

## LinkedIn Update – Geelong

Nyaal Meeting Room, Geelong Library, 51 Little Malop Street, Geelong 3220  
Wednesday 29 April 2026 sueellson@sueellson.com +61 402 243 271

1. Add all\* email addresses to your account and select primary email address
2. Add phone to settings and turn on two factor authentication
3. Know how to change profile visibility or hibernate your account if required
4. Review all other Settings, Advertising, Notifications etc
5. Collect your statistics – real time only  
Connections \_\_\_\_  
Followers \_\_\_\_  
Profile Views per 90 Days \_\_\_\_  
Post Impressions \_\_\_\_  
Search Appearances 7 Days \_\_\_\_  
Weekly Sharing Tracker \_\_\_\_  
Skills Endorsements Top Two Skills \_\_\_\_ and \_\_\_\_  
Recommendations Given \_\_\_\_ Received \_\_\_\_
6. Do two backups at least every six months (Save Profile to PDF, Copy of Data)
7. Complete as many of the 27+ Sections as possible
8. Remember it is now a Skills Based Platform – allocate for as many sections as possible
9. Engagement is key – Reactions, Comments (15+ words), Reposts, Saves, Skill Endorsements and Recommendations – create Conversations
10. Content – Curate, Create, Collaborate – once a month up to 1-3 times a week
11. Performing well – Portrait Short Form Video, 1 Question Poll, PDF uploads, Job Change Post
12. Career Strategy – Add in 'Career Research' role if not currently working
13. Click Notification Bell 📣 on Profiles and Pages to receive Notifications (Curate)
14. Moving from 'Popular' to 'Interpretive' Posts in your Newsfeed – AI sees context & meaning
15. Newsletters (articles on steroids) – 150+ Followers on Profile or Page suggest monthly
16. Employee Advocacy – Follow and 📣 All Posts on their Page and Engage
17. Good News – Company / School Pages reach has increased slightly
18. To appear in AI results – optimise your Profile and consider your own name website
19. School Pages – aim to have 80% students list Education before their last day from now on
20. Encourage you to connect with EVERYONE you meet in person/online FROM NOW ON

Notes: \_\_\_\_\_

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