

educate+



Educate Plus WA

End of Year AGM and PD

20 November 2025

Perth Zoo

GATHER & GROW



GATHER & **GROW**



Sue Ellson GK MPC PCDAASASA WV MEdPlus

Independent LinkedIn Specialist, Author,
Educator, Practitioner and Consultant
sueellson@sueellson.com

LinkedIn for Advancement Professionals

How powerful is your LinkedIn presence - for you and your institution?

Whether you're in a school, university or residential college, LinkedIn can be a game-changer for marketing, donor prospecting, alumni engagement, and professional networking.

Join Sue for an engaging session on how to showcase your Educate Plus membership, build your personal and institutional brand, and use LinkedIn's tools and insights to elevate visibility, strengthen connections, and drive real impact across your community.

About us

Admissions

Alumni & Community Engagement

Fundraising

Marketing & Communications

Leadership

People & Culture

We are a forward-thinking membership organisation committed to empowering Advancement professionals.

We operate via six Chapters, and a seventh 'Region' after successful expansion into Asia.

We are recognised as the only Australasian professional body for Educational Advancement.

We provide professional development and networking opportunities: Conferences, Summits, Training, Mentoring, Networking and more.

We were established in 1987 and now represent over 2,500 Members across Australia, NZ and Asia.

Sue Ellson

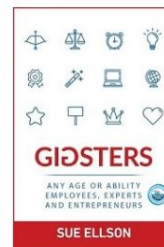
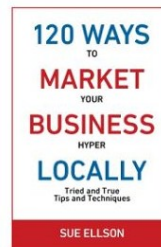
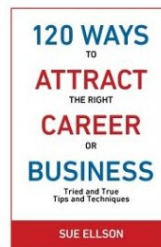
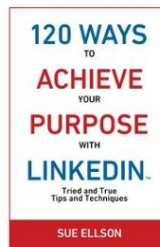
Member



Founder



Author



<https://www.educateplus.edu.au/presenter/sue-ellson>

<https://sueellson.com/educate-plus-presentations-and-publications>

<https://sueellson.com/clients>

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)

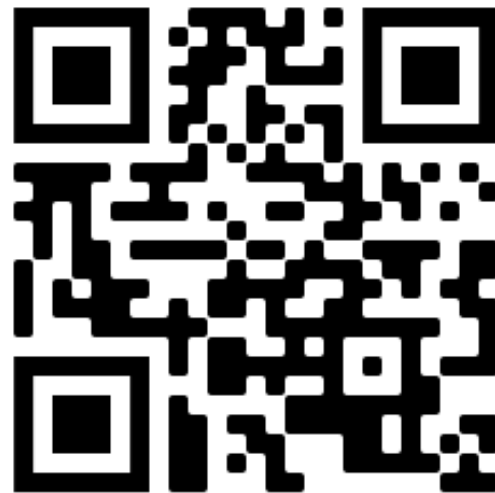
Twitter / X <https://x.com/sueellson> (441 Followers)

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>



Follow / Subscribe to Educate Plus Online

Facebook <https://www.facebook.com/EducatePlus> 1K, 1.1K, 1.1K, 1.1K Followers

Instagram <https://www.instagram.com/educateplus> 311, 389, 448, 466 Followers

LinkedIn <https://www.linkedin.com/school/educateplus> 3K, 3K, 3720, 3789 Followers 5 Alumni

Twitter / X https://x.com/Educate_Plus 483, 465, 452, 452 Followers

Vimeo <https://vimeo.com/educateplusvideo> 95, 97, 102, 102 Videos

YouTube <https://www.youtube.com/@educateplus4819>

9, 11, 11, 11 Subscribers 11, 11, 11, 11 Videos

*2024/2025 numbers

Facebook Reviews <https://www.facebook.com/EducatePlus/reviews> 6 - perhaps you would like to add one!





Today's Agenda

Record your action steps!

- Showcase your Educate Plus membership
- Build your personal brand
- Build your institutional brand
- Use LinkedIn's tools and insights to elevate visibility, strengthen connections, and drive real impact across your community

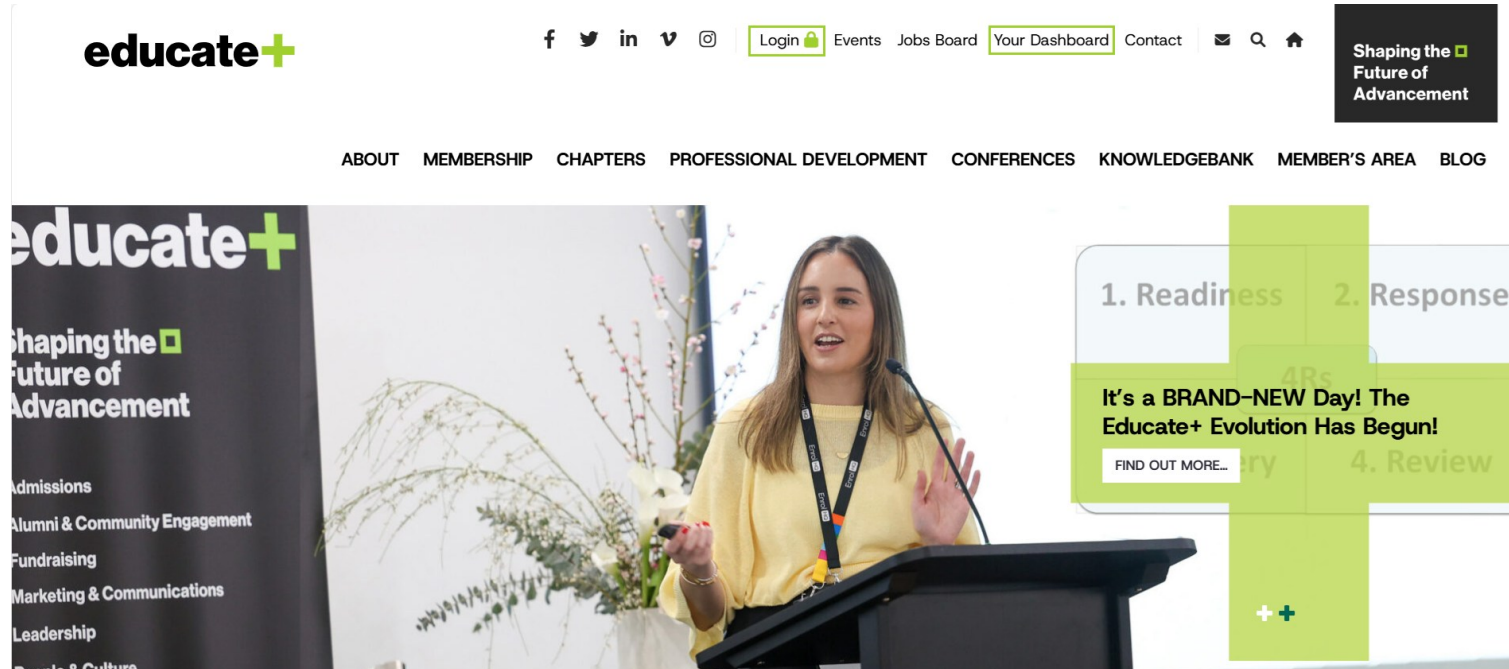


Showcase your Educate Plus Membership

Consider creating your institution's 'onboarding' process too! Only suggestions, not requirements.

1. Login to Educate Plus Community Portal and update your details
2. Login to LinkedIn and Follow Educate Plus and click  and All posts
3. Join WA Educate Plus Chapter Group and click  and All posts
4. Add a Background Banner / Cover Photo on your Profile that includes an Educate Plus Logo
5. Edit your Contact Info and add a link to Educate Plus in one of the Websites area
6. In the About / Summary Section add your name with post nominals MEdPlus
7. Add a link to the Educate Plus WA Chapter in the Featured Links Section
8. **Add details in Licenses and Certifications Section ** including Website Link in Media**
9. Add details to Organizations Section
10. Add to Providing Services Page in Media Section (if you have one)
11. Announce in a Post that you are a Member of Educate Plus
12. Update your own name website 'About' page and 'Media Kit' (if you have one)

1. Login to Educate Plus Community Portal and update your details



educate+

educate+

educate+

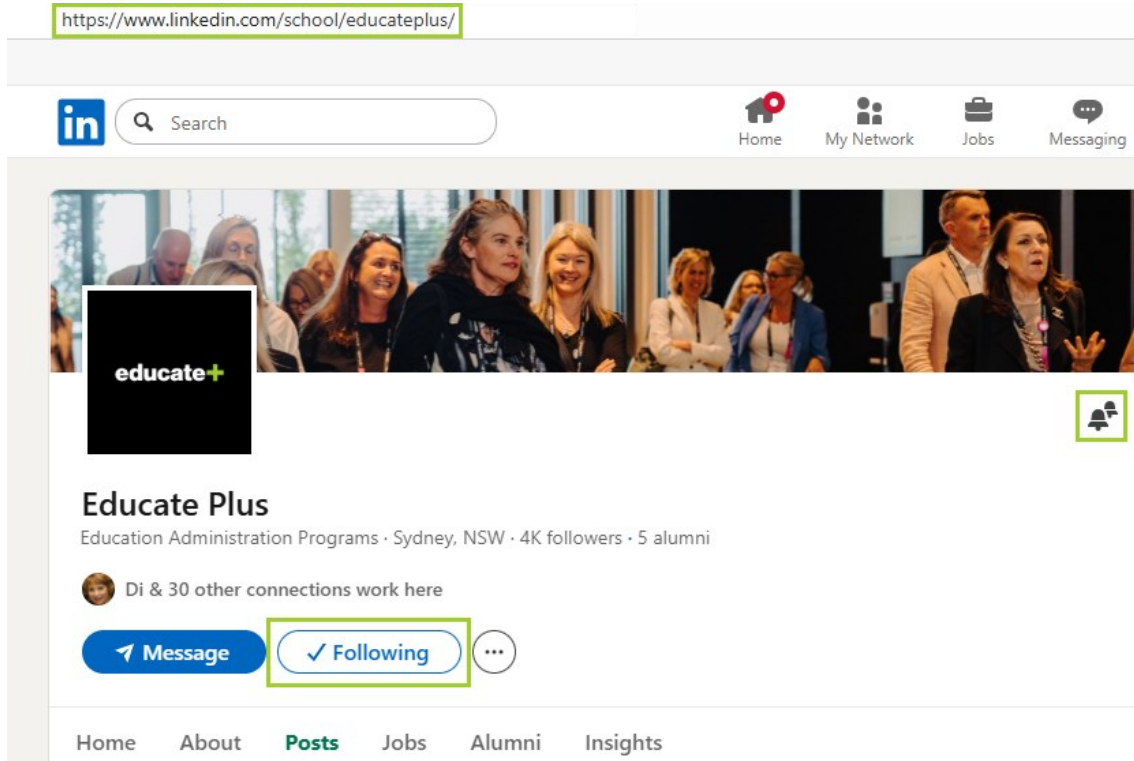
educate+

- educate+**

educate+

2. Login to LinkedIn and Follow Educate Plus and click 🔔 and All posts

<https://www.linkedin.com/school/educateplus/>



The image shows the LinkedIn profile page for 'Educate Plus'. The URL 'https://www.linkedin.com/school/educateplus/' is highlighted in the address bar. The profile header features a banner image of a group of people and a profile picture of the 'educate+' logo. Below the banner, the name 'Educate Plus' is displayed, followed by the description 'Education Administration Programs · Sydney, NSW · 4K followers · 5 alumni'. A section below indicates 'Di & 30 other connections work here'. At the bottom of the profile section, there are three buttons: 'Message', 'Following' (which is highlighted with a green box and has a checkmark), and a three-dot menu button. The bottom navigation bar includes links for 'Home', 'About', 'Posts', 'Jobs', 'Alumni', and 'Insights'.

in Search

Home My Network Jobs Messaging

educate+

Educate Plus
Education Administration Programs · Sydney, NSW · 4K followers · 5 alumni

Di & 30 other connections work here

Message Following ...

Home About **Posts** Jobs Alumni Insights

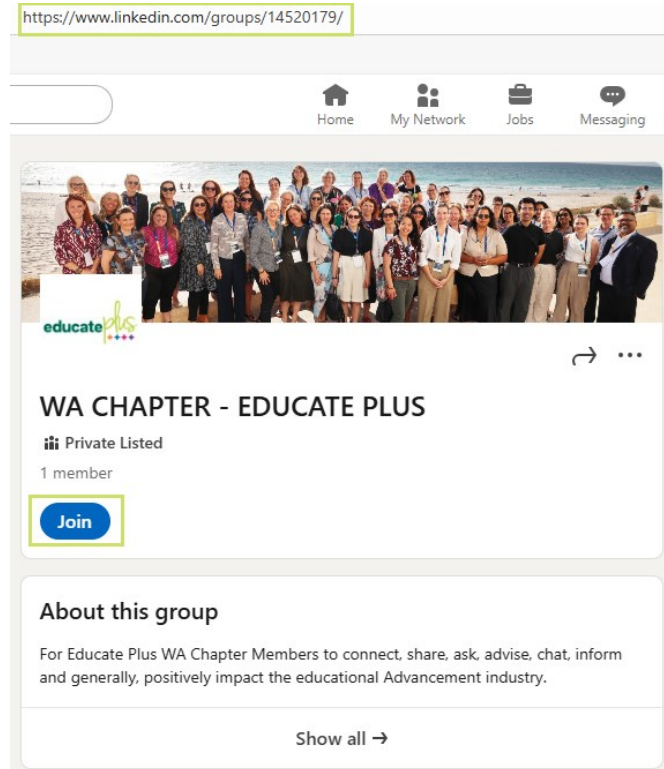
Manage notifications about Educate Plus

-  All ☒
-  Most relevant
Personalized based on your activity ☐
-  Off ☐

Save

<https://www.linkedin.com/school/educateplus/>

3. Join WA Educate Plus Chapter Group and click 🔔 and All posts



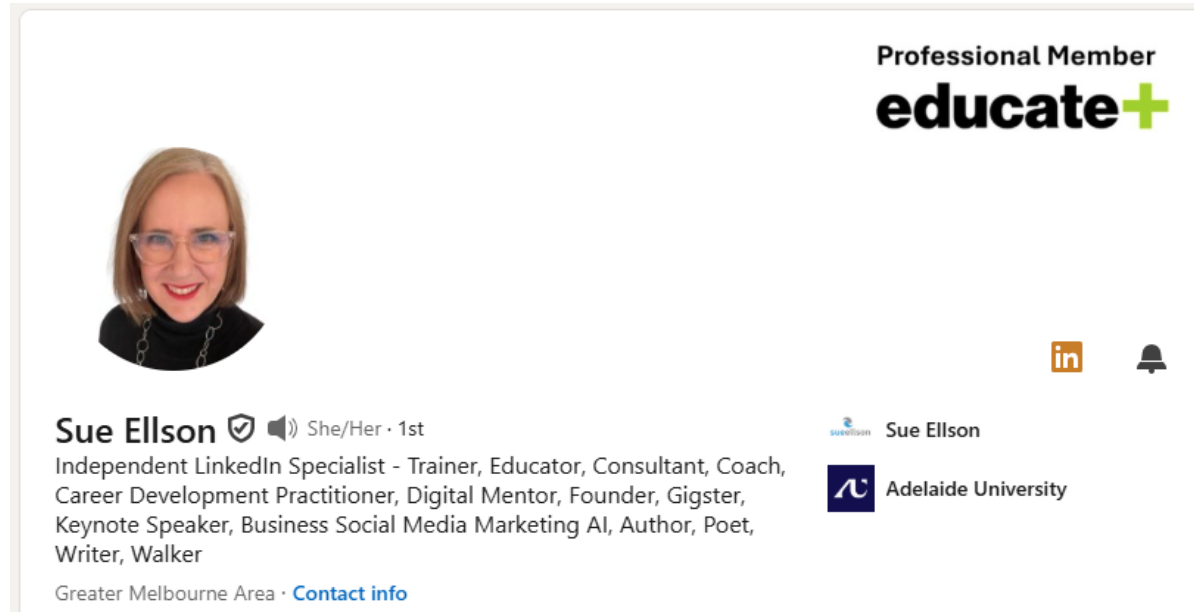
Manage notifications about Educate Plus

- ☒ All
- ☐ Most relevant
Personalized based on your activity
- ☐ Off

Save

<https://www.linkedin.com/groups/14520179>

4. Add a Background Banner on your Profile that includes an Educate Plus Logo



1584 x 396 pixels
Aptos Font

5. Edit your Contact Info and add a link to Educate Plus in one of the Websites area

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](#)

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

Make sure you copy/paste link in

Sue Ellson



Contact Info



Your Profile

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



Websites

sueellson.com (Other)

cdaa.org.au/cdaawebsite/FindCareerSpecialistDetail?id=8293 (Other)

[educateplus.edu.au](https://www.educateplus.edu.au) (Other)



Phone

+61 402 243 271 (Mobile)



Address

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



Email

sueellson@sueellson.com

6. In the About / Summary Section add your name with post nominals MEdPlus

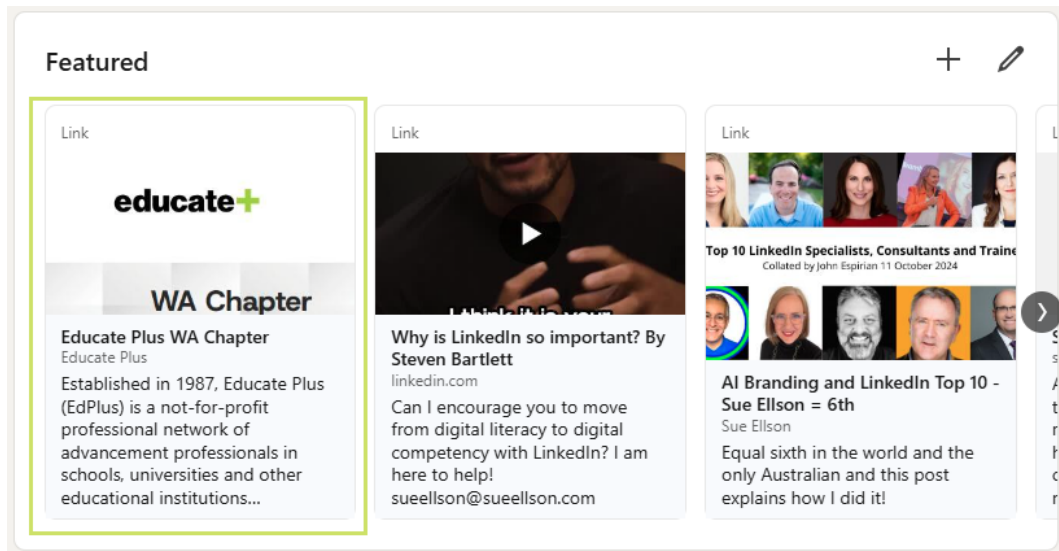
About

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!
... [...see more](#)

 **Top skills** [→](#)
LinkedIn Training • LinkedIn • Writing • Consulting • Marketing

Post Nominal MEdPlus

7. Add a link to the Educate Plus WA Chapter in the Featured Links Section



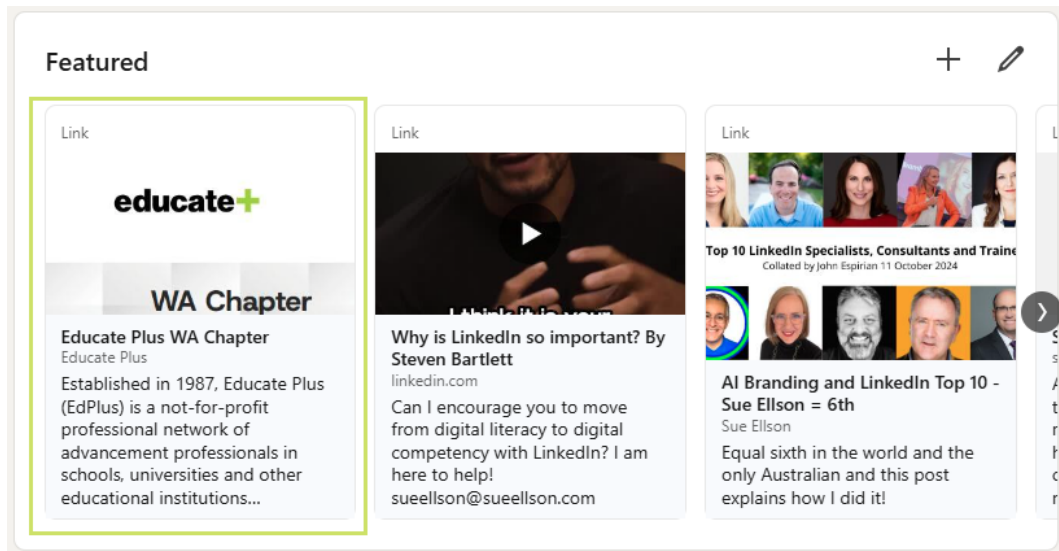
Established in 1987, Educate Plus (EdPlus) is a not-for-profit professional network of advancement professionals in schools, universities and other educational institutions throughout Australasia.

It provides professional development and support to members in the areas of Admissions, Alumni and Community Relations, Fundraising, Marketing and Communications, Leadership and People and Culture.

<https://www.educateplus.edu.au/chapters/wa/>

PS I created the image here from the Educate Plus website

7. Add a link to the Educate Plus WA Chapter in the Featured Links Section



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<https://www.educateplus.edu.au/chapters/wa/>

PS I created the image here from the Educate Plus website

8. Add details in Licenses and Certifications Section ** including Website Link in Media



Member - Educate Plus (MEdPlus)

Educate Plus

Issued Dec 2022

Credential ID <https://www.educateplus.edu.au>

Show credential 

Skills: Social Media · Social Media Marketing · Social Networking · LinkedIn · LinkedIn Training



Sue Ellson - Educate Plus Member and Presenter

Established in 1987, Educate Plus (EdPlus) is a not-for-profit professional network of advancement professionals in schools, universities and other educational institutions...

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<https://www.educateplus.edu.au/chapters/wa/>

PS I created the image here 1200 x 627 pixels and linked to my Presenter Page on the Educate Plus website

<https://www.educateplus.edu.au/presenter/sue-ellson>

9. Add details to Organizations Section

Organizations



Educate Plus (EdPlus)

Member - MEdPlus - Dec 2022 - Present

 Associated with Sue Ellson

Established in 1987, Educate Plus (EdPlus) is a not-for-profit professional network of advancement professionals in schools, universities and other educational institutions throughout Australasia. It provides professional development and support to members in the areas of Admissions, Alumni and Community Relations, Fundraising, Marketing and Communications, Leadership and People and Culture.

Website <https://www.educateplus.edu.au>

Presenter <https://www.educateplus.edu.au/presenter/sue-ellson>

Member <https://www.educateplus.edu.au/members-area/find-a-member/?civiwp=CiviCRM&q=civicrm%2Fprofile%2Fview&reset=1&id=4760&gid=15>

Established in 1987, Educate Plus (EdPlus) is a not-for-profit professional network of advancement professionals in schools, universities and other educational institutions throughout Australasia.

It provides professional development and support to members in the areas of Admissions, Alumni and Community Relations, Fundraising, Marketing and Communications, Leadership and People and Culture.

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

10. Add to Providing Services Page in Media Section (if you have one)

<https://www.linkedin.com/services/page/1402873078b01b7021/>

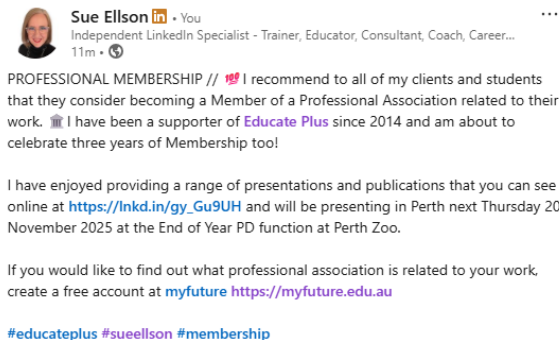
The screenshot shows the LinkedIn interface for Sue Ellson's Services page. On the left is a sidebar with navigation options: 'Service page' (highlighted), 'Requests', 'Client projects', and 'Reviews status'. The main content area is titled 'Media' and features a large promotional graphic for 'LinkedIn for me and my career or business' by Sue Ellson. The graphic includes a star icon with 'LinkedIn for me' and a blue starburst stating 'Online Video Course Book Included'. Below the graphic, there is a section titled 'Online Course - LinkedIn for me and my career or business' with a description: 'Based on and including a digital copy of the book "LinkedIn for me and my career or business," by Sue Ellson, this online video course provides the "how to" from the content in the book. ... See more'. At the bottom, there are three small image thumbnails: the first shows a group of people at a table, captioned 'Career Development Assoc of Australia Member and Presenter'; the second is a portrait of Sue Ellson, captioned 'Educate Plus Member and Presenter' (this thumbnail is highlighted with a green border); the third shows Sue Ellson on a television screen, captioned 'Sue Ellson on Channel 9's Today Extra'.

This banner features a black and white portrait of Sue Ellson on the right. On the left, the text reads: 'Educate Plus Member and Presenter', followed by 'Professional Member of Educate Plus and have provided a range of presentations and publications since 2014 and these are available online at <https://sueellson.com/educate-plus-presentations-and-publications/>'. At the bottom left is a button that says 'Visit website' with an external link icon.

<https://www.linkedin.com/services/page/1402873078b01b7021>

<https://www.educateplus.edu.au/presenter/sue-ellson>

11. Announce in a Post that you are a Member of Educate Plus



Professional Member

educate+

<https://www.linkedin.com/feed/update/urn:li:activity:7394945390682370048>

<https://sueellson.com/educate-plus-presentations-and-publications>

12. Update your own name website 'About' page and 'Media Kit' (if you have one)

Website

Current Memberships

- 2022 – present [Educate Plus](#) (EdPlus)
- 2018 – present [Writers Victoria](#) (WV)
- 2015 – present [Australian Society of Authors](#) (ASA)
- 2015 – present [Career Development Association of Australia](#) (CDAA)
- 2008 – present [Melbourne Press Club](#) (MPC)
- 1998 – present [Golden Key International Honour Society](#) (GK) (top 15% of undergraduates)



<https://sueellson.com/about>

<https://sueellson.com/media-kit>

<https://sueellson.com/wp-content/uploads/sue-ellson-media-kit.pdf>

Media Kit Page 2

SERVICES

- **consulting** – on LinkedIn (for your career or enterprise as an Independent LinkedIn Specialist), careers (helping you choose and find the best options), employment, recruitment, business strategy, hyper local marketing and marketing strategy, social media strategy (including Google and Bing), basic website design (WordPress), search engine optimisation (SEO), artificial intelligence, networking (online and in person), newcomers, expatriates, repatriates, skilled migrants, settlement
- **training** – presentations, training, seminars, workshops, lectures, guest speaking, professional development sessions, facilitating, forums, discussions, conferences, events, festivals
- **creating** – serving regular clients – marketing strategy, social media marketing, website updates, technical support, webinar co-hosting, facilitation
- **writing** – books, articles, blogs, copy, newsletters and poetry
- **pro bono** – usually around 10 hours per week including hosting free LinkedIn Insight Webinars every month, providing exclusive and detailed media commentary and content for journalists and broadcasters and supporting various individuals and enterprises through pro bono or value exchange writing, training, creating and consulting

REVIEWS

"Clear, crisp, insightful, to the point."

John Downes

"A superb masterclass with easy to implement steps. Sue Ellson inspires professional admiration in a warm, safe environment. Highly recommend."

Renee Brack



4.9 from 161 Google Reviews
103 LinkedIn Recommendations
More at sueellson.com/reviews

MEMBER



AUTHOR





WA Chapter Committee Members

Add your current (or past) Educate Plus role to LinkedIn in Volunteer Experience

Build Your Personal Brand

All sorts of people will search for you online!

1. Quality Photo
2. 220 Character Headline of all that you have to offer
3. List your Achievements in every role in past tense
4. List your Tasks in every role in present tense
5. Fill in as many Sections as possible with Skills and with Media
6. Secure 20+ Endorsements for your main Skills
7. Secure 6+ Recommendations both given and received
8. Be prepared to Connect – with everyone you meet from now including 3+ per event
9. Be prepared to Engage – regular Reactions and lengthy Comments (including your employer)
10. Be prepared to Publish – Posts, Articles, Newsletters, Groups

1. Quality Photo

- Convey energy and enthusiasm
- 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
- 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

<https://sueellson.com/blog/is-it-time-for-you-to-update-your-linkedin-profile-photo>



2. 220 Character Headline of all that you have to offer

- 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
- Goal is to increase appearances in search results within LinkedIn, Online Search and Generative AI

<https://sueellson.com/blog/linkedin-headline-formula-label-keywords-interest>

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

### 3. List your Achievements in every role in past tense

- 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 \$)
- Include Skills
- Include Media (video, PDFs etc)
- Same layout for Volunteer Experience

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



#### 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



## 4. List your Tasks in every role in present tense

- 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)
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- Same layout for Volunteer Experience

<https://sueellson.com/blog/linkedin-for-women>



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marketing@spectrumanalysis.com.au

<https://spectrumanalysis.com.au>

+61 9830 0077

♥ LinkedIn, Website Development and +3 skills



## 5. Fill in as many Sections as possible with Skills and with Media

### 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

Change your LinkedIn URL to your name at

<https://www.linkedin.com/public-profile/settings>

Add this PD as a Course!

Easiest one is Languages

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

## 6. Secure 20+ Endorsements for your main Skills

### Skills



#### LinkedIn

 12 experiences across Sue Ellson and 11 other companies

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

 Member - Educate Plus (MEdPlus)

Show all 6 details →

#### Writing

 7 experiences across Sue Ellson and 6 other companies

 Henley High School

 Member - Melbourne Press Club (MPC)

Show all 22 details →

Show all 54 skills →

Ask for Endorsements from Colleagues and  
from others with identical endorsed Skills

## 7. Secure 6+ Recommendations both given and received

### Recommendations



Received

Given



**Sophia Partington** · 1st

Careers Transition Consultant at Westpac Group | Human Resources Professional | Careers and Recruitment Specialist | Provides career advice and support to individuals impacted by organisational change  
June 20, 2025, Sophia was Sue's client

I attended an upskilling LinkedIn session run by Sue on 19th June. I found her to be extremely helpful and knowledgeable. I've been a regular user on LinkedIn since 2009 and considered myself to have a fairly broad understanding of the platform, until I attended this session! Sue really is insightful. I took several key points away with me that I will share with my team and stakeholders, thanks Sue you have really made a difference to my LinkedIn experience.



**Karen Tinman** · 1st

Marketing, communications, copywriting  
February 12, 2025, Karen was Sue's client

I've found Sue's social media webinars to be incredibly helpful, with plenty of tips and insights that I never would have come across otherwise. Very grateful that Sue shares her knowledge and experience so generously.

Show all 103 received →

### Recommendations



Received

Given



**Julie Cliff** · 1st

I help executive women clear their space, double their time and take control of their lives. Call me on 0413 447 562  
August 28, 2025, Sue was Julie's client

I first met Julie Cliff in 2018 at a local business networking event and I have been a 'fan' ever since. I have attended multiple online and in person workshops where she has talked about decluttering, organising, time management, business focus and more and I always come away with practical tips, new inspiration and actionable strategies to get better organised! Julie has a warm and engaging personality and meets every person where they are at. Highly recommend!! Sue Elson :)



**Maria Ganci** · 1st

Eating Disorder Specialist, Clinical Mental Health Social Worker, Child & Adolescent Psychotherapist, Author, Adolescent & Parent Treatment APT, Training, Supervision, Resources, Consultation, Family, Clinician Education  
August 26, 2025, Maria was Sue's client

I first met Maria Ganci when I was teaching at the Centre for Adult Education back in June 2020 when she attended a course on 'How to create a simple WordPress Website.' Since then, we have worked together on both her <https://mariaganci.com> and <https://apththerapeuticsolutions.com> websites, her social media and general online presence. Maria has a calm, thorough and consistent approach to all of her work. She asks excellent questions, completes the follow up tasks and always turns up on time with a smile. I have thoroughly enjoyed working with her for the last five years and wish her every success in the future. Sue Elson :)

Show all 74 given →

Strategically ask for Recommendations from Colleagues and from others with similar Skills, Experience, Keywords, Networks



## 8. Be prepared to Connect – with everyone you meet from now including 3+ per event

From Now On connect with everyone you meet in person  
(3+ per event) or offline (phone, text, email, DM)

LinkedIn App on Phone

Click in Search Box

Click Three Squares Top Right Hand Corner

Scan Other Person's QR Code

Click three dots ... next to Blue Button

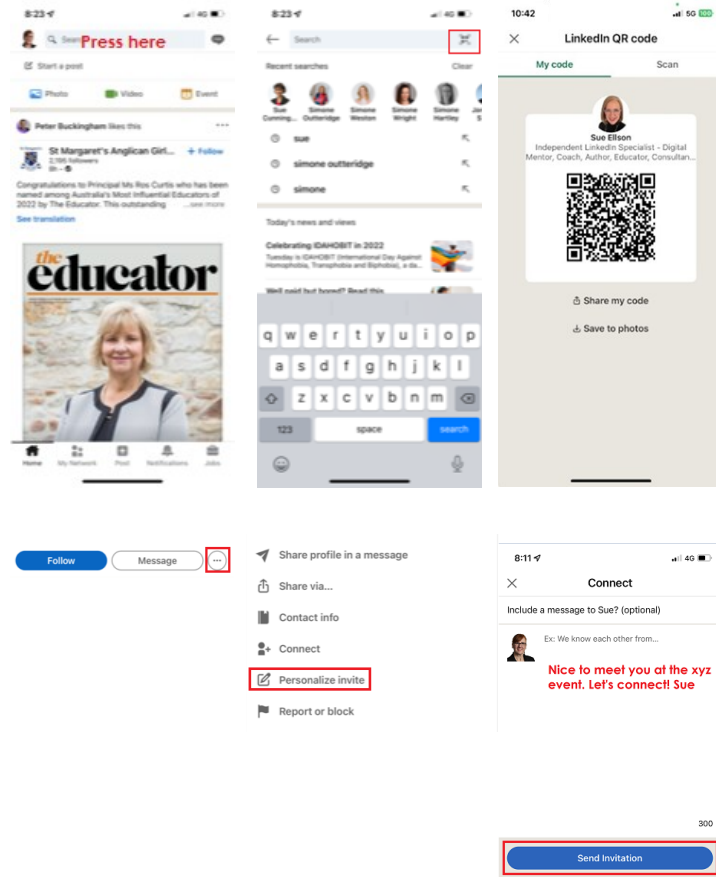
Choose 'Personalize Invite'

Type in where you have met (so can search messages afterwards if they forget your name)

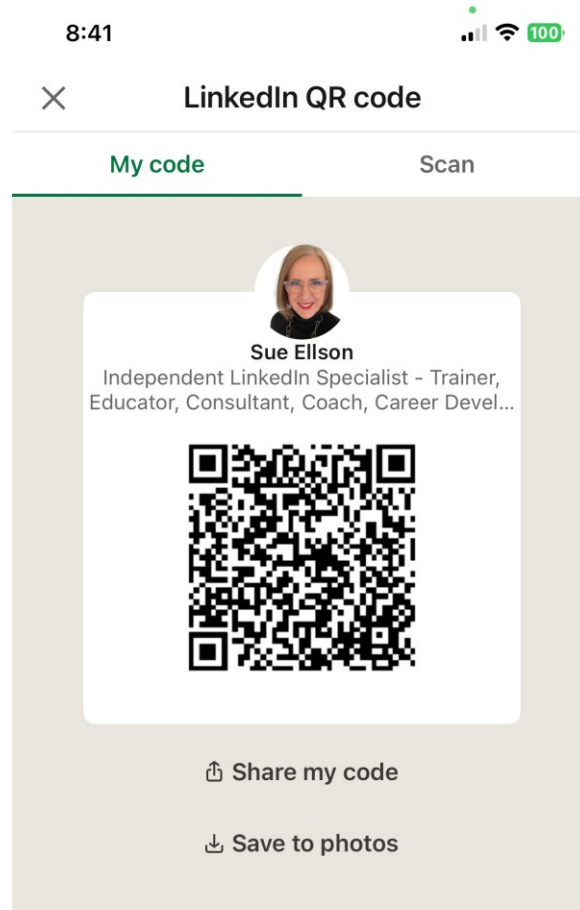
Send Connection Request

 VIP and Aligned People and Companies

 People You May Know



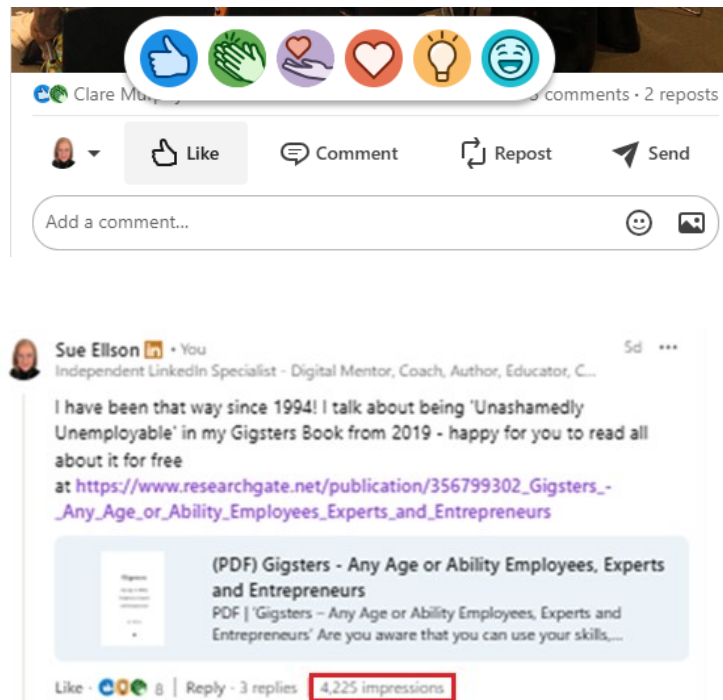
8. Be prepared to Connect – with everyone you meet from now including 3+ per event



## 9. Be prepared to Engage – regular Reactions and lengthy Comments (including your employer)

- Feed the beast
- Allocate set time per week
- Click 🔔 to curate your Newsfeed
- Support option offers most ‘brownie points’
- Great if you can also add a lengthy Comment
- Try and engage if you have been @mentioned
- Unfollow content you don’t want to see
- Avoid using AI
- Include words from the post if possible
- Add something of value
- Be solution focused
- Message directly if personal comment
- Acknowledge follow up comments
- Take screen shot if needs to be reported
- Be aware Comment Impressions now being collected

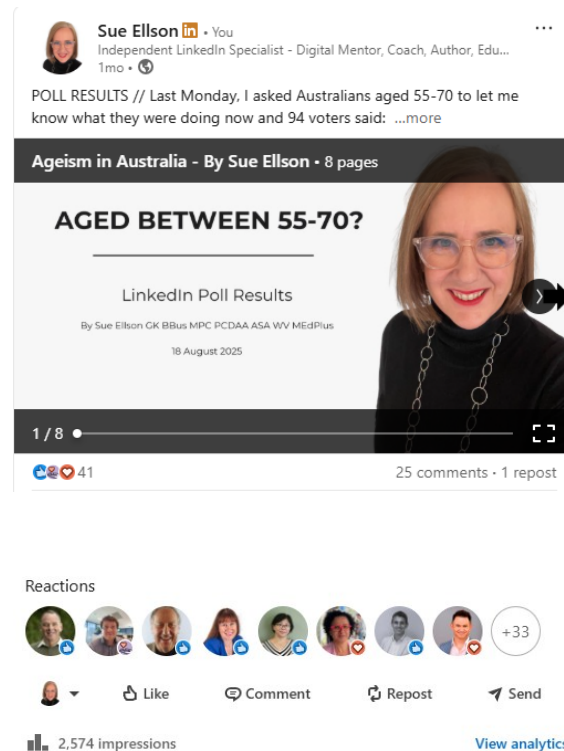
<https://sueellson.com/blog/10-ways-to-improve-your-linkedin-engagement>



## 10. Be prepared to Publish – Posts, Articles, Newsletters, Groups

- Curate
- Create
- Collaborate
- Aim to be Scroll Stopping
- Mobile friendly (white space)
- Images - that tell a story
- Videos - short form portrait < 3 minutes
- Polls - of one question
- PDF's - can be downloaded / create carousel
- Consistency (max three posts per week)
- Create Conversations (more people, more often, for longer)
- Friendly, professional, solution-focused
- Screenshot any concerns and follow up directly

<https://sueellson.com/blog/how-much-content-can-you-post-on-linkedin>



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

# Build Your Institutional Brand

This is a place where people do their Due Diligence

1. Your Principal / Head and their LinkedIn Profile is important
2. You must have a School Page (not a Company Page)
3. You must have a fully completed School Page (all sections)
4. You can post more than just 'jobs' (try Titles for each Post)
5. Aim to have 80% of students as alumni before they leave school from now on
6. Reconsider value of Alumni LinkedIn Groups
7. Do not need to Upgrade Page or pay for advertising
8. Have at least three Administrators
9. Remember to check Inbox and Notifications
10. You can invite your Connections to Follow the School Page

# 1. Your Principal / Head and their LinkedIn Profile is important

- Ensure all items from 'Personal Brand' have been completed
- Need to set an example
- Content from Profiles has greater reach than Pages
- Consider linking to an enquiry form (no contact details)
- Consider adding Principal Video in Featured Links
- Encourage to Engage and Post allocated time per week

<https://sueellson.com/blog/linkedin-for-board-directors-and-senior-leaders>



<https://www.linkedin.com/in/peter-allen-8478b082>

## 2. You must have a School Page (not a Company Page)

- To enable students to list their Education
- To collect Alumni detail

<https://www.linkedin.com/help/linkedin/ask/CP-primary>

The screenshot shows the LinkedIn Help page titled "Contact LinkedIn support" and "LinkedIn Company Pages Request". It includes a search bar and a dropdown menu for "Convert Company Page into a School Page". The page contains several text input fields for providing details about the company page and the institution, as well as radio buttons for selecting "Yes" or "No" to a question about certifications. A blue "Add an attachment" link is at the bottom.

https://www.linkedin.com/help/linkedin/ask/CP-primary

LinkedIn Help

How can we help?

Contact LinkedIn support

LinkedIn Company Pages Request

Talent Solutions Customers using Recruiter License and/or Career Page License (LIFE Page): please reach out to your dedicated support team to get assistance on any company page related issues from here <https://www.linkedin.com/help/recruiter/ask>. If you are not a Talent Solutions Customer, then please continue with this form below to seek assistance on any company page related query.

sueellison@sueellison.com

What is the name of the Company Page as it exists on LinkedIn? \*

Copy and paste the name of the Company Page on LinkedIn.com from your browser

What is the URL for your organization's LinkedIn Company Page? \*

Copy and paste the URL of your organization's Company Page on LinkedIn.com from your browser

What can we help you with today? I want to: \*

Convert Company Page into a School Page

By clicking Submit below, you understand that the conversion to a new School Page is permanent, and this action cannot be reversed.

Please provide the URL of the page you wish to convert into a School Page: \*

Copy and paste the URL of the Page of LinkedIn.com from your browser

What is the URL for your institution's website? \*

Does your institution provide certifications and/or degrees that can be added by alumni to their Education on LinkedIn? \*

To be considered a School Page on LinkedIn, you need to provide certifications and/or degrees.

☐ Yes

☐ No

Additional Details/Question

Add an attachment

### 3. You must have a fully completed School Page (all sections)

- Always copy/paste links eg https://
- Add in all school campus locations
- Turn on buttons
- Regularly check as new features added

Edit

Header

Page info

**Buttons**

Home

Featured

About

Details

Interested talent

Workplace

Commitments

#### Setup your Page's buttons

\* indicates required

**Message button**

Allow LinkedIn members to message your Page directly.  
Learn more

On ☒

**Custom button**

Drive traffic to the URL of your choice.

On ☒

Button name\*

Visit website

URL\*

https://sueellison.com

Edit

Header

**Page info**

Buttons

Home

Featured

About

Details

Interested talent

Workplace

Commitments

Locations

Manage languages

\* indicates required

Logo



Name\*

Sue Ellson

10/100

LinkedIn public URL \* ?

linkedin.com/company sue-ellison

Tagline

Independent LinkedIn Specialist, Career Development Practitioner, Gigster, Author, Speaker, Trainer, Founder

108/120

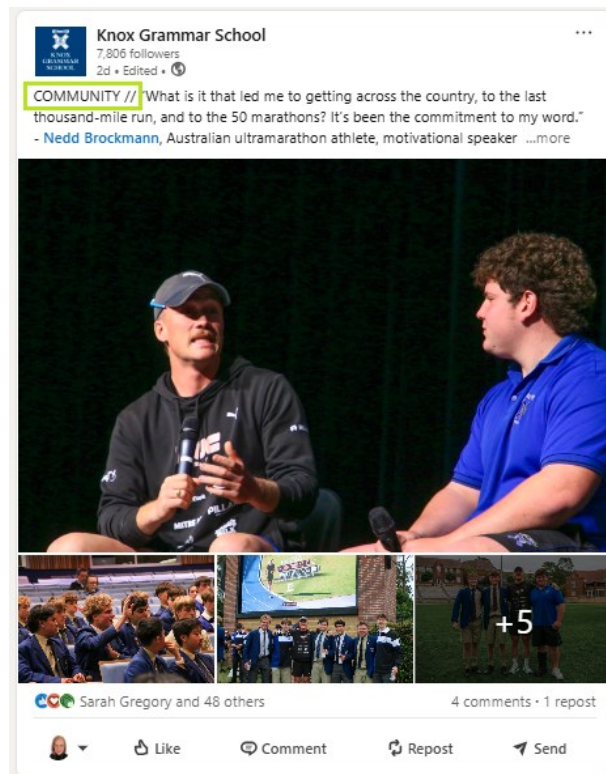
PREMIUM



## 4. You can post more than just 'jobs' (try Titles for each Post)

- Can incorporate various topics by including a Title at the beginning of the Post (and re-use what you have shared on other social media channels)
- Can consider profiling staff #BehindTheBlackboard
- Encourage Employee Advocacy (Reactions and Comments)
- Remember to @mention people and organisations (particularly sponsors and donors)
- Remember to include school #hashtag so people can click and see your other school content

<https://www.linkedin.com/pulse/content-engagement-curation-creation-strategies-busy-people-ellson>

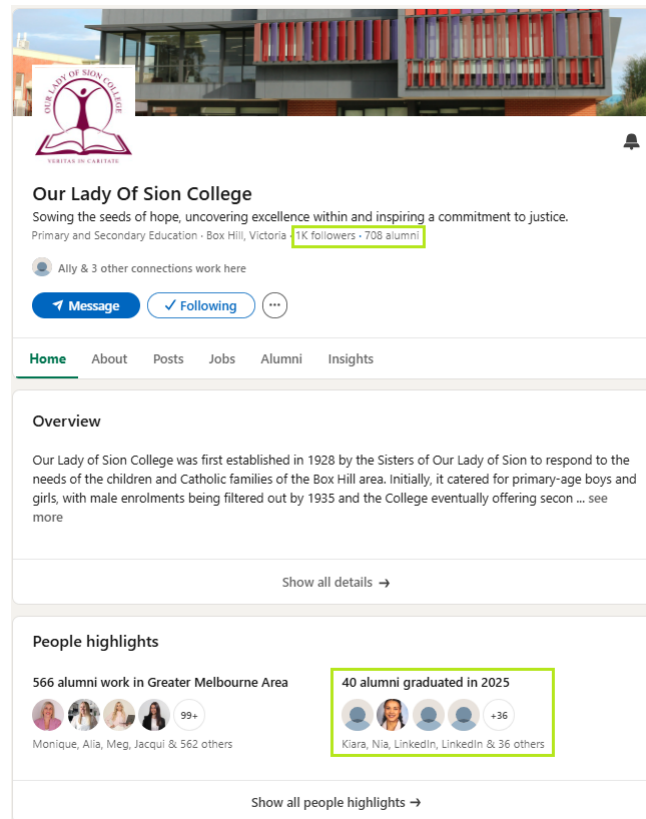


[https://www.linkedin.com/posts/knox-grammar-school\\_knoxgrammar-thisisknox-activity-7394188239558991872-Rrlo](https://www.linkedin.com/posts/knox-grammar-school_knoxgrammar-thisisknox-activity-7394188239558991872-Rrlo)

## 5. Aim to have 80% of students as alumni before they leave school from now on

- Ideally create LinkedIn Profiles in Year 11 for Secondary
- Ideally create LinkedIn Profiles in 1<sup>st</sup> Year for University
- Aim to have similar numbers of Followers and Alumni
- Aim to have 80% of current students on LinkedIn before they leave the school **from now on**
- Consider recruiting volunteers to track down other alumni from past years
- Always invite people attending events to follow your institution on their favourite social media channels and click the bell for 'All' posts (QR code to website contact page with all links on it)

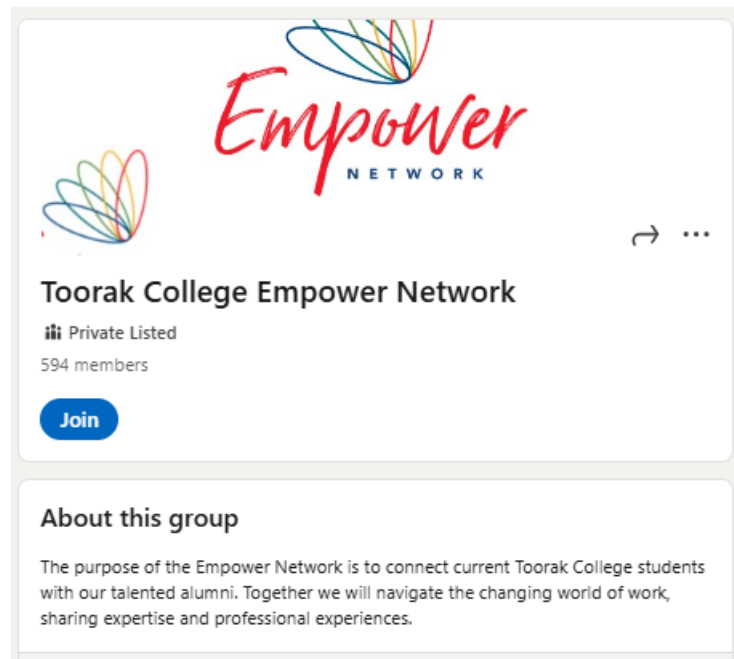
<https://www.linkedin.com/pulse/how-find-school-college-university-students-staff-alumni-sue-ellson>



<https://www.linkedin.com/school/our-lady-of-sion-college>

## 6. Reconsider value of Alumni LinkedIn Groups

- Requires constant encouragement to join
- Requires constant management
- Many people are unlikely to see the content on a regular basis
- Consider ensuring all Group Members are Following the School page (and have updated their Education section on their LinkedIn Profile)
- Consider closing the Group and keeping a one source of truth database with the school that includes alumni LinkedIn URL's



<https://www.linkedin.com/groups/13649867>

## 7. Do not need to Upgrade Page or pay for advertising

Edit Page

Jobs

Events

Newsletters

 Try Premium Page

Grow your Page followers 6.7x faster with Premium Company Page

✓ Auto-invite content engagers to follow

✓ Expand your reach to followers of similar Pages

Try Premium Page for A\$0

1-month free with 24/7 support. Cancel anytime. We'll remind you 7 days before your trial ends.



- Have not seen any benefits from Premium Pages
- Have not seen any benefits from Boosting Posts
- Have not seen any benefits from Promoting Events
- Have not seen any benefits from Paid Advertising
- From **any** of my clients – ask yourself, does your target audience spend a lot of time on LinkedIn and do they look wherever you are going to appear before you spend any money!!
- More value in coordinating volunteers to engage directly

## 8. Have at least three Administrators

← Manage Admins

Page admins (1) Paid media admins (0) Integrations (0)

All Page admins have access to admin view, with different permissions based on their role. [Learn more](#)

+ Add admin

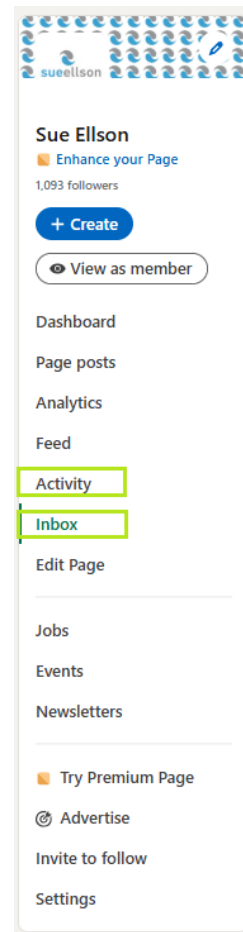
Profile	Roles	Actions
 <b>Sue Ellson</b> · You Independent LinkedIn Specialist - Trainer, Educator, Consultant, Coach, Career Development Practitioner, Digital Mentor, Founder, Gigster, Keynote Speaker, Business Social Media Marketing AI, Author, Poet, Writer, Walker	Super admin	 

Go to Page Settings, Manage Admins to Add Extra Admins and remember to remove them when they leave your institution

## 9. Remember to check Inbox and Notifications

Activity will not appear in your Notifications in your LinkedIn Profile, you need to visit the School Page to see these

Inbox messages are also available from this Menu so remember to check daily



## 10. You can invite your Connections to Follow the School Page

If you are an Admin of the School Page –  
250 credits per month that are reinstated if a person accepts

Invite connections



Only invite connections you personally know to ensure a great experience for your network. [Learn more](#)

165/250 credits available · Credit refill: November 30, 2025 ⓘ

Search by name

Locations

Current company

School

>

0 selected Unselect all



**Scott Allen**  
I help future retirees take full control of their retirement investments today

☐



**Malcolm Campbell**  
Experienced executive, company director and corporate advisor. Occasional angel investor (hardware/software startups).

☐



**Save time and expand your reach**  
Auto-invite engaged audiences and grow your Page followers 6.7x faster

Try Premium Page for A\$0

1-month free trial with 24/7 support. We'll remind you 7 days before your trial ends.



**Patrick Slavenburg**  
The only easy day was yesterday — Senior Origination & GTM: originate deals, structure pilots, scale outcomes.

☐



**Craig Rispin CSP**  
Business Futurist and Keynote Speaker with

☐

educate+

47

# Use LinkedIn's tools and insights

Aligning with the different Advancement Roles

1. Admissions
2. Alumni & Community Engagement
3. Fundraising
4. Marketing & Communications
5. Leadership
6. People & Culture



# 1. Admissions

- Invite all application signatories to Follow LinkedIn School Page and click Notification Bell for All Posts (and possibly other social media as well)
- Add Open Days (or FREE events only) as Events on the School Page (include the School's Privacy Policy link so you can obtain registration email details and remember to post them four weeks ahead and invite 1,000 of your Connections per week to attend)
- Set a target of total new Followers per year and consider inviting key stakeholders, school supporters and suppliers to Follow the School Page



## 2. Alumni & Community Engagement

- Encourage 80% of students to add their Education to their LinkedIn Profile before they leave your Institution (can just mention subjects completed if they have not graduated)
- Add LinkedIn URL to Alumni records kept at the Institution
- Be prepared to share Alumni achievements and celebration photos as Posts on LinkedIn
- Consider adding old photos from past years every so often as these generate a lot of nostalgia (could be buildings if you can't get photo permission and consider creating these photos for your Institution's digital archive of the future)



### 3. Fundraising

- Always acknowledge (@mention) people and organisations responsible for public support and include story telling photos / videos / PDF uploads where possible
- Ensure major free events are added and shared via the LinkedIn School Page publicly at least four weeks from start time and invite 1,000 connections per Administrator per week to attend and invite attendees to Follow School Page
- Use the Google Advanced Search link to search the entire LinkedIn database to find people beyond your network on LinkedIn [https://www.google.com.au/advanced\\_search](https://www.google.com.au/advanced_search) and right click, open in a new tab, process and close



#### Advanced Search

Find pages with...		To do this in the search box.
all these words:	specific words and more specific words and location	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: 18 - 35 kg, £300 - £500, 2008 - 2011

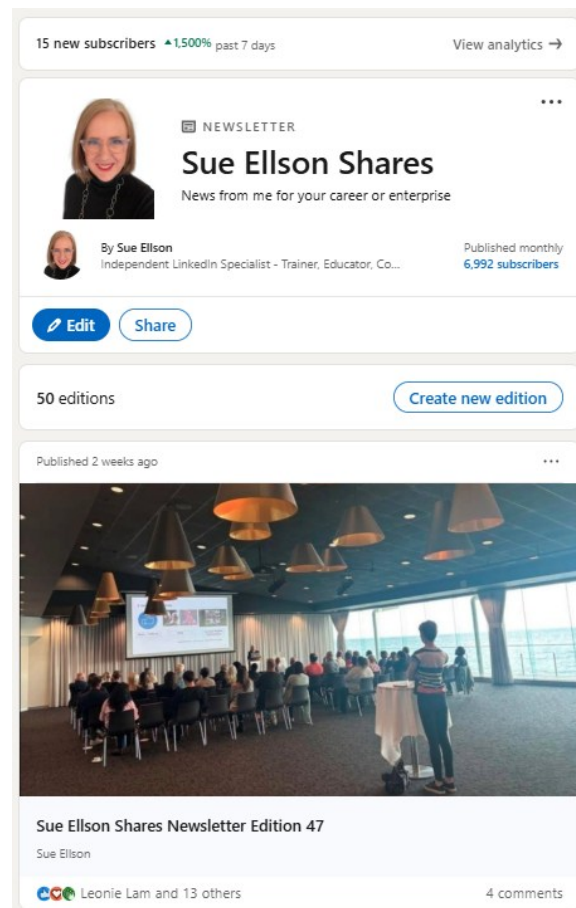
  

Then narrow your results by...		
language:	any language	Find pages in the language that you select.
region:	any region	Find pages published in a particular region.
last update:	anytime	Find pages updated within the time that you specify.
site or domain:	linkedin.com	Search one site (like wikipedia.org) 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.

Advanced Search

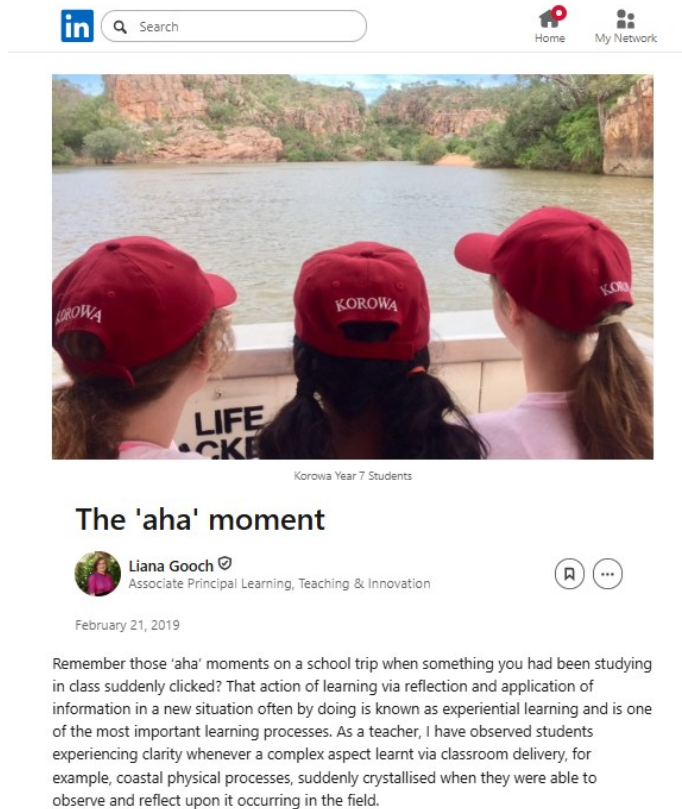
## 4. Marketing & Communications

- With 150+ Followers, you can create a LinkedIn Newsletter and then everyone who Follows the School Page will automatically be invited to Subscribe and will only receive a 'Notification' not an email
- Suggest publishing a general newsletter, with photos no more than once a month – can be content repurposed from other Institution monthly / quarterly publications
- Consider adding all social media links (including YouTube) to the Contact Page of your Institution website and have a QR Code on all presentations, signage etc to invite people to Follow you on social media (and ask them at every event)
- Vary range of content shared on LinkedIn School Page and focus on consistent quality shares, immediate responses to comments, steady increase in Followers and Alumni and don't get hung up on individual statistics (or collecting them)



## 5. Leadership

- Encourage Leaders to publish thought leadership pieces (with references) as LinkedIn Articles on their own LinkedIn Profile <https://www.linkedin.com/pulse/aha-moment-liana-gooch>
- Ensure Leaders complete their LinkedIn Profile in full and connect with the rest of the Leadership Team on LinkedIn and Give and Receive Recommendations and Skill Endorsements to one another
- Remind them to allocate some time for 'Engagement' on LinkedIn and not to 'Post and Ghost' but not 'too much' so that they appear too visible
- Ensure they choose their backend settings carefully – they may not wish to have their email address visible in Contact Info but they may include the institution's contact details (phone, address and general email address) there and add a text link to a Contact Form in the About / Summary section



LinkedIn interface showing a search bar and navigation links (Home, My Network).

Article title: The 'aha' moment

Author: Liana Gooch (Associate Principal Learning, Teaching & Innovation)

Date: February 21, 2019

Article content: Remember those 'aha' moments on a school trip when something you had been studying in class suddenly clicked? That action of learning via reflection and application of information in a new situation often by doing is known as experiential learning and is one of the most important learning processes. As a teacher, I have observed students experiencing clarity whenever a complex aspect learnt via classroom delivery, for example, coastal physical processes, suddenly crystallised when they were able to observe and reflect upon it occurring in the field.

## 6. People and Culture

- Always add every job to its own page on the Institution's website and then consider using various research techniques on LinkedIn to Connect and/or Message people who can pass it on to suitable candidates
- Remember that LinkedIn Recruiter is very expensive (as are recruiters) and they may do the 'same' thing to find and approach candidates which can be done using a Google Advanced Search on an unlimited basis for free
- Ensure all staff involved in recruitment have been trained (or have completed LinkedIn Learning Courses available free with a local library card). Rehiring is very expensive. Spend more time searching, less time sorting from inappropriate overseas candidates (and include the salary range!)

<https://sueellson.com/blog/educate-plus-nsw-act-chapter-conference-2025-digital-strategies-to-attract-and-retain-educational-professionals>







# Today's Agenda

Share your action steps!

- Showcase your Educate Plus membership
- Build your personal brand
- Build your institutional brand
- Use LinkedIn's tools and insights to elevate visibility, strengthen connections, and drive real impact across your community





QUESTIONS?

WHAT HAS BEEN MOST HELPFUL?

WHAT ACTION STEPS DO YOU HAVE?

Thank you