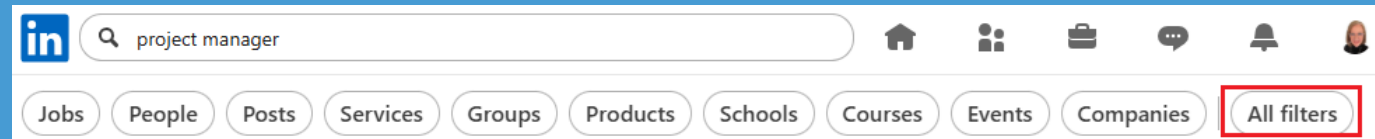
Your download will be ready in about 24 hours

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



5. LinkedIn Referrals

- Search on LinkedIn using 'All' Filters
- Search on Google Advanced Search (unlimited)
https://www.google.com.au/advanced_search
- See Selected People Results
- Right click, Open in New Tab
- If aligned, invite to connect
- Follow up with information gathering questions and ask for a referral



 A screenshot of the Google Advanced Search page. The page has a title 'Advanced Search' in red. It is divided into two main sections: 'Find pages with...' and 'Then narrow your results by...'.
 In the 'Find pages with...' section, the 'all these words:' field is highlighted with a red box and contains the text '"specific words" and "more specific words" and "location"'. Other fields include 'this exact word or phrase:', 'any of these words:', 'none of these words:', and 'numbers ranging from:'.
 In the 'Then narrow your results by...' section, the 'site or domain:' field is highlighted with a red box and contains the text 'linkedin.com'. Other fields include 'language:', 'region:', 'last update:', 'terms appearing:', 'file type:', and 'usage rights:'.
 At the bottom right, there is a blue button labeled 'Advanced Search' which is also highlighted with a red box.


6. Do Not Include

- Number of years of experience (just list what you can do)
- Commercially sensitive information (but you may be able to use percentages and not dollar amounts)
- Negative comments (focus on solutions)

Read

<https://www.linkedin.com/legal/user-agreement>

<https://www.linkedin.com/legal/professional-community-policies>



7. Consider Consulting

- Can start with a LinkedIn Profile only
- Can create a LinkedIn Company Page
- Can list 'Providing Services' in Open To section
- Can potentially charge full rates but work less hours and still better than a lower-level full time role
- Best to ease into this transition if you have been working full time for a long time



8. Consider Working Close To Home

- Look on Local Maps for Local Enterprises
- Follow their LinkedIn Company Page
- Click the Notification Bell for 'All Posts'
- Engage with their content and connect with local employees
- Visit their Website and see if they have a 'Careers' section



9. Consider LinkedIn Learning

- Micro Credentials
- Learn Professional Skills
- Learn Personal Skills
- Free Access with Premium (and auto-adds to Licenses and Certifications)
- Free Access with Local Library Card (need to manually add to your LinkedIn Profile)
- Demonstrates you are willing to learn if completed regularly and recently



10. Maintain Digital Competency

- Up to Date on LinkedIn
- Consider yourname.com website
- Make sure you are accessible in a variety of ways
- See what other content about you is online
- Everything in writing can be used in court
- Anything you enter into a device is no longer private (can Hibernate don't need to Close account)
- Be respectful, always
- Screenshot any concerns and keep records



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Professional Support

- CDAA Member
- Pay by the Hour
- Job Skills different to Job Search Skills
- Secure a more aligned and better paying role faster and reuse job search skills in the future



Additional Resources

Skills to get a job not the same as the skills to do a job

- Free careers quiz and job descriptions <https://myfuture.edu.au/get-started>
- Finding a job guide <https://www.vic.gov.au/finding-job>
- Career Development Association of Australia
<https://cdaa.org.au/CDAASite/Web/About-Career-Development/Why-Seek-Career-Support.aspx>
- Employee Assistance Programs, Outplacement Services, Selected Recruiters, Education Providers, Local Community or Council Programs
- Beware of advice from well-meaning friends, family and colleagues
- <https://sueellson.com/webinars-and-recordings>



Melbourne Career Expo 2023, 2024 & 2025

2025

Maximising Your LinkedIn Profile 12:30pm CDAA Workshop Area

LinkedIn for Over 40's 2:30pm CDAA Workshop Area

2024

Top 10 LinkedIn Career Tools 10:30 am CDAA Workshop Area

Top 10 Return to Work Strategies 12:30pm CDAA Workshop Area

How to ask for a promotion or a pay rise 2:00pm Main Stage

2023

Top Ten Tools for Job Seekers 10:30am CDAA Workshop Area

Over 50 and Fabulous 1:30pm CDAA Workshop Area

Using AI for finding work 2:30pm Main Stage

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✓ Write a Review on

Google <https://g.page/sue-ellson-author/review> (158 Google Reviews) or
Facebook <https://www.facebook.com/sueellson2/reviews> (13 Reviews)
Online <https://sueellson.com/reviews> (lots!)

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

✓ Questions and Answers



Google Review



Facebook Review



Online Review



Follow Socials / Contact



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Email:

sueellson@sueellson.com

Subject:

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