

LINKEDIN MASTERCLASS



State Library of WA
25 Francis St Perth
Wed 19 Nov 2025
5:30pm - 7:00pm
Tix \$33 (incl digital book)
linkedinwa.eventbrite.com.au

BOOK NOW



With LinkedIn Specialist
and Author Sue Ellson

Hands on session



LinkedIn Masterclass

Sue Ellson

GK BBus MPC PCDAAS ASA WV MEdPlus

Independent LinkedIn Specialist

sueellson@sueellson.com

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

State Library of Western Australia
Kimberley Room
Ground Floor
25 Francis Street, Perth, WA, 6000

19 November 2025



Fast Facts

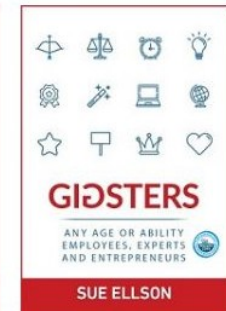
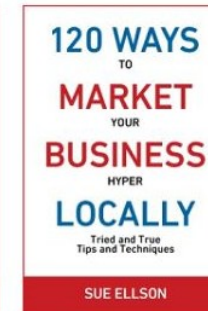
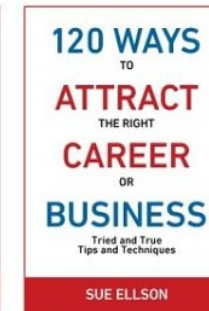
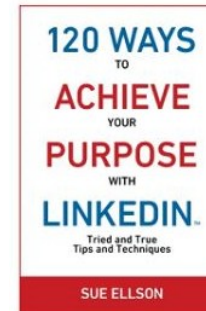
Member



Founder



Author



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

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

Follow / Subscribe to Sue Ellson Online

LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (1,093 Followers)

LinkedIn Profile <https://www.linkedin.com/in/sueellson> (26,582 Connections, 31,444 Followers)

Facebook <https://www.facebook.com/sueellson2> (286 Followers)

Instagram <https://www.instagram.com/sueellson> (mostly poems) (513 Followers)

Pinterest <https://au.pinterest.com/sueellson> (22 Followers)

TikTok <https://www.tiktok.com/@sueellson> (125 Followers, 360 Likes)

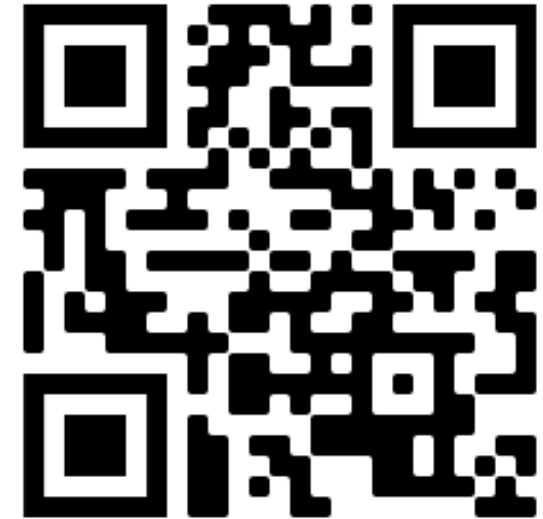
Twitter / X <https://x.com/sueellson> (441 Followers)

YouTube <https://www.youtube.com/@sueellson> (760 Subscribers, 219 Videos)

Sue Ellson Shares LinkedIn Newsletter (6,992 Subscribers)
<https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>

Sue Ellson Sharing LinkedIn Newsletter (427 Subscribers)
<https://www.linkedin.com/newsletters/7011478630589497344>

Sue Ellson Email Newsletter (1,807 Subscribers) <https://sueellson.com/newsletters>



LinkedIn Masterclass

- update the three most important settings on your LinkedIn Profile
- review the three most important keyword location fields on your LinkedIn Profile
- be invited to add three useful sections to your LinkedIn Profile
- invite other participants to connect with you (if you would like to)
- learn about a LinkedIn Profile case study
- learn about a LinkedIn Page case study
- discuss three types of quality content shared on LinkedIn
- participate in questions and answers
- receive a digital copy of 'LinkedIn for me and my career or business' (a finalist in the Australian Career Book Award) for you to update your LinkedIn strategy and tactics after the workshop in alignment with best practice for your purpose
- receive a \$47 discount on a one-on-one online LinkedIn session with Sue Ellson

Agenda

1. Setup – Statistics, Settings, Backup
2. Shine – Profile, Location Specifics
3. Surprise – Engagement, Content, Attraction, Networking
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 Statistics and Goals
- 1.5 Public URL
- 1.6 Settings Security
- 1.7 Settings Notifications
- 1.8 Backup x 2

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 Profile Case Study
- 3.7 Page Case Study
- 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

People add a new role to their profile

10K+

Members apply for jobs

1.3M+

Feed updates are viewed

16K+

Connections are made

~145

Hours of learning content is consumed

A community of

1B+

Members

69M+

Companies listed

140K+

Schools listed

41K+

Skills listed

Our business

2x

Video creation is growing at 2x the rate of other formats on LinkedIn

36%

Time spent watching videos on LinkedIn increased 36% year-over-year

7%

Year-over-year growth in revenue (8% in Constant Currency) in Q3 FY25

\$2B

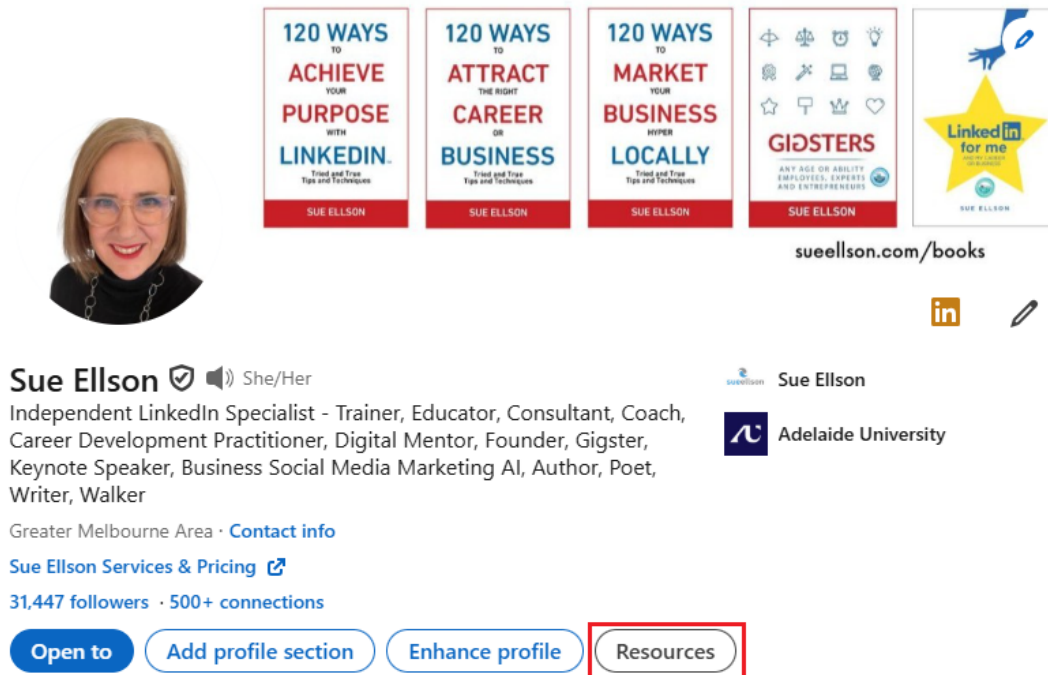
LinkedIn Premium surpassed \$2 billion in annual revenue for the first time in Q2 FY25

2

LinkedIn Marketing Solutions saw 2 consecutive quarters of accelerated revenue growth in Q3 FY25

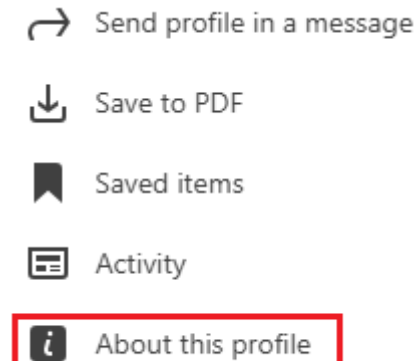
1.2 Date Joined LinkedIn

1. Visit Profile and Click Resources (or More)

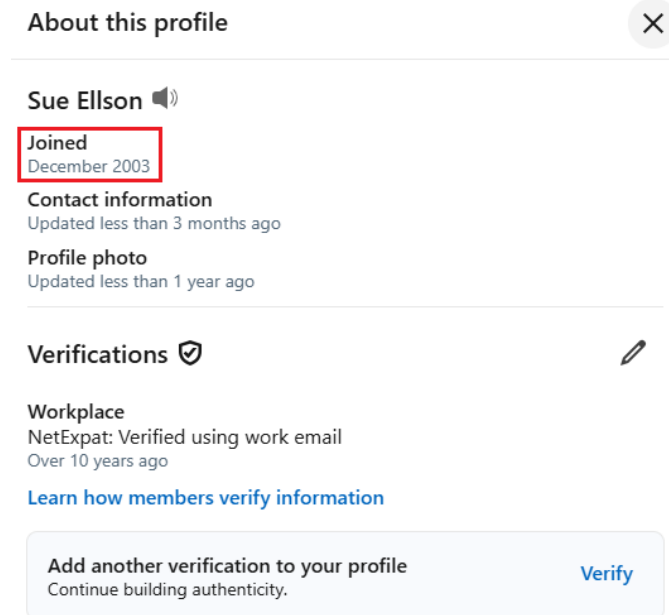


**If not the 'Resources' button, could be the 'More' button or the ...

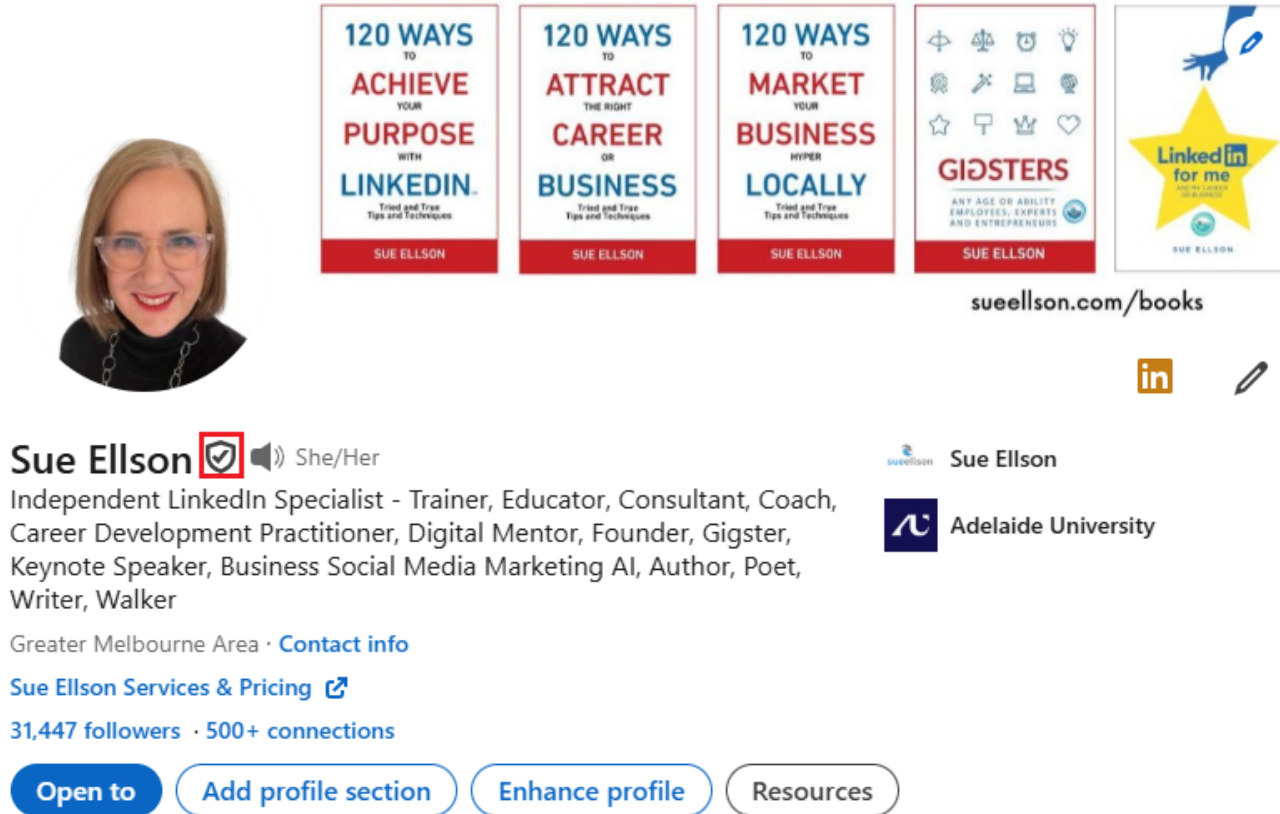
2. Click About this Profile



3. See When You Joined



1.3 Verification



The image shows Sue Ellson's LinkedIn profile. At the top is a circular profile picture of Sue Ellson, a woman with blonde hair and glasses. To the right of the photo are five book covers: '120 WAYS TO ACHIEVE YOUR PURPOSE WITH LINKEDIN', '120 WAYS TO ATTRACT THE RIGHT CAREER OR BUSINESS', '120 WAYS TO MARKET YOUR BUSINESS HYPER LOCALLY', 'GHOSTERS', and 'Linked in for me'. Below the books is the URL 'sueellson.com/books'. To the right of the URL are the LinkedIn and edit icons. Below the profile picture is the name 'Sue Ellson' with a verified badge (a red square with a white checkmark) and a speaker icon. To the right of the name is the text 'She/Her'. Below the name is a detailed description of her roles: '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'. Below this is the location 'Greater Melbourne Area' and a link to 'Contact info'. Below that is a link to 'Sue Ellson Services & Pricing'. Below that is the text '31,447 followers · 500+ connections'. At the bottom are four buttons: 'Open to', 'Add profile section', 'Enhance profile', and 'Resources'.

Sue Ellson   She/Her

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](#)

[Sue Ellson Services & Pricing](#)

31,447 followers · 500+ connections

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

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

1.4 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

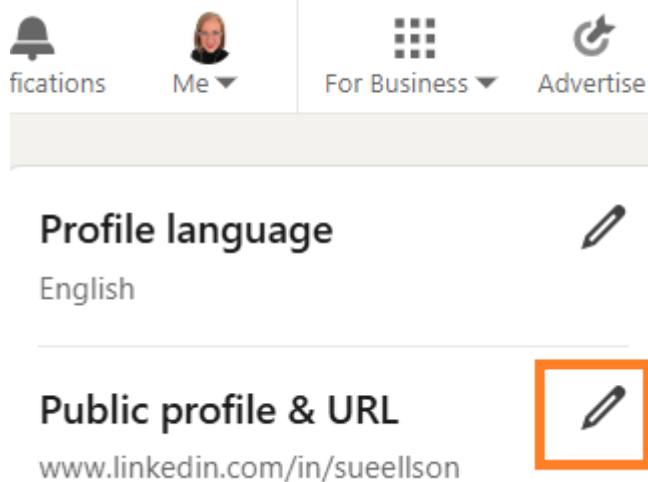
7. Recommendations <https://www.linkedin.com/in>

6+ Given and Received

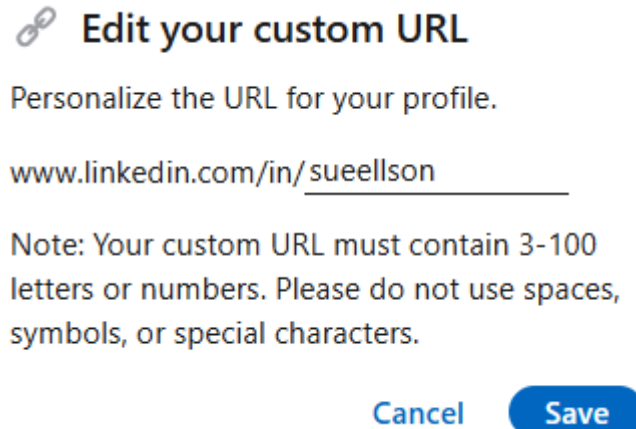
Write these down now and compare in three months

1.5 Public URL

1. Visit Your Profile



2. Edit and Save Your Custom URL



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

1.6 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

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>

1.7 Settings – Notifications

**Review Advertising Data Options
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

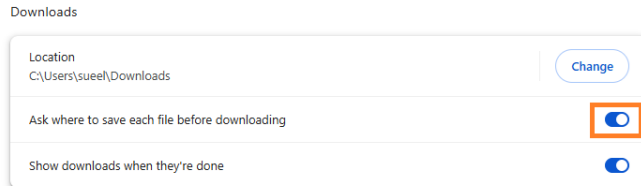
Notifications you receive

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	→

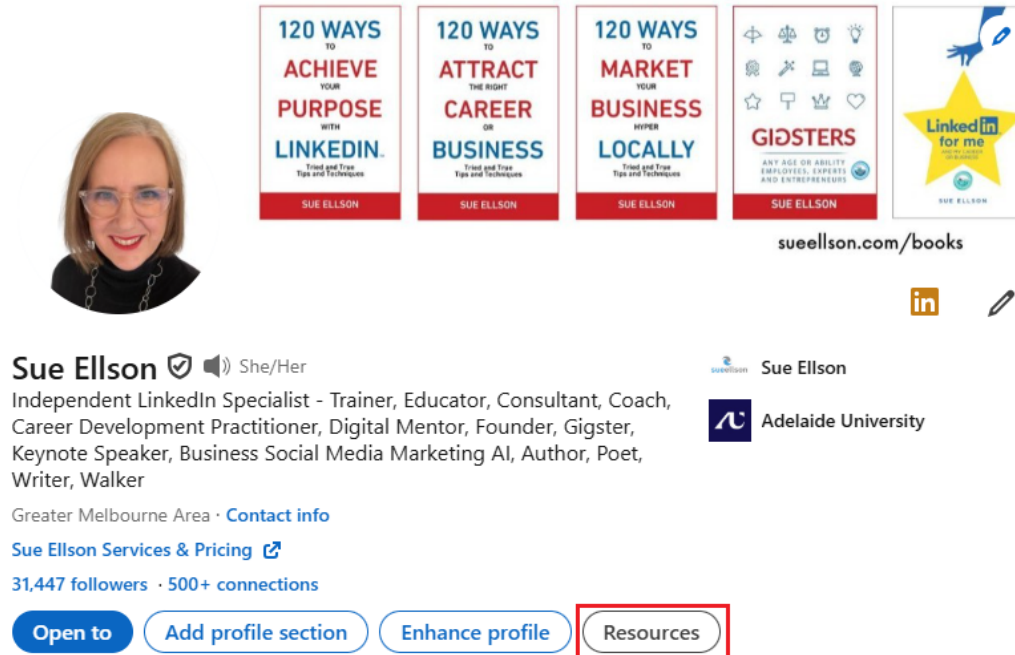
<https://www.linkedin.com/mypreferences/d/categories/notifications>

1.8 Backup Profile - PDF

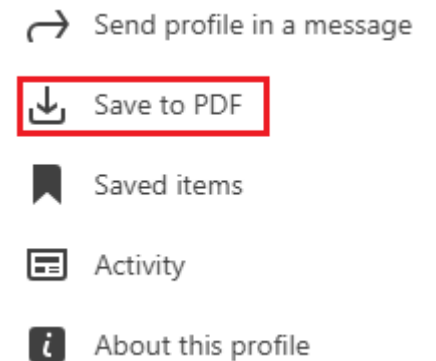
1. Change Internet Browser Download Location



2. Visit Profile and Click Resources (or More)



3. Click Save to PDF

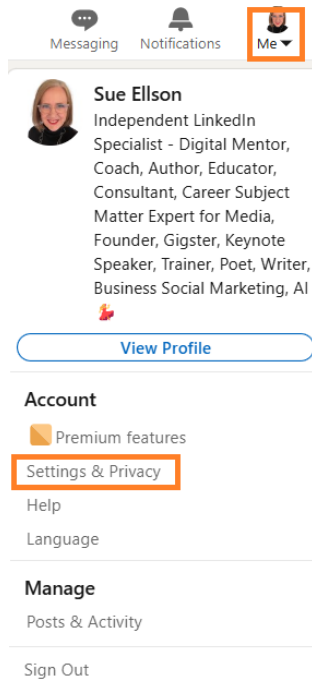


Add remainder of content to a Word Document

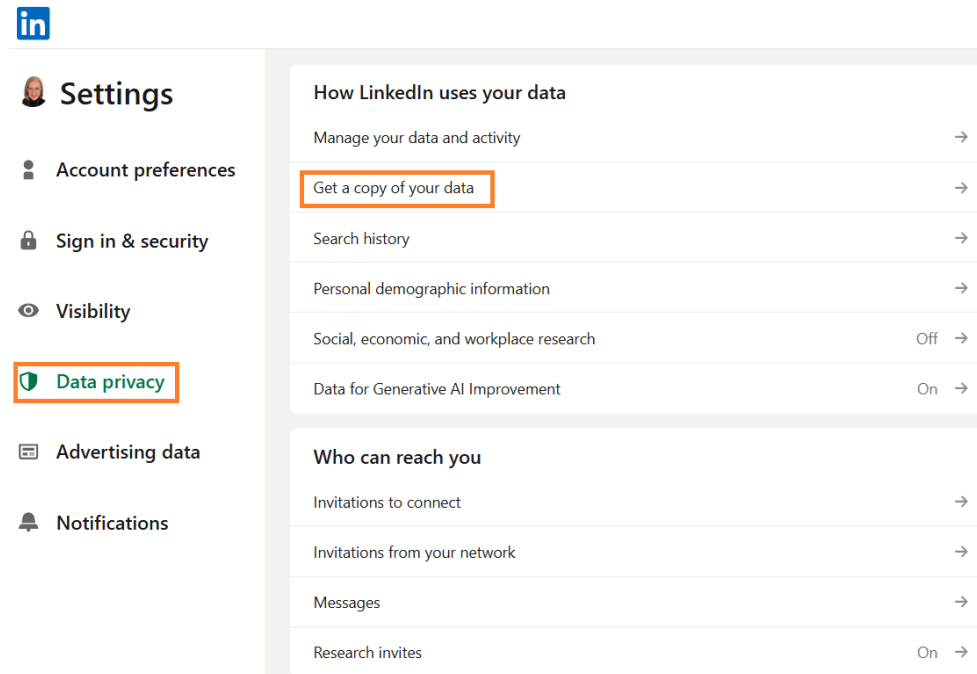
Save File as YYYYMMDD-FirstName-LastName-LinkedIn-Profile-Before-Edits

1.8 Backup Profile – Get a Copy of Your Data

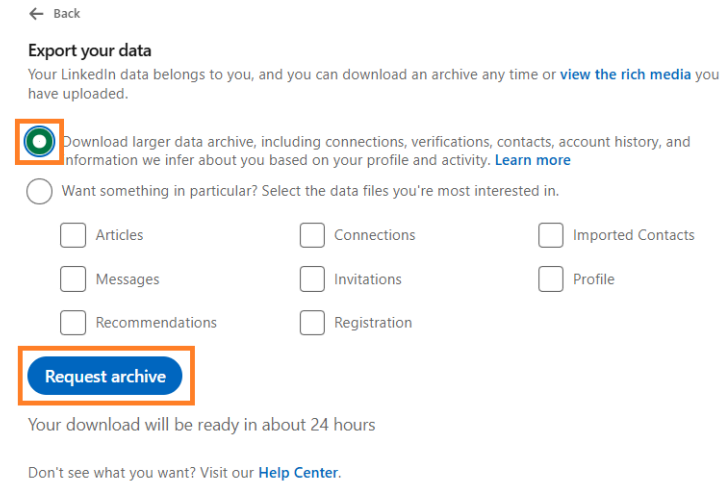
1. Click on Me and Settings & Privacy



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



3. Click Download Larger Data Archive, Request Archive



Download from link as soon as received via email

Setup, Shine, Surprise Methodology

1. Setup

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

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 Profile Case Study
- 3.7 Page Case Study
- 3.8 Networking



2.1 Photo

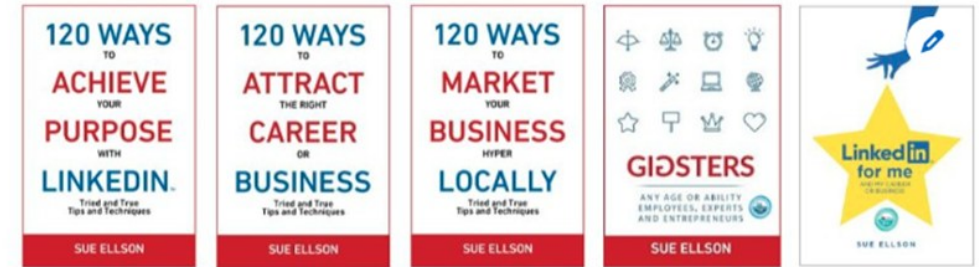
- Clothing and Appearance aligned with professional goals
- High neck garment frames face
- Eyes on one third line
- Smiling with teeth showing
- Crease in skin at eye level
- Convey energy and enthusiasm
- Can include relevant props
- Not too close or too far (remember small version in feed)
- Take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



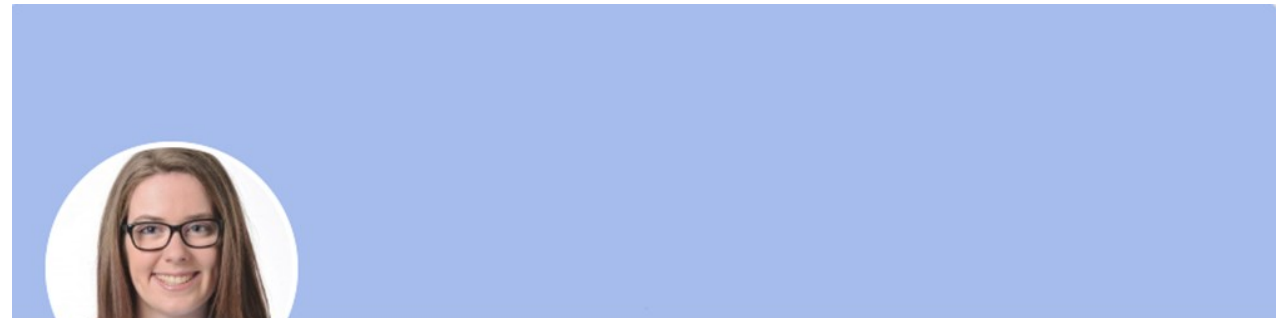
2.2 Background Image

- 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



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

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**
- **Do not mention XX years of 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 · 7 yrs 7 mos

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

💎 LinkedIn, Website Development and +3 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)



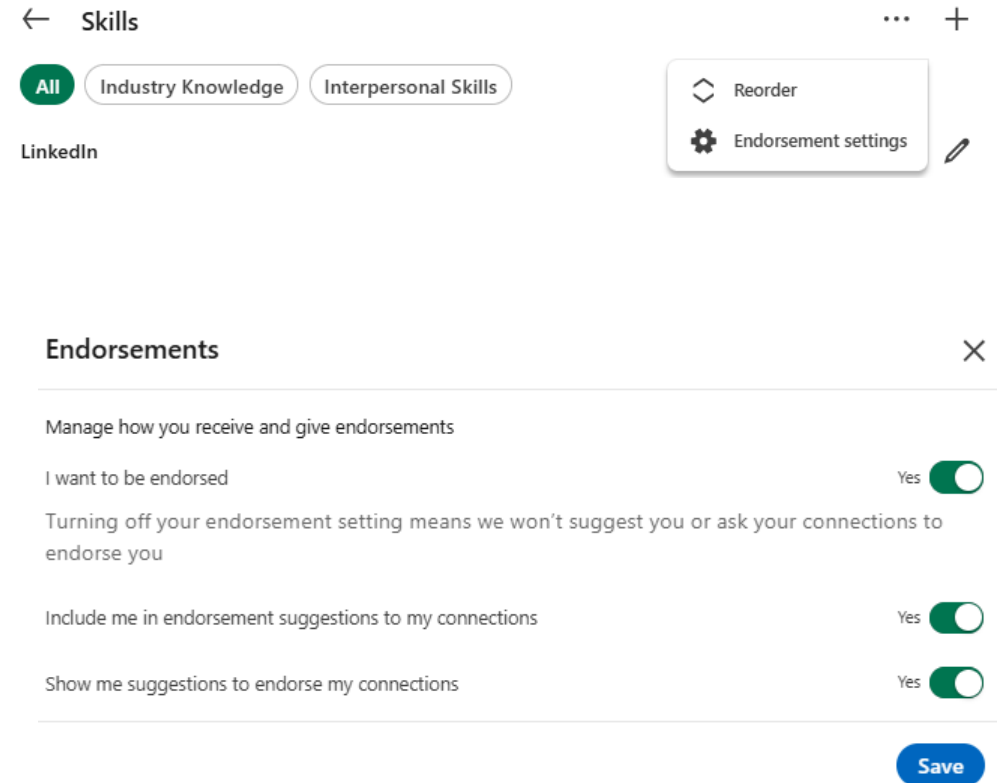
Adelaide University

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

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



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
- Remember Skills, Education, Language (easy)

Digital Competency – Add Featured Section! Allow 10 hours!!

Setup, Shine, Surprise Methodology

1. Setup

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



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 Profile Case Study
- 3.7 Page Case Study
- 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

The screenshot shows a LinkedIn profile's 'Skills' section. At the top, there's a back arrow, the word 'Skills', and a plus icon. Below this are three tabs: 'All' (selected), 'Industry Knowledge', and 'Interpersonal Skills'. The 'All' tab is active, showing a list of skills with their endorsement counts and details. The first skill is 'LinkedIn' with 11 endorsements, followed by 'Writing' with 7 endorsements, and 'Career Development' with 6 endorsements. Each skill entry includes a list of endorsing organizations or schools, a 'Show all details' link, and an edit icon.

← 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*

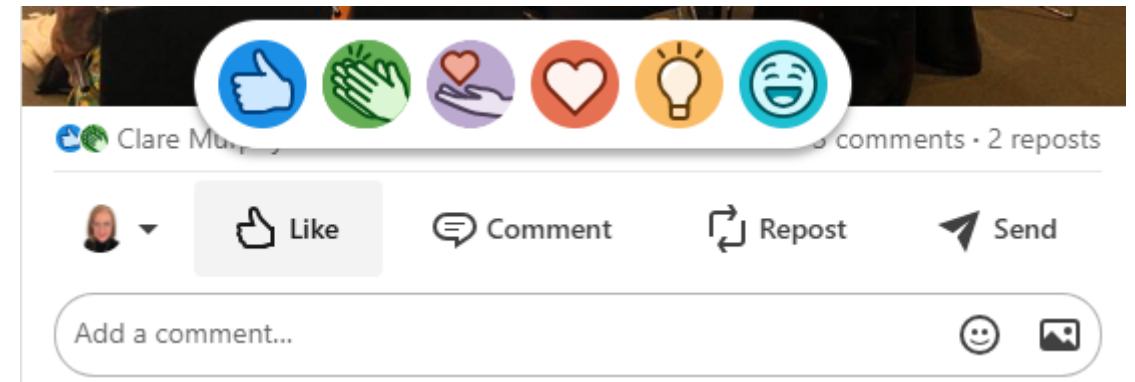
Hi Victoria, would you be happy to write a recommendation for me please? It was lovely to meet you at the Twitter for Execs, AmCham lunchtime event back on 4 May 2016. I appreciate you connecting with me directly afterwards and keeping up to date with the information related to LinkedIn that I have shared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

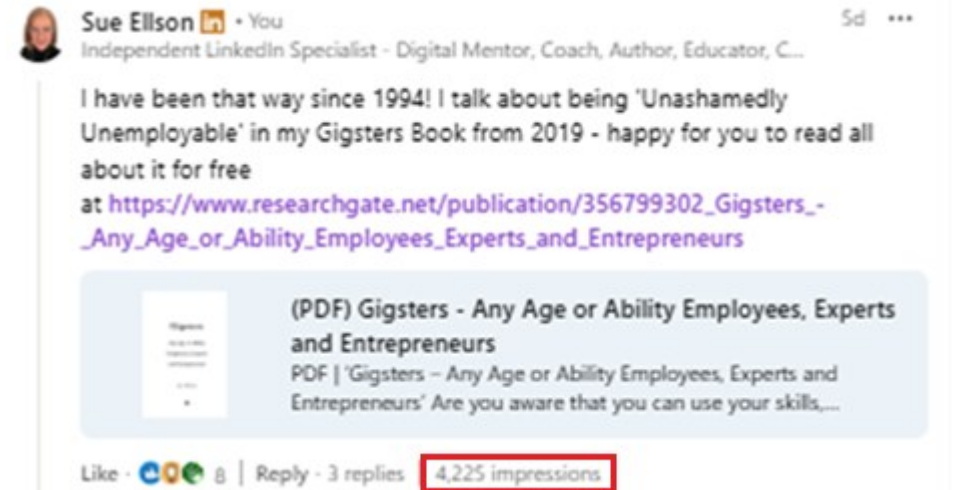


People like it when you like their stuff!

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
- Be aware Comment Impressions now being collected

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



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?

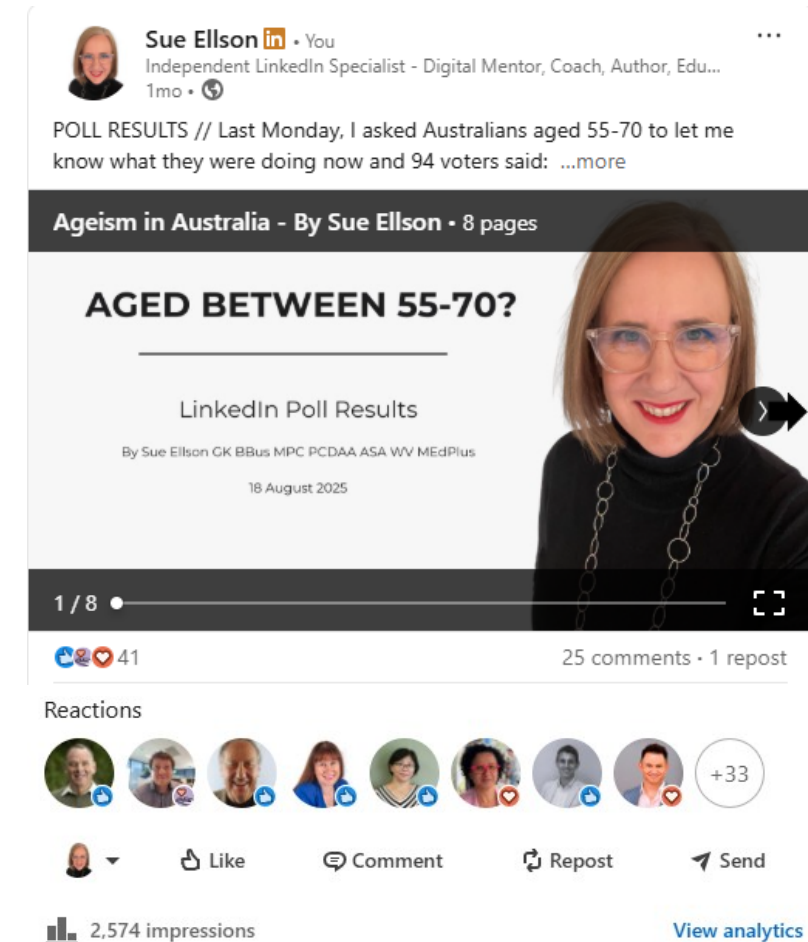


Post

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



<https://www.linkedin.com/feed/update/urn:li:activity:7363054628600492034>

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

3.6 Profile Case Study



**your partner in
branded merchandise**

source for me



Carmen Vitnell  She/Her · 1st
Founder of Source For Me - Merchandise, Print, Promo, Relationship, Account & Administrative Management - Business Development, Stakeholder & Relationship Manager, Proactive Problem Solver 🙌
Greater Melbourne Area · [Contact info](#)
500+ connections
 John Costa, Rakesh Singh, and 106 other mutual connections
[Message](#) [More](#)

About

Carmen Vitnell | info@sourceforme.com.au | +61 434 198 691

Founder of Source For Me - your one stop print management shop based in Melbourne - offering all things print, promotional, clothing, display, graphic design and branded merchandise.... [...see more](#)

 **Top skills**

Marketing • Operations Management • Office Administration • Business Development • Account Management [→](#)

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

3.7 Page Case Study

The screenshot shows the Westpac LinkedIn company page. At the top is a banner image of a red teapot and cups with the text "IT TAKES A LITTLE" and the Westpac logo. Below the banner is the Westpac logo and a verified badge. The company name "Westpac" is followed by "Banking · Sydney, NSW · 332K followers · 10K+ employees". A link says "Chanelle & 29 other connections work here". There are buttons for "Following", "Contact us", and a menu icon. The navigation bar includes "Home", "About", "Posts" (selected), "Jobs", "Life", "People", and "Insights". Below the navigation bar are filters for "All", "Images", "Videos", "Articles", and "Documents", and a "Sort by: Top" dropdown. On the left sidebar, there is a Westpac logo, the name "Westpac", "332,072 followers", and a link to "View ad library". The main content area shows a post from Westpac, 8 hours old, with 332,072 followers. The post text says: "🏡 'Gen Z are leaning in [to home ownership] despite higher hurdles,' said [James Hutton](#), Westpac Managing Director, Mortgages. ...more". Below the text is a photo of two women in a kitchen setting.

Westpac 

Banking · Sydney, NSW · 332K followers · 10K+ employees

[Chanelle & 29 other connections work here](#)

[Following](#) [Contact us](#) [...](#)

[Home](#) [About](#) [Posts](#) [Jobs](#) [Life](#) [People](#) [Insights](#)

[All](#) [Images](#) [Videos](#) [Articles](#) [Documents](#) Sort by: [Top](#)

Westpac  332,072 followers 8h • 

🏡 "Gen Z are leaning in [to home ownership] despite higher hurdles," said [James Hutton](#), Westpac Managing Director, Mortgages. ...more



<https://www.linkedin.com/company/westpac>

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
Unlimited access to LinkedIn Learning	✓	✓	✓	✓	✓	
Private browsing	✓	✓	✓	✓		
Applicant insights	✓	✓	✓	✓		
Direct messaging	✓	✓	✓	✓		
Who viewed your profile	✓	✓	✓	✓		
Who's viewed your profile insights availability	305	305	305	305		
Initial credits	5	15	50	30		
AI tools	✓	✓	✓	✓		
Custom button		✓	✓	✓		
Business insights		✓	✓	✓		
Premium Service Page features		✓				
Top choice job	✓	✓				
Advanced search			✓	✓		
Standardize 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-iterate content engagement and invite followers of similar Pages						✓

3.8 Networking - Searching

- Search on Google Advanced Search (unlimited) 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



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:	Put exact words in quotes: "rat terrier"
any of these words:	Type OR between all the words you want: miniature OR standard
none of these words:	Put a minus sign just before words that you don't want: -rodent, -"Jack Russell"
numbers ranging from: to	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: any language	Find pages in the language that you select.
region: any region	Find pages published in a particular region.
last update: anytime	Find pages updated within the time that you specify.
site or domain: linkedin.com	Search one site (like wikipedia.org) or limit your results to a domain like .edu, .org or .gov
terms appearing: 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: any format	Find pages in the format that you prefer.
usage rights: not filtered by licence	Find pages that you are free to use yourself.

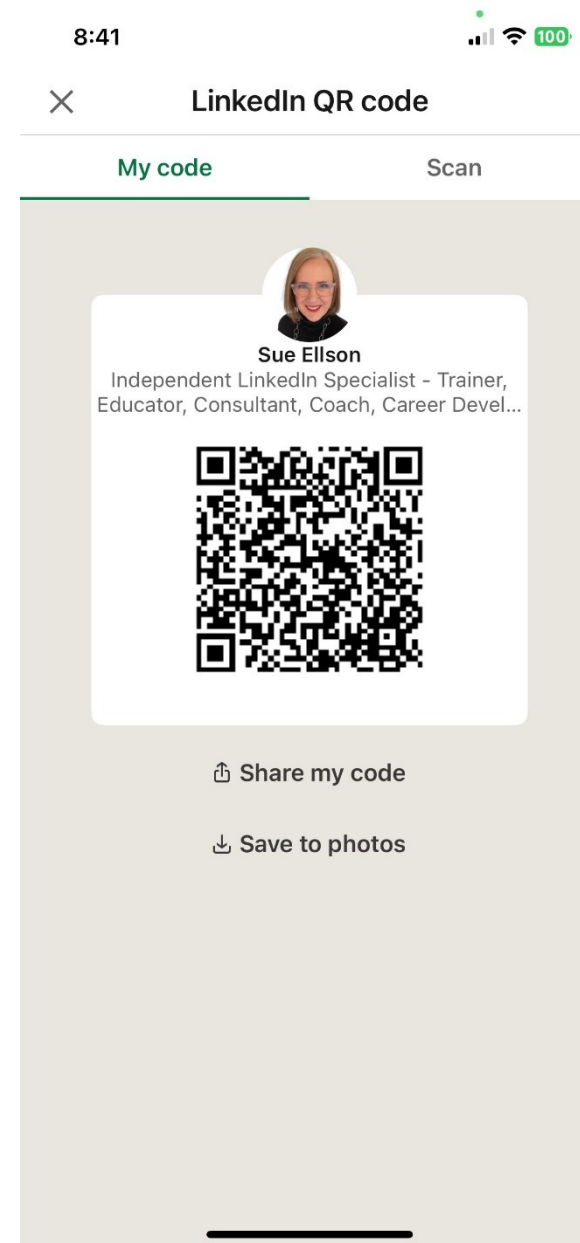
3.8 Networking - Connecting

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



Setup, Shine, Surprise Methodology

1. Setup

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



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 Profile Case Study
- 3.7 Page Case Study
- 3.8 Networking



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
- Focus on what WORKS for your goals



LinkedIn Masterclass

- **update the three most important settings on your LinkedIn Profile**
 - LinkedIn URL, Email Addresses, Notifications
- **review the three most important keyword location fields on your LinkedIn Profile**
 - Headline, Current Job Title, Past Job Title
- **be invited to add three useful sections to your LinkedIn Profile**
 - Skills to About and Each Experience, Education, License and Certification, Project
 - Education / Courses
 - Languages
- **invite other participants to connect with you (if you would like to)**
 - Using the LinkedIn App
- **learn about a LinkedIn Profile case study**
 - Sue Ellson and Carmen Vitnell
- **learn about a LinkedIn Page case study**
 - Sue Ellson and Westpac
- **discuss three types of quality content shared on LinkedIn**
 - Video, Polls, PDFs
- **participate in questions and answers**
- **receive a digital copy of 'LinkedIn for me and my career or business'** (a finalist in the Australian Career Book Award) for you to update your LinkedIn strategy and tactics after the workshop in alignment with best practice for your purpose
- **receive a \$47 discount** on a one-on-one online LinkedIn session with Sue Ellson

Evaluation – and Questions and Answers!



Please book your one-on-one session by 30 November 2025 to save \$47

- 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?

