



**GKA**  
Golden Key Academy

#LearnWithGKA

# LinkedIn for High Achievers

**Sue Ellson**

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

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

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





# Welcome

Apparently 95% of LinkedIn profiles are not optimised which means that people are missing out on opportunities, promotions and offers.

If you are not achieving more than 100 views per 90 days and more than 50 appearances in search results in seven days, your LinkedIn profile is not working for you.

How can you optimise LinkedIn for your values, purpose, goals and objectives?

Find out in this practical workshop and learn how to showcase your Golden Key membership too.



# Fast Facts

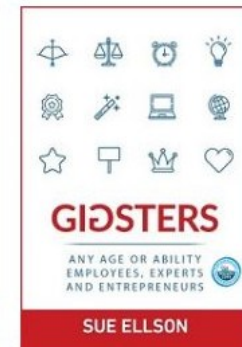
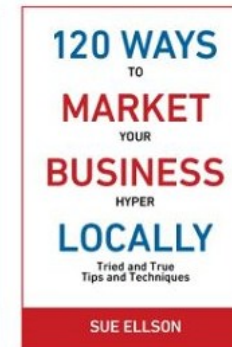
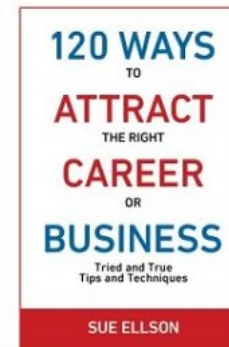
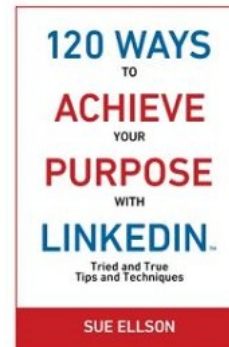
Sue Ellson is a Member of



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

**<https://sueellson.com/blog/linkedin-for-high-achievers-for-golden-key-international-honour-society-gkihs>**



# Follow / Subscribe to Sue Ellson Online



- ✓ LinkedIn Profile  
<https://www.linkedin.com/in/sueellson> 26,394 Connections 31, 147 Follow
- ✓ LinkedIn Page  
<https://www.linkedin.com/company/sue-ellson> 1,081 Followers
- ✓ Facebook  
<https://www.facebook.com/sueellson2> 281 Followers
- ✓ Instagram  
<https://www.instagram.com/sueellson> (mostly poems) 498 Followers
- ✓ TikTok  
<https://www.tiktok.com/@sueellson> 103 Followers
- ✓ Pinterest  
<https://au.pinterest.com/sueellson> 22 Followers
- ✓ Twitter / X  
<https://x.com/sueellson> 436 Followers
- ✓ YouTube  
<https://www.youtube.com/@sueellson> 746 Subscribers 205 Videos
- ✓ Newsletters  
<https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328> 6,894 Subscribers  
<https://www.linkedin.com/newsletters/7011478630589497344> 421 Subscribers  
<https://sueellson.com/newsletters> 1,852 Subscribers





# Quick Points

- ✓ acknowledge traditional owners of land where we are all based
- ✓ this presentation is for people of all backgrounds and it is not professional advice for your personal circumstances
- ✓ slides can be requested
- ✓ you can leave your video camera off and microphone on mute
- ✓ assume varied level of knowledge and experience and can read
- ✓ Information correct at time of publication
- ✓ please add any questions you have in the Chat – and make notes – this is like a dream, forget when you wake up!
- ✓ will be asking you what has been most helpful to you at the end (feedback for me)





# How many years on LinkedIn?

Please share what **Year** you joined LinkedIn in the chat

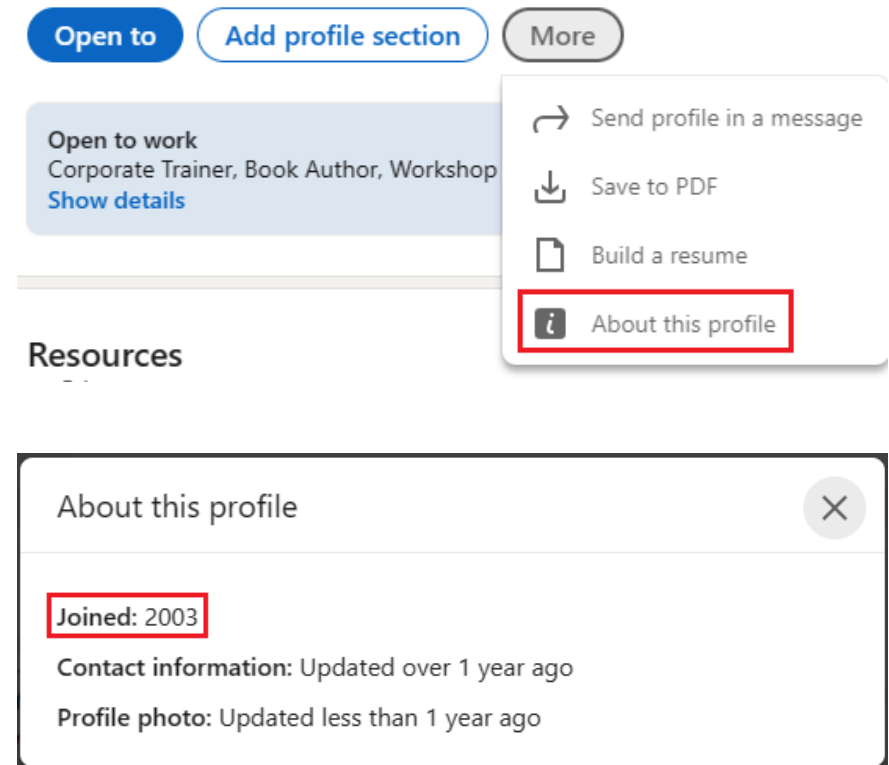
## Location

**A** – Australia

**O** – Overseas (can mention country if you wish)

You can ask questions at any time

You can ask 'everyone' or 'just me' in the chat or contact me directly afterwards...





# LinkedIn for High Achievers

1. How to showcase your GKA Membership
2. What is an achievement?
3. Where can you include your achievements?
4. LinkedIn Profile Essentials – backup, statistics, settings, sections
5. LinkedIn Page Essentials – multiple menus!
6. Engagement Essentials – reactions, comments, endorsements, recommendations
7. Publishing Essentials – posts, articles, newsletters
8. Questions and answers



# 1. How to showcase your GKA Membership

## 1. Contact Info – Website Link

<https://goldenkey.org>

Website

Website URL

<https://goldenkey.org/>

Website type

Other

 Remove



# 1. How to showcase your GKA Membership

## 2. Licences and Certifications Section


Edit license or certification X

\* Indicates required

Name\*

Member - Top 15% of Undergraduates Golden Key International Honour Society (GKIHS)

Issuing organization\*

 Golden Key International Honour Society

Issue date

May 1998

Expiration date

Month Year

Credential ID

https://goldenkey.org

Credential URL

https://goldenkey.org


**Skills**

Associate at least 1 skill to this license or certification. It'll also appear in your Skills section.

Training X Training Delivery X LinkedIn Training X

Education and Training X Writing X

+ Add skill

 You've reached the 50 skills maximum. Add from your current skills or edit your Skills section.

Delete license or certification Save



**Member - Top 15% of Undergraduates Golden Key International Honour Society (GKIHS)**

Golden Key International Honour Society

Issued May 1998

Credential ID <https://goldenkey.org>

Show credential 

**Skills:** Training · Training Delivery · LinkedIn Training · Education and Training · Writing





# 1. How to showcase your GKA Membership

## 3. Organizations

Edit organization



\* Indicates required

Organization name\*

Golden Key International Honour Society (GK)

Position held

Member - GK

Associated with

Student at University of South Australia, Bachelor of Business, Administrative Management



Membership ongoing

Start date

May

1998

End date

Month

Year

Description

Established in 1977, the Golden Key International Honour Society (GK) is the world's largest international collegiate honor society for graduate and undergraduate students, and has strong relationships with over 400 universities around the world. Membership is granted to the top 15% of undergraduates.

329/2,000

**Golden Key International Honour Society (GK)**

Member - GK · May 1998 - Present



Associated with University of South Australia

Established in 1977, the Golden Key International Honour Society (GK) is the world's largest international collegiate honor society for graduate and undergraduate students, and has strong relationships with over 400 universities around the world. Membership is granted to the top 15% of undergraduates.

<https://www.goldenkey.org>






Delete organization


Save



# 1. How to showcase your GKA Membership

## 4. Education Section

 Education  

 **University of South Australia**  
Bachelor of Business, Administrative Management  
Feb 1993 - Aug 2000  
**Grade: Top 15% of Undergraduate Students, Above Credit Average.**  
Activities and societies: Administrative Management Student and Staff Course Committee Committee Member - 1999, Pro Vice Chancellor's Merit List - April 1999, **Member Golden Key National Honour Society - May 1998.**  
Dean's Merit List - March 1998

Subjects

- > Accounting 1 & 2
- > Administrative Management 1 Management Principles
- > Administrative Management 2 Human Resource Management
- > Administrative Research Project
- > Administrative Systems Management
- > Business Communication 1 & 2
- > Business Communication and Negotiation
- > Business Ethics
- > Business Information Systems
- > Buyer and Consumer Behaviour
- > Communication and the Media
- > Contemporary Accounting Information Systems
- > Data Management for Administrators
- > Economic Foundations
- > Focus on Children 0 -3 (Broadening Education Subject)
- > Information Systems for Management
- > Introduction to Law
- > Introduction to Marketing Management
- > Managing Change in Organisations
- > Office Information Systems 1 & 2
- > Quantitative Methods for Business


Topics

- > Governance
- > Risk
- > Compliance

Completed remotely by correspondence (paper and fax).

Established in 1856, UniSA is an innovative, world-class institution built on teaching, learning and research excellence.

<https://www.unisa.edu.au>

 **Study On Demand with UniSA Online**  
Our 100% online, career-focused degrees give you full control and ultimate flexibility over your study. Access online student support seven days a week, plan your study to fit around...



# 1. How to showcase your GKA Membership

## 5. Post Nominals in About Section

- List after your name in the About Section but NOT after your name in the Name Section

Sue Ellson GK BBus MPC PCDAAs ASA WV MEdPlus

### About

Sue Ellson GK BBus MPC PCDAAs ASA WV MEdPlus sueellson@sueellson.com +61 402 243 271  
<https://sueellson.com/about> <https://sueellson.com/clients> Personalised Professional Services at  
<https://sueellson.com/services-and-pricing> Moving you from Digital Literacy to Digital Competency!  
...



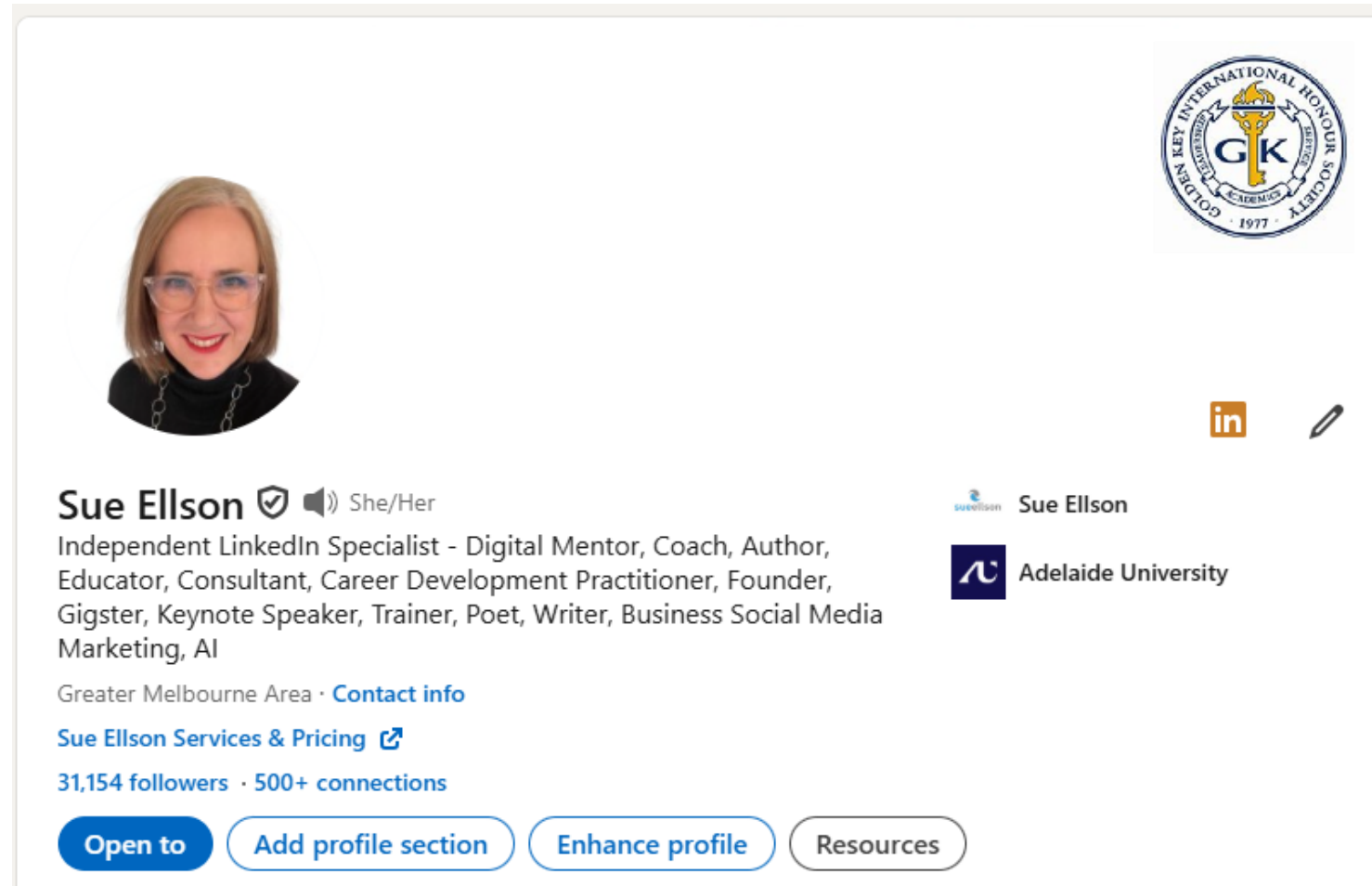
#### Top skills

LinkedIn Training • LinkedIn • Writing • Consulting • Marketing



# 1. How to showcase your GKA Membership

## 6. Banner Image



The screenshot shows the top section of a LinkedIn profile for Sue Ellson. On the left is a circular profile picture of a woman with short blonde hair and glasses. To the right of the profile picture is a large circular banner image featuring the Golden Key International Honour Society (GKAS) logo, which includes a key and the text 'GOLDEN KEY INTERNATIONAL HONOUR SOCIETY', 'GKAS', '1977', and 'LEADERSHIP'. Below the profile picture, the name 'Sue Ellson' is displayed with a verified badge and a speaker icon indicating her pronouns as 'She/Her'. Her bio reads: 'Independent LinkedIn Specialist - Digital Mentor, Coach, Author, Educator, Consultant, Career Development Practitioner, Founder, Gigster, Keynote Speaker, Trainer, Poet, Writer, Business Social Media Marketing, AI'. Below the bio, it says 'Greater Melbourne Area · [Contact info](#)' and '[Sue Ellson Services & Pricing](#)' with an external link icon. At the bottom of the profile section, it shows '31,154 followers · 500+ connections'. Below this are four buttons: 'Open to', 'Add profile section', 'Enhance profile', and 'Resources'. To the right of the profile picture, there are icons for LinkedIn and a pencil for editing the banner. Below the banner, there are logos for 'Sue Ellson' and 'Adelaide University'.



# 1. How to showcase your GKA Membership

## 7. Content

HIGH ACHIEVERS // Attended a @Golden Key International Honour Society webinar with @Sue Ellson on @LinkedIn for high achievers and learnt:


- ★ how to showcase my GK membership
- ★ definition of an achievement and how to write them
- ★ LinkedIn Profile and Page essentials
- ★ LinkedIn Engagement and Publishing essentials

I had no idea there were so many places where you could showcase your professional membership on LinkedIn including

1. Contact Info Website Link
2. Licenses and Certifications Section
3. Organizations Section
4. Education Section
5. Post Nominals in About Section
6. Banner Image
7. Content

What tips do you have for showcasing your professional membership on LinkedIn?

#gkihs #gk #LearnWithGKA #linkedin #sueellson

**Sue Ellson** ▾  
Post to Anyone

HIGH ACHIEVERS // Attended a **Golden Key International Honour Society** webinar with **Sue Ellson** on **LinkedIn** for high achievers and learnt:


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7. Content

What tips do you have for showcasing your professional membership on LinkedIn?

#gkihs #gk #LearnWithGKA #linkedin #sueellson

 #content #engagement #education #webinar #society #publishing



 **Post**



## 2. What is an achievement?

Anything you have done particularly well

Anything you have done over and above your initial requirements

Do not include commercially sensitive information

Write them in past tense (have been completed)

<https://www.linkedin.com/pulse/how-write-add-achievements-your-linkedin-profile-sue-ellson>

This link also includes words you can use to describe your achievements.



### 3. Where can you include your achievements?

#### **Priority Sections**

Experience  
Volunteer  
Honors & awards

#### **Other Sections**

About  
Projects  
Test Scores  
Demonstrate Skills (in Skills Section)



## 4. LinkedIn Profile Essentials – backup, statistics, settings, sections


### Demonstration

**Backup** – More Button (PDF) and <https://www.linkedin.com/mypreferences/d/download-my-data>


**Statistics** – 500+ Connections, 100+ views per 90 days, 50+ search appearances seven days, 3+ actions per week, 20+ Skill Endorsements top 2 skills, 6+ Recommendations Given and Received


**Settings** – Turn off people also viewed and selective visibility, edit public URL  
<https://www.linkedin.com/public-profile/settings>

**Sections** – Complete as many as possible but in particular, the headline  
<https://www.linkedin.com/pulse/linkedin-headline-formula-label-keywords-interest-sue-ellson>

 **Edit your custom URL**

Personalize the URL for your profile.

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

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



## 5. LinkedIn Page Essentials – multiple menus

### Demonstration

Edit

Header

Page info

Buttons

Home

Featured

About

Details

Interested talent

Workplace

Commitments

Locations

Leads


Lead gen form

Manage languages

Page info

\* indicates required

Logo



Name\*

10/100

LinkedIn public URL \* ?

linkedin.com/company

Tagline

108/120

PREMIUM

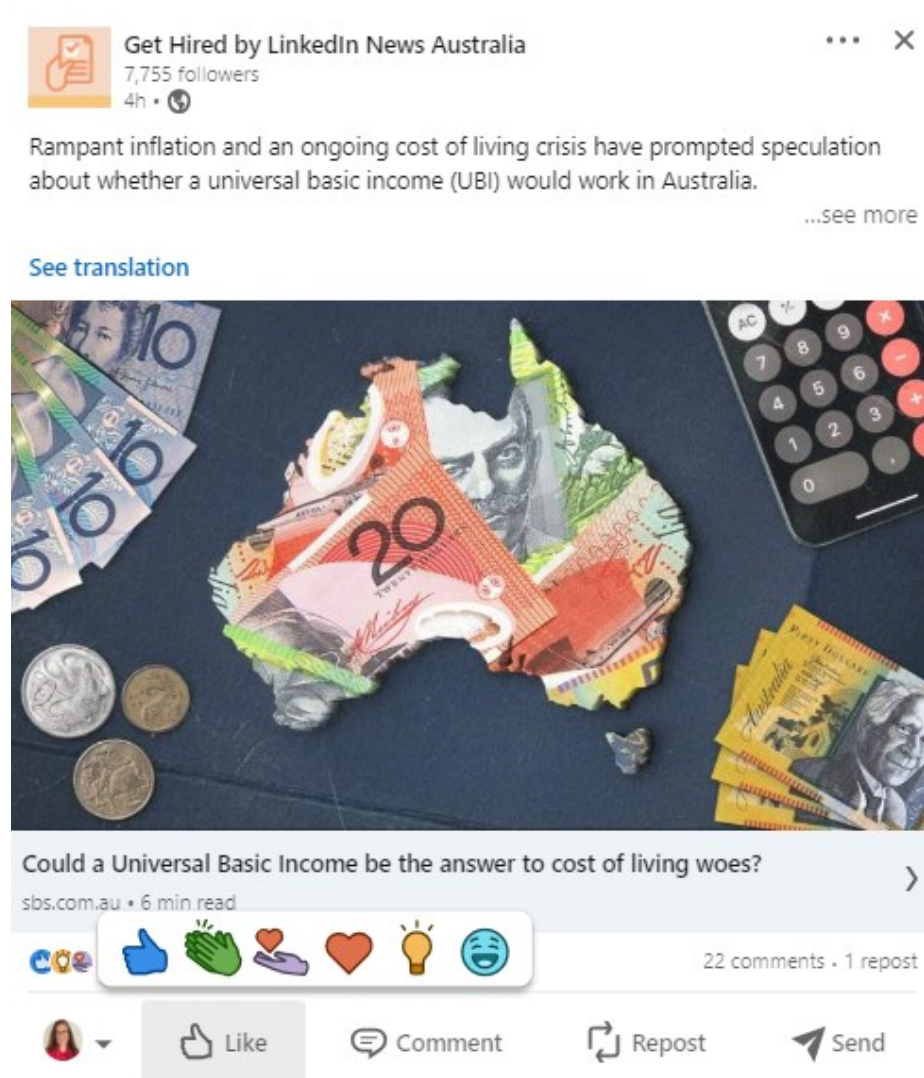
Get 7.5x more Page engagement on average



## 6. Engagement Essentials – reactions, comments, endorsements, recommendations

### Demonstration

[https://www.linkedin.com/posts/get-hired-by-linkedin-news-australia-nz\\_could-a-universal-basic-income-be-the-answer-activity-7074567653901631489-rt8E](https://www.linkedin.com/posts/get-hired-by-linkedin-news-australia-nz_could-a-universal-basic-income-be-the-answer-activity-7074567653901631489-rt8E)









# 7. Publishing Essentials – posts, articles, newsletters


## Demonstration

- Posts, Articles, Newsletters (Personal Profile or Company/School Page)



Start a post


 Video Photo Write article











Sue Ellson ▾  
Post to Anyone

×

What do you want to talk about?





 Post



Where to from here?

Please choose three  
things from this session  
to do in three hours  
from now (or 3 days if  
you must)

3 in 3



# 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



# How to say thank you to Golden Key

**Google**

[https://search.google.com/local/writereview?placeid=ChIJb\\_osr9OxEmsRoEYbAZ3WmC8](https://search.google.com/local/writereview?placeid=ChIJb_osr9OxEmsRoEYbAZ3WmC8)

(1 Review)

