

ONLINE PUBLISHING **OPTIONS FOR OVER 50'S**

City Library
253 Flinders Lane
Melbourne 3000
Sat 10 January 2026
11am - 1pm
Tix \$39 (including written notes)
opo50.eventbrite.com.au

BOOK NOW



With Digital Educator
and Author Sue Ellison

Keep your writing / story / poetry
online forever!



Online Publishing Options For Over 50's

Sue Ellson

GK BBus MPC PCDAA ASA WV MEdPlus

Independent LinkedIn Specialist

sueellson@sueellson.com

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

Melbourne City Library
253 Flinders Lane
Melbourne Victoria 3000
10 January 2026 11am – 1pm

Details online

<https://sueellson.com/blog/online-publishing-options-for-over-50s-at-melbourne-city-library>



Fast Facts



AUSTRALIAN
SOCIETY
of AUTHORS



Founder

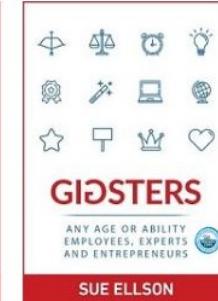
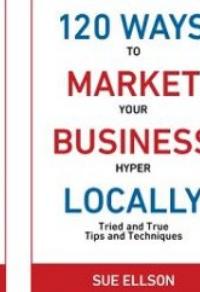
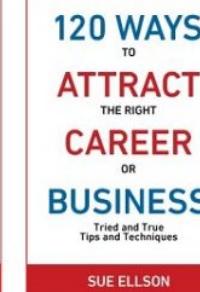
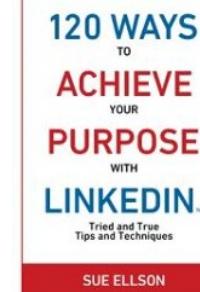


Member

AUSTRALIAN
SOCIETY
of AUTHORS



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> (1,092 Followers)

LinkedIn Profile <https://www.linkedin.com/in/sueellson> (26,644 Connections, 31,549 Followers)

Facebook <https://www.facebook.com/sueellson2> (290 Followers)

Instagram <https://www.instagram.com/sueellson> (mostly poems) (516 Followers)

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

TikTok <https://www.tiktok.com/@sueellson> (134 Followers, 397 Likes)

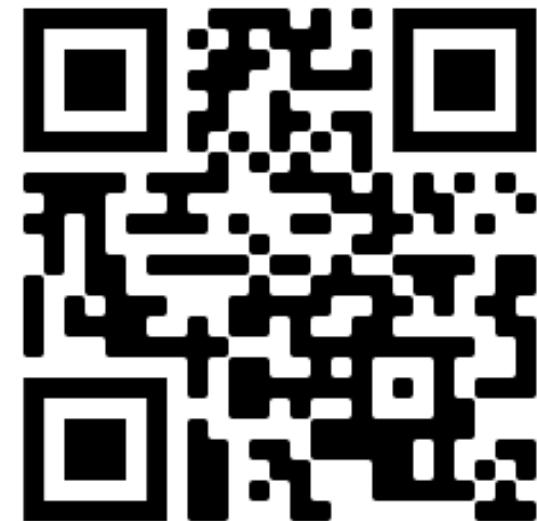
Twitter / X <https://x.com/sueellson> (436 Followers)

YouTube <https://www.youtube.com/@sueellson> (765 Subscribers, 227 Videos)

Sue Ellson Shares LinkedIn Newsletter (7,018 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 (1,761 Subscribers) <https://sueellson.com/newsletters>



Special Thanks

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EXPLORE | STORIES

Local Faces: Sue Ellison — Quiet Changemaker & Champion for Lifelong Learning

By Amy Gardner • 08/12/2025

A lifelong educator who's helped thousands find their place, their confidence, and their voice.

Sue Ellison has spent more than two decades building communities, supporting newcomers, and guiding people — particularly those over 50 — as they step into new skills and share their stories. Her work spans education, publishing, career development, and grassroots community support, but the thread running through it all is simple: she helps people feel capable and connected. In this conversation, Sue reflects on her journey, her passion for lifelong learning, and why Melbourne remains the perfect home for curious minds.

<https://seniorsinmelbourne.com.au/sue-ellison>

≡  COMMUNITY > YOUR NEWS  Sue Ellison 

Writing a book? The scams to avoid and how to publish safely for free

IS By Iqra Saeed January 3 2026 • 5:00am  Share  0



 Sue Ellison wants to empower Aussies to publish something. Image supplied

Sue Ellison transitioned from stressful early parenthood to becoming an [online publishing](#) advocate.

Now at 60, she's [empowering older generations](#) to share their knowledge and avoid losing a lifetime of wisdom to the digital void.

"When I moved, not only did I move interstate but I became pregnant and had a child and didn't have family support... it became very, very stressful," Ms Ellison told *The Senior*.

The Senior Newspaper

<https://www.thesenior.com.au/story/9127547/how-over-50s-can-self-publish-for-free-in-australia>

Eventbrite <https://opo50.eventbrite.com.au>

LinkedIn <https://www.linkedin.com/events/739995296442847233>

Google Event <https://share.google/F8rYsIIHElnxqhxhP>

Facebook <https://www.facebook.com/events/789435080797874>



Special Thanks



Online Publishing Options for Over 50's by Sue Ellson Digital Educator

Sue Ellson

Event Date: 10 January 2026 11:00 AM to 10 January 2026 01:00 PM

Author / Presenters: Sue Ellson

Event Venue: Melbourne City Library

Event Organiser: 120 Ways Publishing

Ticket Price: \$39

Event link: <https://opo50.eventbrite.com.au>

Would you like to publish your story, writing, poetry, musings, research, family history or something else online forever?

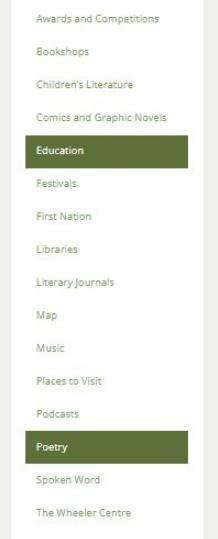
Learn more now!

Join this interactive and informative session to find out how you can publish your story, writing, poetry, musings, research, family history or something else online forever at the Melbourne City Library (not the State Library), 253 Flinders Lane, Melbourne, Victoria, 3000 on Saturday 10 January 2026 from 11am - 1pm.

Sue Ellson started publishing content online with her first website in 2001 and has tried and tested various forms of social media and other online publication sites ever since. She has independently published five non-fiction books and has over 1,200 publications online on various websites and media platforms.

Sue publishes non-fiction content as well as poetry but has helped thousands of clients and students share their content online either free of charge or for a small yearly fee (if you publish on your own website and host it here in Melbourne).

However you choose to publish your content, Sue can also show you how to make sure your content is added to the Internet Archive so that it stays online forever!



<https://cityofliterature.com.au/explore/education/online-publishing-options-for-over-50s-by-sue-ellson-digital-educator>

[View this email in your browser](#)

Membership expires: 07/07/2028

16 December 2025



Member Classifieds

Online Publishing Options for Over 50's

By Sue Ellson Digital Educator, Author and Writers' Victoria Member since 2018.

Join this interactive and informative session to find out how you can publish your story, writing, poetry, musings, research, family history or something else online forever at the Melbourne City Library (not the State Library), 253 Flinders Lane, Melbourne, Victoria, 3000

on Saturday 10 January 2026 from 11am - 1pm.

Tickets usually \$39 – use Promo Code WV for \$19.50 ticket - includes comprehensive written notes. <https://www.eventbrite.com.au/e/1976059372778/?discount=WV>

From Our Community

Submit Your Writing

- [Slush Press](#), closes 1 February 2026.
- [Next Generation Indie Book Awards](#), close 12 February 2026.
- [Next Generation Short Story Awards](#), close 26 February 2026.

[Explore more opportunities and competitions over on our website.](#)



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<https://mailchi.mp/writersvictoria/impact-of-victorias-creative-industries-13778446?e=71399921f2>

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Evaluation – and invitation to write a Google Review

1. Did you enjoy the workshop overall?

Y / N / Not Sure

2. What has been most helpful to you?

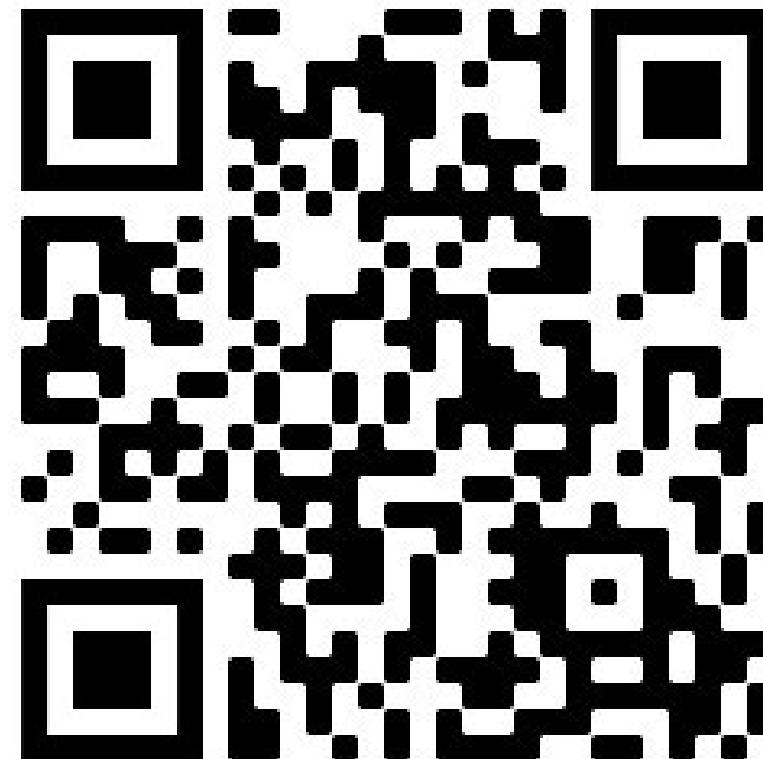
3. What else would have been helpful?

4. What will you do next?

5. Do you have any other feedback?

Thank you for your comments.

A Google Review would be appreciated!



Sue Ellson Google Review
Featured on the footer of my website!

Online Publishing for Over 50's

10:30 am - 11:15 am

Setup, Welcome and Introductions

11:15 am - 12:15 pm

Run through of various options

12:15 pm - 12:30 pm

Suggested tasks to complete

12:30 pm - 1:00 pm

Discussion, Questions and Answers, Networking

1:00 pm - 1:30 pm

Evaluation and Pickup and head to The Journal Cafe

P.S. Views are my own, not professional advice for your circumstances

Agenda

1. Introductions
2. Pros and Cons of Publishing
3. Realistic Expectations
4. Online Landscape
5. Preparations
6. Options
7. Recommendations
8. Evaluation and Questions and Answers



1. Introductions

1. Name (and location)
2. What have you already published online or elsewhere?
3. What you would like to publish in the future?
4. What type of readers would be interested in it?
5. Current level of digital competency – low, medium, high
6. Your goal from today?



2. Pros and Cons of Publishing – with another person

Pros

Cons

2. Pros and Cons of Publishing

Pros

- Fulfill your purpose
- Brain dump of what you know
- Pass on your wisdom
- Have it re-published or re-shared
- Picked up by the media
- Give you a hobby
- Passion project
- Creative process
- Personal challenge
- Learning or legacy activity
- Helps others

Cons

- Costly
- Time consuming
- Requires additional expertise
- Don't know where to start
- Want to write, not market
- A lot of competition
- Trend towards AI not 'human' content
- Unsure of steps
- Worried about scams or hackers
- Seeking external validation
- Criticism from others

2. Pros and Cons - WARNINGS



1. Expect to understand what and why before you pay for anything – don't pay because it is too hard to work out on your own. Start with free options first and build organically over time
2. Do not be lured by 'promises' or 'expected' sales or affiliate marketing or paid ads or online courses – most do NOT work
3. I do NOT recommend outsourcing to a cheaper country – they play by different rules and could 'bug' your content – buy Australian!
4. As with any 'trade' service, get three written quotes and make sure all work is done before final payment
5. Make sure you sign up for the domain name, website hosting, printer login, online publishing tool, social media – don't let the 'helper' do it. You can always give a trusted person screen access and always change the password when done – keep the keys to the mansion!

3. Realistic Expectations



1. Writing to be read or to be traditionally published?
2. Do you have an established audience?
3. Most online content takes about six months to 'appear'
4. Unlikely to be directly profitable – but can help
5. Be very clear on what your expectations are...
6. More of an intrinsic satisfaction than an extrinsic reward
7. Online – requires consistent approach to be effective long term

4. Online Landscape

Social Media Results

- Closed Environment
- Megalomaniac
- Addictive
- Selective Shares
- Pay to Play
- Organic Reach Difficult
- Not always indexed
- Quality deteriorating
- Click bait increasing
- Variable time spent online

Online Search Results

- Google, Bing, Yahoo
- Algorithm Based
- Qualified Included
- Weighted Database
- Duration of Past Views
- Other Online Qualifiers
- Multiple Quality References
- Author Identity (ISBN Book)
- Age, Recency, Relevancy
- Few Words Search Query

Generative AI Results

- Gemini, Chat GPT, MS Copilot
- Comprehensive Data Scrape
- Enormous Dataset from Websites
- Probability or Mined Data Result
- Large Language Models
- Natural Language Processing
- Some Easily Located References
- Creates Narrative Answers
- Requires keyword+ content
- More Words Prompt Query

4. Online Landscape

Selected Websites

Related or Specific
High Domain Authority
Media

Directory Websites

Google and Bing Business
Yellow Pages
Membership (ASA and WV)

Reviews

Google
Facebook
On your website

Your Website

(Only thing you own)

Archive

To keep a permanent record
<https://web.archive.org>

Selected Social Media

LinkedIn
Facebook
YouTube + relevant

Selected Profiles

Google
Bing
Profession Specific

4. Online Landscape

Lifetime Results

- Most Mainstream Media
- LinkedIn Articles (not Posts)
- YouTube Videos
- Archive.org content

Reasonable Results

- Your Website
- Medium, Substack
- Major Websites (Open Forum, The Conversation)
- Specialist Publications

Audience Reach Results

- Mainstream Social Media
- Quora
- Membership Associations (can depend on professionalism)
- Directories / specific publications

Currently resonating

- standard 'news' criteria (quality references, new insight, good angle, pictures, creates conversation)
- short form video (feels human, not too polished, portrait mode)
- using any 'new' features on a platform (like Polls and PDFs on LinkedIn)

5. Preparations



1. Usernames and Passwords List – include all social media accounts, any online accounts etc and put in a spreadsheet as you will get MANY more logins
2. Consider creating a free account at wordpress.com (yourname.wordpress.com)
3. Consider purchasing **ONE** Domain Name in your own name and Domain Privacy / Guard (you don't need .co.uk .com.au etc. I use <https://www.crazydomains.com.au> and **no other services** as they will try and sell you extra stuff)
4. Can either 'map' wordpress.com to your domain name or buy website hosting and use wordpress.org as your Content Management System (I use DDNS – helpful telephone service and local in Melbourne)
<https://www.ddns.com.au/hosting/products/basic>)

5. Preparations



5. Google yourself and compile a comprehensive spreadsheet of everywhere you appear online (good and bad) and make sure you add all of the good links to the three sections in <https://aboutme.google.com>
6. Update all of your online profiles and ensure you have a photo that showcases your energy and enthusiasm and is less than three years old and that your descriptions are consistent too (and you have checked all of the backend settings)
7. Create your own free account at <https://archive.org> and copy / paste all of the good links from your spreadsheet into 'Save Page Now' at <https://web.archive.org>

5. Preparations – What will you publish?

Websites – Search engines expect an About Page, a Contact Page, Cookie Consent, Privacy Policy

Media – Requires multiple high-resolution photos, short and long form biography, background information

Publishers – Often have Editorial or Submission Guidelines, unwritten rules, pedantic gatekeepers or helpful collaborators

Influencers – How they 'appear' is not always how they 'respond' when you contact them

Critics – Yes, chair-based anonymous idiots! Seek feedback but also recognise praise! Have supporters on standby!!!

My Mottos

- Friendly
- Professional
- Solution Focused
- Consistent Quality
- Courteous Engagement

6. Options

1. Essential Locations

- 1.1 Google
- 1.2 Bing
- 1.3 LinkedIn
- 1.4 YouTube

2. Recommended Locations

- 2.1 Your Own Name Website
- 2.2 Preferred Social Media
- 2.3 Professional Association Profile
- 2.4 Directory Listings

3. Alternative Locations

- 3.1 Digital Publishing Platforms
- 3.2 Contributor Publishers, Niche Publications and Websites
- 3.3 Traditional Media and Larger Publications
- 3.4 Automatic Content Distribution or Collection Platforms
- 3.5 Direct Networking

Other Relevant Resources <https://sueellson.com/blog/online-publishing-options>

6. Options

LinkedIn Articles

- Need a LinkedIn Profile
- Can be Search Engine Optimised
- Permanently available online
- Perform long after first publication
- Can be de-indexed by LinkedIn

Medium

- Can be monetised
- Not as good in Search Engines
- International Audience
- Need 160 Followers to access features
- Feels more 'traditional'

YouTube

- Need a Google Account
- Can be Search Engine Optimised
- Permanently available online
- Perform long after first publication
- Rely on good thumbnail pictures

Substack

- Appears to have good engagement
- Currently 'popular'
- Can create your own audience
- Provides cross-posting assets
- Feels fresh and multi-functional

6. Options

Google Scholar

- Can list multiple publications
- Freely accessible

ResearchGate

- 'Facebook' for Academics
- Provides count of downloads

The Conversation

- Exclusive for Current Researchers and Academics
- Fact checked and Australian

Open Forum

- Policy Discussion
- Welcomes Free Speech

Professional Association Websites / Mags

- Need to be a Paid Member or meet Editorial Guidelines
- Always worth asking!

Niche Media Industry / Profession

- Check Editorial Guidelines
- Be prepared to read what is there
- May take time to appear
- Build a relationship, can be ongoing

Traditional Media

- Build relationships with journalists and editors and create for their audience
- Can ask for 'edits' but assume anything you say is 'on record'

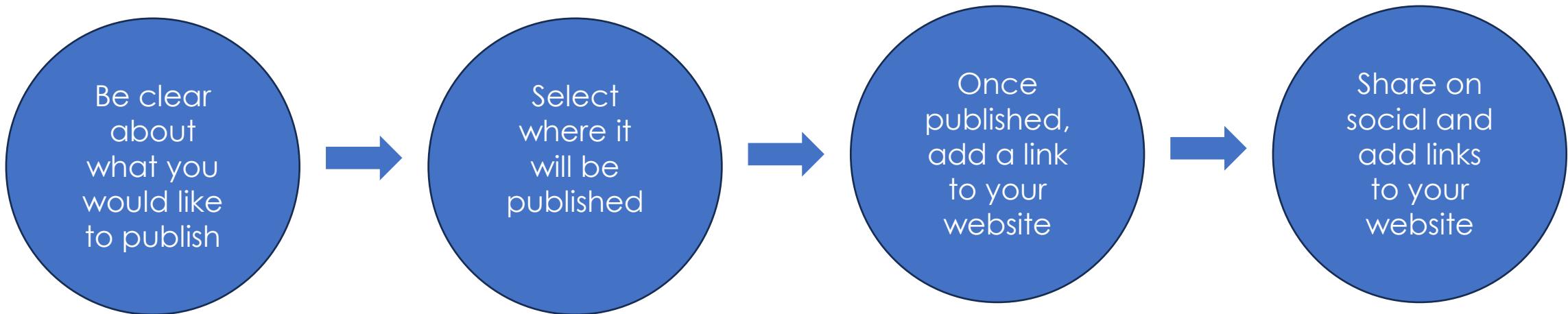
6. Options – Where else do you recommend?

Policy – Connect with EVERYONE you meet online or in person on LinkedIn!

Discussion



7. Recommendations



Remember

- Copyright belongs to the publisher, not the writer
- You can link to what has been published elsewhere but you cannot re-publish it (unless you have asked for and received permission to do so as I have with Nine radio and television)
- Keeping an online index is vital to be recognised as an 'author' in search and AI results
- Remember to always copy/paste a link to published content at <https://web.archive.org>
- Try to respond to Comments, Direct Messages, Emails, Phone Calls etc as soon as possible

7. Recommendations – Other Online Creators



darby_hudson  ...

Darby Hudson - writer/artist

1,515 posts 349K followers 782 following

Writer

 "DARBY, LOVE..." out now
 "You're Going To Be Ok"
Published by Andrews McMeel
Dist. worldwide: Simon&Schuster
Media... more

 linktr.ee/darby_hudson

<https://darbyhudson.com>



trishamavery Trisha A. Living Loud

 Following  Message   ...

2065 Following 32.4K Followers 117.3K Likes

Empowering Women 60+ to LIVE LOUD! Psychotherapy & coaching! strengthen and expand life choices!
Subscriptions! Live Sat & Sun morning ADST

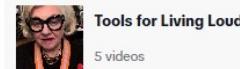
 Stan.store/Trishamaverylivelo...

||| Videos

↑ Reposts

♡ Liked

Playlists



Tools for Living Loud

5 videos



Joyful Generation Jones

8 videos

Videos



Pinned

Happy New Year Luck



Pinned 2020

14.6K

4434



Pinned psychology

25.7K

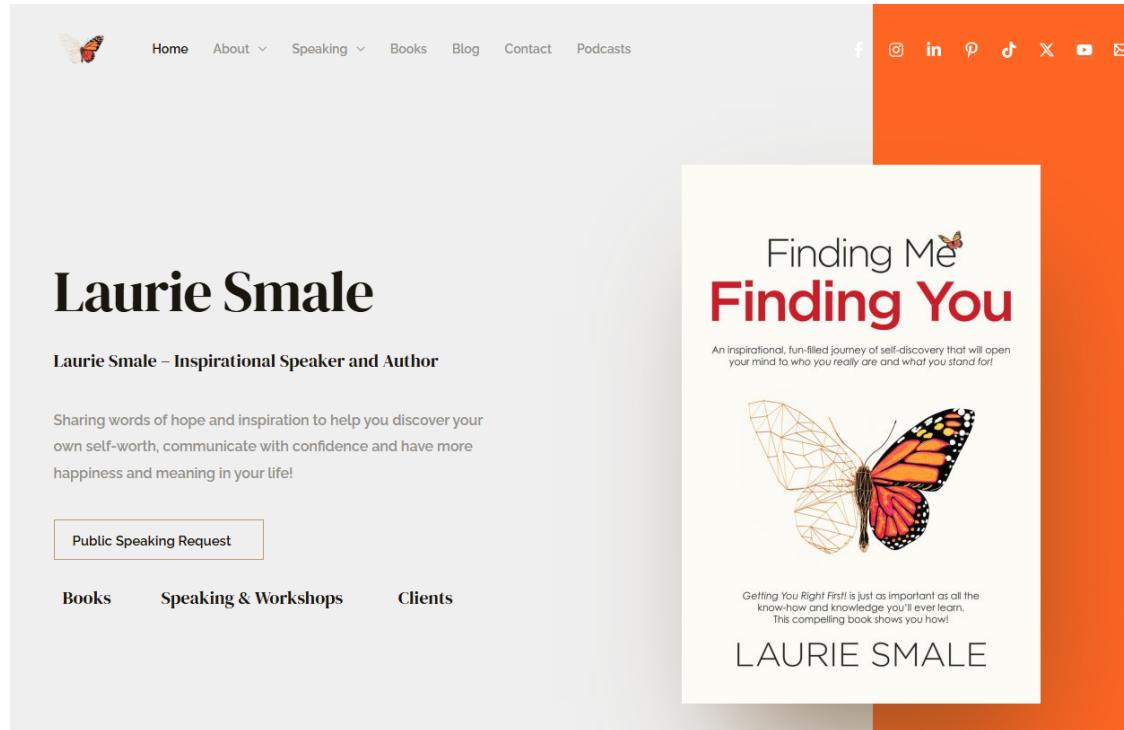
374



from professionals on Tik Tok

<https://www.tiktok.com/@trishamavery>

7. Recommendations – Other Online Creators



Laurie Smale

Laurie Smale – Inspirational Speaker and Author

Sharing words of hope and inspiration to help you discover your own self-worth, communicate with confidence and have more happiness and meaning in your life!

Public Speaking Request

Books Speaking & Workshops Clients

<https://lauriesmale.com>



Reinvent Work with
Wisepreneurs
Podcast

WISEPRENEURS
EMPOWERING YOUR NEXT CHAPTER

<https://www.wisepreneurs.au>
<https://wisepreneurs.com.au>
<https://www.linkedin.com/in/nigelrawlins>

7. Recommendations – Other Online Creators

 Darren Rowse

 About  My Thoughts  My Journey  My Photos  Subscribe

Hi! I'm Darren Rowse

Speaker, Author, Blogger, Podcaster & Founder of ProBlogger & Digital Photography School. Ambassador for WorldVision Aus. Father of 3 boys & husband to Vanessa.



Tips for increasing your luckiness
How to Get Lucky

I was in the right place at the right time back in 2002 when I started blogging and since that time serendipity has played a part in the building of my business. A few years back at the Inbound conference I spoke of my 'lucky' beginnings but also share some tips on how to cultivate 'luck' in your life by practicing 7 habits that I believe play a part. I'd love to hear your thoughts — what habits...


Sunset at Wurundjeri Spur Lookout (Kew)
My Photos



 Sue Ellson

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Sue Ellson

Independent LinkedIn Specialist & Author

When I first joined the online world in 2001, I had a lot to learn. I went to an 'expert' and what I asked for and what they delivered were two completely different things. So began the online boot-strap approach of constant self-education, experimentation and battle testing that I have continued ever since.

I have made plenty of mistakes working things out so you don't have to! To survive without a real job since 1994 means I have got a lot right and I love the variety and challenge!

As an educator, everything I do is designed to build on what you already know – whether you are a beginner or very knowledgeable. I have also done everything I suggest so I have had to fix all the bugs and I will admit, swear at my screen!

I work with my clients, students and the media to inform, educate and transform lives with specialist, current and practical knowledge, experience and insights in the areas of LinkedIn, careers, business, marketing, social media and WordPress websites.

I use technology to help you appear in search results in search engines (Google and Bing), chat results (ChatGPT, Gemini and Copilot) and social media so that you can attract opportunities aligned with your values, purpose, goals and objectives without paying for advertising and by creating digital assets that are suitable for your target audience – for your career, business or enterprise.

I help you understand what you are doing and why – so we can choose the best of the best and focus on implementing what will work now and in the future.

I provide an extensive amount of information that can be freely accessed anytime and anywhere so please enjoy browsing around this website and follow me on social media.

If you would like to save time and work smarter, simply book an appointment and let's get started!

How can I help you?

[Book an appointment](#)

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

<https://darrenrowse.com>
<https://problogger.com>

Evaluation – and invitation to write a Google Review + Q&A

1. Did you enjoy the workshop overall?

Y / N / Not Sure

2. What has been most helpful to you?

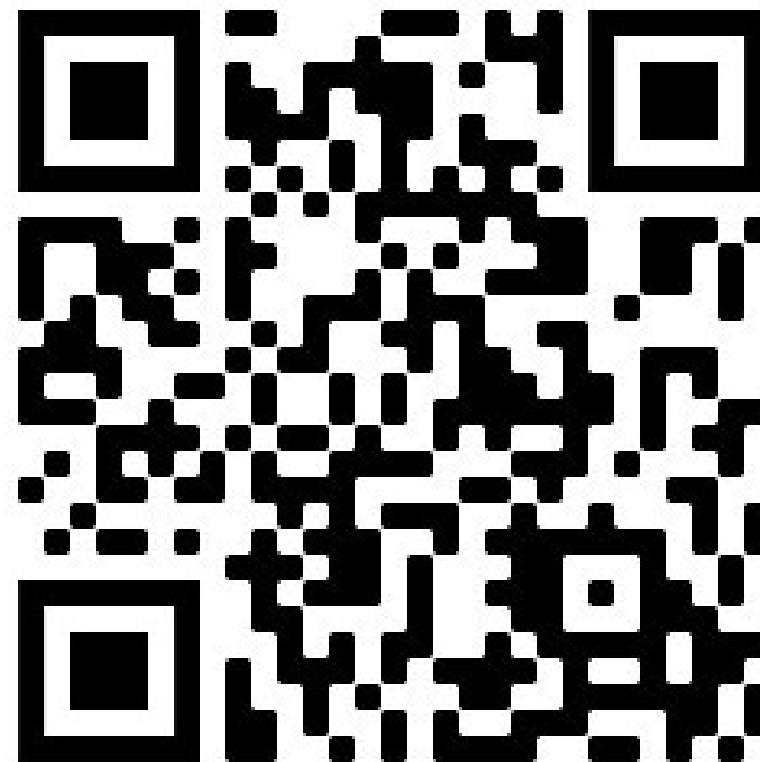
3. What else would have been helpful?

4. What will you do next?

5. Do you have any other feedback?

Thank you for your comments.

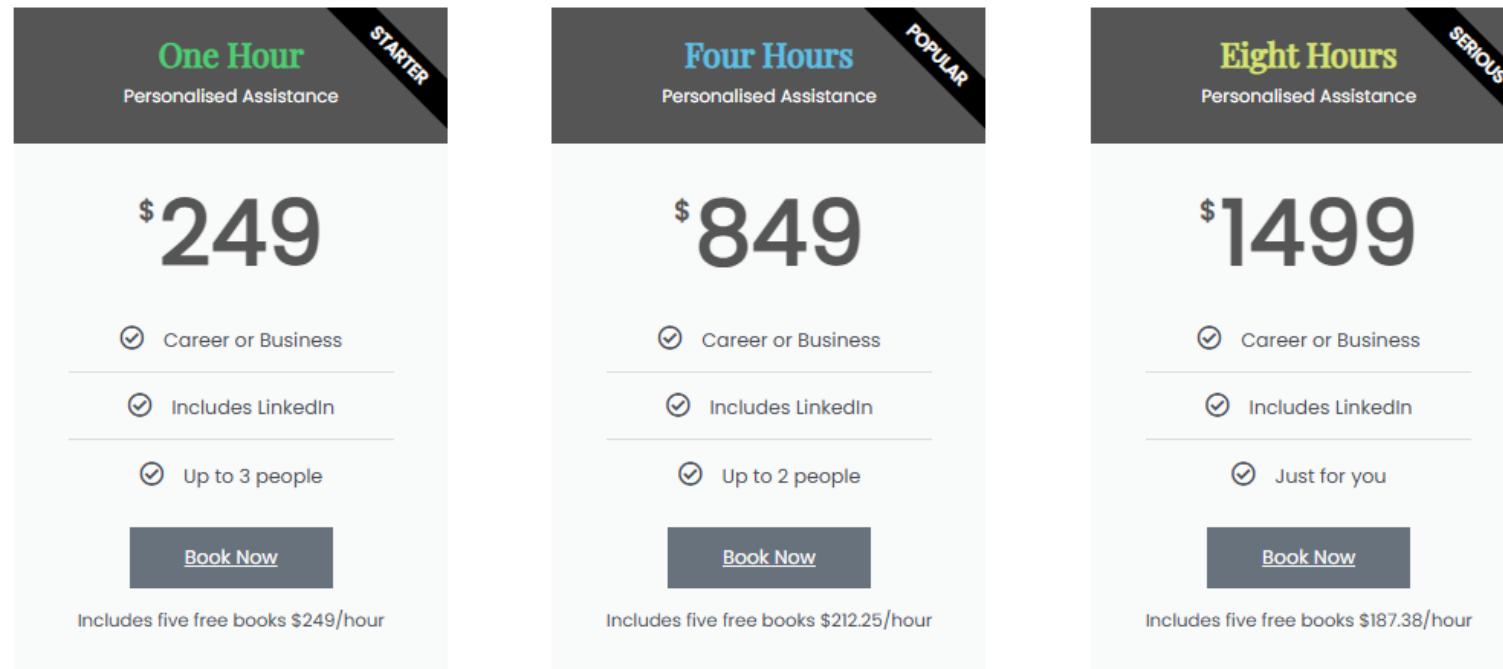
A Google Review would be appreciated!



Sue Ellson Google Review
Featured on the footer of my website!

How can I assist?

One on One Personalised Assistance



One Hour Personalised Assistance *STARTER*

\$249

- Career or Business
- Includes LinkedIn
- Up to 3 people

Book Now

Includes five free books \$249/hour

Four Hours Personalised Assistance *POPULAR*

\$849

- Career or Business
- Includes LinkedIn
- Up to 2 people

Book Now

Includes five free books \$212.25/hour

Eight Hours Personalised Assistance *SERIOUS*

\$1499

- Career or Business
- Includes LinkedIn
- Just for you

Book Now

Includes five free books \$187.38/hour

After first five x one hours, rate is \$110 per hour

All amounts include GST, recordings if you wish, any additional resources and personal referrals

Work 'with' you rather than 'for' you – can also set a project budget – based in Canterbury or online

Free webinars and recordings at <https://sueellson.com/webinars-and-recordings>