

LinkedIn for CEOs

Sue Ellson

GK BBus MPC PCDAAS ASA WV MEdPlus SWWV

Independent LinkedIn Specialist
Author, Educator, Practitioner

14 July 2026

sueellson@sueellson.com

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



Fast Facts – more at sueellson.com

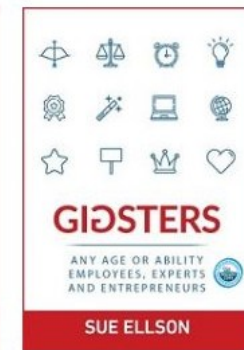
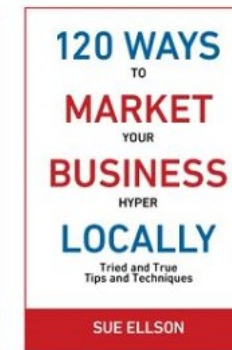
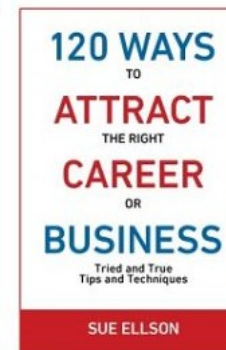
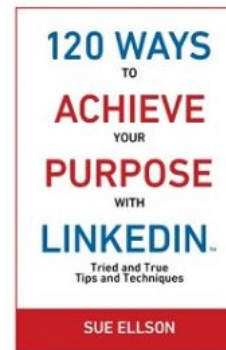
Member



Founder



Author



Books Available at <https://sueellson.com/books>

<https://sueellson.com/about> and <https://sueellson.com/services-and-pricing>

Follow / Subscribe to Sue Ellson Online

- ✓ LinkedIn Profile <https://www.linkedin.com/in/sueellson>
27,136 Connections, 32,222 Followers
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson>
1,191 Followers
- ✓ Facebook <https://www.facebook.com/sueellson2> 299 Followers
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems)
547 Followers
- ✓ Pinterest <https://au.pinterest.com/sueellson> 23 Followers
- ✓ Reddit <https://www.reddit.com/user/sueellson> 7 Achievements
- ✓ Substack <https://substack.com/@sueellson> 45 Followers
- ✓ TikTok <https://www.tiktok.com/@sueellson> 170 Followers
- ✓ Twitter / X <https://x.com/sueellson> 437 Followers
- ✓ YouTube <https://www.youtube.com/@sueellson>
776 Subscribers, 242 Videos – goal is 1,000+ Subscribers
- ✓ Sue Ellson Shares LinkedIn Newsletter 7,183 Subscribers
<https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Ellson Sharing LinkedIn Newsletter 464 Subscribers
<https://www.linkedin.com/newsletters/7011478630589497344>
- ✓ Sue Ellson Email Newsletter 1,894 Subscribers
<https://sueellson.com/newsletters>



Why are you here today?

1. I am a CEO and I need to be across this for myself and the enterprise
2. I am the CEO of everything
3. I want to be a CEO in the future
4. Other

Happy for you to ask questions throughout the session and there will be time at the end too...



LinkedIn For CEOs

What do CEO's need to know about LinkedIn in 2026 for themselves and the enterprises they lead - governance, risk, compliance, opportunity?

Join this facts only webinar and learn:

- governance - essentials for your LinkedIn Profile and the Company/School Page
- risk - how to protect yourself from identity theft and maintain security
- compliance - reminders of what to include in your social media policy and onboarding and offboarding processes
- opportunity - how to systemise your growth (because automation is against the LinkedIn User Agreement)

**** Please complete survey when you leave the webinar**

Slides and recording will be online at <https://sueellson.com/blog/linkedin-for-ceos>

Background on LinkedIn

1. Started May 2003
2. Acquired by Microsoft June 2016
3. 1.3 billion+ Members in 200 countries
4. 17 million+ Members in Australia 3 million+ in New Zealand
5. 70 million+ Company Pages
6. 144,000+ School Pages
7. 42,000+ Skills listed



Abide by the LinkedIn User Agreement <https://www.linkedin.com/legal/user-agreement> Section 8 Do's and Don'ts (must read)

Review Professional Community Policies <https://www.linkedin.com/legal/professional-community-policies>

*Cannot outsource overseas or automate but you **can systemise** or do via an Admin on a Company Page

Reference: <https://news.linkedin.com/about-us>

Governance

LinkedIn Profile

1. Edit Public URL <https://www.linkedin.com/public-profile/settings>
2. Only you sign in to your account (not outsource)
3. Add in your mobile phone number (back end)
4. Turn on two factor authentication (SMS or Authenticator App)
5. Add in all of your email addresses (unless different social media policy)
6. Do not include your date of birth and skip the AI tools to help you complete your Profile
7. Be prepared to turn off your profile visibility <https://www.linkedin.com/public-profile/settings> (still partially visible)
8. Be prepared to hibernate your account <https://www.linkedin.com/mypreferences/d/hibernate-account> (not visible)
9. Ideally verify your account with your email address (not via Persona App and scanning passport microchip)
10. Utilise the LinkedIn App on your phone to connect with people you meet from now on

 **Edit your custom URL**

Personalize the URL for your profile.

www.linkedin.com/in/sueellson



Governance

LinkedIn Company / School Page

1. Edit Public URL
2. Fill in all sections (copy/paste website URL)
3. Ideally 3+ Administrators
4. Ideally check Activity etc daily
5. Remember to remove Administrators when they leave the organisation
6. Have policy and procedures for all onboarding and offboarding staff
7. Have policy and procedures for engagement and publishing on LinkedIn whilst employed by the organisation
8. Ensure Page content is in alignment with organisation 'voice'
9. Remember that Profile Content usually travels further than Page Content
10. Prefer friendly, professional, solution-focused (not personal, add value)

The screenshot shows the 'Page info' section of a LinkedIn Company Page. On the left is a navigation menu with options: Header, Page info (selected), Buttons, Home, Featured, About, Details, Interested talent, Workplace, Commitments, Locations, and Manage languages. The main content area is titled 'Page info' and includes a note '* indicates required'. It contains several input fields: 'Logo' (with a 'sueellson' profile picture), 'Name*' (filled with 'Sue Ellison'), 'LinkedIn public URL*' (highlighted with a red box, showing 'linkedin.com/company/sue-ellson'), and 'Tagline' (filled with 'Independent LinkedIn Specialist, Career Development Practitioner, Gigster, Author, Speaker, Trainer, Founder'). A character count '108/120' is visible at the bottom right of the tagline field.

Risk

Prevent Identity Theft and Maintain Security

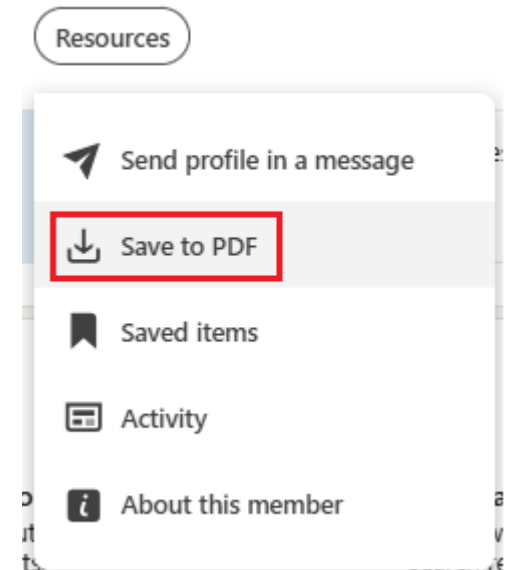
1. Add all email addresses to your profile
<https://www.linkedin.com/mypreferences/d/manage-email-addresses>
2. Add phone number to settings only
<https://www.linkedin.com/mypreferences/d/manage-phone-numbers>
3. Turn on Two Factor Authentication
<https://www.linkedin.com/mypreferences/d/two-factor-authentication>
4. Decide who can see your email address
<https://www.linkedin.com/mypreferences/d/settings/email-address-visibility>
5. Avoid number-based passkeys
<https://www.linkedin.com/mypreferences/d/passkey>
6. Do not include date of birth in Contact Info
<https://www.linkedin.com/in/YOURURL/overlay/contact-info>
7. Check where you are signed in and sign out at
<https://www.linkedin.com/mypreferences/d/user-sessions>
8. Check devices that remember you
<https://www.linkedin.com/mypreferences/d/remember-me>
9. Change your password regularly
<https://www.linkedin.com/mypreferences/d/change-password>
10. Be aware of who uses your phone, laptop, desktop where you have signed in



Risk

Practical Tips for You and Your Profile

1. Save a copy of your LinkedIn Profile to PDF before and after edits
2. Download a full data archive every 3 or 6 months
<https://www.linkedin.com/mypreferences/d/download-my-data>
3. Develop a strategy for increasing your network
4. Develop a strategy for 'staying in circulation' – engagement and publishing
5. Decide who can see who is in your network
<https://www.linkedin.com/mypreferences/d/settings/connections-visibility>
6. Select your Advertising Data preferences
<https://www.linkedin.com/mypreferences/d/categories/ads>
7. Select your Notifications settings
<https://www.linkedin.com/mypreferences/d/categories/notifications>
8. Review all settings every six months
<https://www.linkedin.com/mypreferences/d/categories/account>



Compliance

Practical Tips for Your Enterprise

1. Ensure logo, tag lines, descriptions, content and engagement all in alliance with website and other social media profile content
2. Develop a social media policy – onboarding – recommendations for how to add in a new role on LinkedIn, options for media links, profile banner etc
3. Develop a social media policy – during employment – employee advocacy – Follow the Company / School Page, encourage people to react and comment on content, connect with other employees, write (or not write) LinkedIn Recommendations
4. Develop a social media policy – offboarding – when to update a LinkedIn Profile, remove Administrator rights, join an Alumni Group
5. Have a policy to keep a list of all Post Links from a Company / School Page (for risk management, reuse and retrieval purposes)
6. Remember to utilise a variety of content types (video, PDFs, polls etc) – avoid humour
7. Carefully reflect on the ‘likelihood’ of decision makers ever seeing any sponsored content or advertisements (very low likelihood in Australia)
8. Focus reporting on what ‘works’ for your enterprise (don’t get bogged down in statistics)



Opportunity

1. Create an Aligned Presence (Profile and Page)
2. Build your Network Consistently (Invite Connections to Follow Page)
3. Engage and Publish Consistently (but don't discuss future earnings if listed!)
4. *When someone is ready, they find you (on LinkedIn or elsewhere) OR*
5. *When someone is ready, they remember you OR*
6. *If someone is approached directly in an aligned way*
7. They verify you (in whatever way suits them)
8. They purchase
9. They maintain a relationship
10. They refer others



Silver bullets do not exist and shiny objects can create a lot of wasted time and money

Other Resources

1. **Why LinkedIn is critical to securing your next board role** (free article)
<https://www.aicd.com.au/board-of-directors/career/how-to-get-on/securing-a-board-role-with-linkedin.html>
2. **Get Board-Ready: Tools to Raise Your Online Profile** (AICD Member / paid webinar)
<https://www.aicd.com.au/courses-and-programs/all-webinars/WEB0003-H260121-01.html>
3. **LinkedIn for CEOs and Business Owners** (free webinar recording)
<https://sueellson.com/blog/linkedin-for-ceos-and-business-owners>
4. **LinkedIn for CEOs** (today's free webinar recording)
<https://sueellson.com/blog/linkedin-for-ceos-webinar>
5. **Other Webinars and Recordings** (all free)
<https://sueellson.com/webinars-and-recordings>
6. **Crying CEO**
<https://www.cnbc.com/2022/08/11/ceo-posts-crying-selfie-on-linkedin-after-laying-off-employees-and-it-goes-viral.html> and https://www.linkedin.com/posts/bradenwallake_hey-everyone-yes-i-am-the-crying-ceo-no-share-6963185323577151489-0Mwu

LinkedIn for me Workshop

Melbourne City Library Saturday 25 July 2026 11am – 1pm

Tickets \$29 or \$59 include digital or paperback book

<https://linkedinforme.eventbrite.com.au>

Professional Services from Sue Ellson \$195 including GST per hour first five hours \$110 per hour thereafter



LinkedIn For CEOs

What do CEO's need to know about LinkedIn in 2026 for themselves and the enterprises they lead - governance, risk, compliance, opportunity?

Join this facts only webinar and learn:

- governance - essentials for your LinkedIn Profile and the Company/School Page
- risk - how to protect yourself from identity theft and maintain security
- compliance - reminders of what to include in your social media policy and onboarding and offboarding processes
- opportunity - how to systemise your growth (because automation is against the LinkedIn User Agreement)

**** Please complete survey when you leave the webinar**

Slides and recording will be online at <https://sueellson.com/blog/linkedin-for-ceos>

10. Questions and Answers and Evaluation

1. Any questions?
2. Please complete anonymous survey after the webinar
 - What was most helpful to you?
 - What will you do next?
 - What would you like to learn next?
 - Any other comments or helpful advice?<https://sueellson.com/workshop-evaluation>
3. Please consider adding a review if you found this helpful

Sue Ellson Webinar Feedback

☐ Use an internal name ⓘ

Survey description (optional)

Your anonymous feedback is extremely helpful to us - please take a moment to add your comments!

1. What was most helpful to you?

Long answer (300 characters)

2. What will you do next?

Long answer (200 characters)

3. What would you like to learn next?

Long answer (200 characters)

4. Any other comments or helpful advice?

Long answer (400 characters)

What has been most helpful to you today?

✓ Write a Review on

Google <https://g.page/sue-ellson-author/review> (175 Google Reviews) or
Facebook <https://www.facebook.com/sueellson2/reviews> (14 Reviews)
Online <https://sueellson.com/reviews> (lots!)

✓ Follow Sue Ellson's Socials or Contact directly <https://sueellson.com/contact>

✓ Questions and Answers



Google Review



Facebook Review



Online Review



Follow Socials / Contact