



2026 BUSINESS FORUM

'Your Business Success'

A dynamic day designed to inspire, educate, and connect local businesses and professionals from across the region.



9 August, 2026
9AM-4PM



BOX HILL TOWN HALL
1022 Whitehorse Rd

- Keynote Presentations
- Interactive Workshops
- Panel Discussion
- Business Stalls

FREE EVENT



Register today: <https://www.trybooking.com/DMHEN>

Social Media

Whitehorse Room
Workshop Session 1
11:00am – 12:00pm

By Sue Ellson

(AI was **not used** to
prepare this content)



Email slides and recording

Social Media

Sue Ellson

GK BBus MPC PCDAAs ASA WV MEdPlus SSWV

Independent LinkedIn Specialist

sueellson@sueellson.com

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

Whitehorse Room
Box Hill Town Hall
1022 Whitehorse Road
Box Hill Victoria 3128

Workshop Session 1
11:00am – 12:00pm
9 August 2026



Email slides and recording



Fast Facts – more at sueellson.com

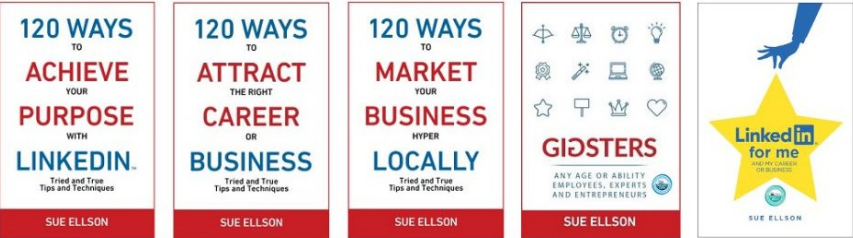
Member



Founder



Author



<https://sueellson.com/about>

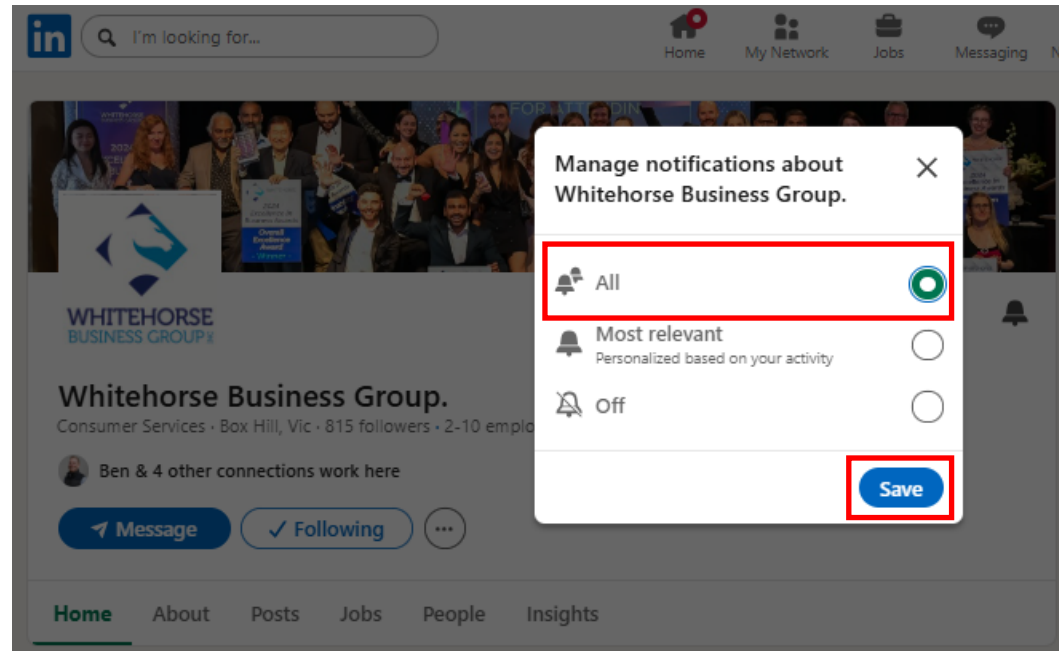
Follow / Subscribe to Sue Ellson Online

- ✓ LinkedIn Profile <https://www.linkedin.com/in/sueellson> 27,198 Connections, 32,306 Followers
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> 1,196 Followers
- ✓ Facebook <https://www.facebook.com/sueellson2> 300 Followers
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) 554 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> 173 Followers
- ✓ Twitter / X <https://x.com/sueellson> 438 Followers
- ✓ YouTube <https://www.youtube.com/@sueellson> 778 Subscribers, 247 Videos
- ✓ Sue Ellson Shares LinkedIn Newsletter 7,210 Subscribers
<https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Ellson Sharing LinkedIn Newsletter 467 Subscribers
<https://www.linkedin.com/newsletters/7011478630589497344>
- ✓ Sue Ellson Email Newsletter 1,917 Subscribers
<https://sueellson.com/newsletters>



Follow / Subscribe Whitehorse Business Group

- ✓ Facebook <https://www.facebook.com/WhitehorseBusinessGroup/> 1.6K Followers
- ✓ Instagram <https://www.instagram.com/whitehorsebusinessgroup> 1,284 Followers
- ✓ LinkedIn Page <https://www.linkedin.com/company/whitehorse-business-group-inc>. 815 Followers
- ✓ YouTube <https://www.youtube.com/@whitehorsebusinessgroup> 16 Subscribers 57 Videos
- ✓ Become a Member \$198 for 12 months <https://www.whitehorsebusinessgroup.com.au/members>



Past Presentations for Whitehorse Business Group



<https://sueellson.com/blog/linkedin-strategy-and-personal-branding-for-whitehorse-business-group>

<https://sueellson.com/blog/linkedin-for-businesses-in-whitehorse-workshop-for-whitehorse-business-group>

<https://sueellson.com/blog/linkedin-hands-on-session-for-the-whitehorse-business-group>

<https://sueellson.com/blog/linkedin-and-google-for-you-and-your-business-for-the-whitehorse-business-group>



Upcoming Workshops



CAMBERWELL CATCHUP

1st Wednesday Monthly
7:30am - 8:30am

camberwellcatchup.eventbrite.com.au

BOOK NOW

With LinkedIn Specialist and Author Sue Ellison

The poster features a dark blue background with a circular inset showing a woman (Sue Ellison) and a street scene in Camberwell.

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

Wednesday 2 September 2026 7:30am \$0



LINKEDIN FOR ME AND MY CAREER OR BUSINESS

MELBOURNE

Saturday 12 September 2026
11am - 1pm
Melbourne City Library
253 Flinders Lane
\$29 with digital book
\$49 with digital and paperback book

BOOK NOW

With LinkedIn Specialist and Author Sue Ellison

The poster features a dark blue background with a circular inset showing a woman (Sue Ellison) and a desk with a laptop and tablet.

<https://linkedinforme2.eventbrite.com.au>

Saturday 12 September 2026 11am – 1pm \$29



Evaluation



Thank you for joining today's workshop!
sueellson.com/workshop-evaluation

Date ____ / ____ / ____

1. What has been most helpful to you?

- 2. What else would have been helpful?**

- ### 3. What will you do next?

4. What would you like to learn next?

✂-----
Say thank you with any **one** of these...

1. **Google Review**
[g.page/sue-ellson-author/review](#)
2. **Facebook Review**
[facebook.com/sueellson2/reviews](#)
3. **Online review**
[sueellson.com/reviews](#)
4. **LinkedIn Skill Endorsement**
[linked.com/in/sueellson](#)
5. **LinkedIn Recommendation**
[linked.com/in/sueellson](#)
6. **Buy a book**
[sueellson.com/books](#)

Review



Google Review



Facebook Review



Online Review

Social



Follow Socials
/ Contact

Email



Slides and Recording

Agenda Today

- What have you published online?
- Online Strategy
- Online Real Estate
- Publishing Process
- Social Media Updates
- Good Practice Examples
- Evaluation and questions and answers



The poster for the 2026 Business Forum features a background image of a speaker at a podium in front of an audience. The text is overlaid on this image. At the top left, it says 'Mayor's Welcome' and 'WHITEHORSE BUSINESS GROUP'. The main title '2026 BUSINESS FORUM' is in large, bold, blue letters, with 'Your Business Success' in a smaller box below it. A description states: 'A dynamic day designed to inspire, educate, and connect local businesses and professionals from across the region.' The date and time are '9 August, 2026 9AM-4PM'. The location is 'BOX HILL TOWN HALL 1022 Whitehorse Rd'. A list of activities includes 'Keynote Presentations', 'Panel Discussion', 'Interactive Workshops', and 'Business Stalls'. A 'FREE EVENT' banner is at the bottom, along with the 'SUBURBAN RAIL LOOP AUTHORITY' logo and a registration link: <https://www.trybooking.com/DMHEN>.

Mayor's Welcome
WHITEHORSE
BUSINESS GROUP

2026 BUSINESS FORUM

'Your Business Success'

A dynamic day designed to inspire, educate, and connect local businesses and professionals from across the region.

9 August, 2026
9AM-4PM

BOX HILL TOWN HALL
1022 Whitehorse Rd

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SUBURBAN
RAIL LOOP
AUTHORITY



What have you published online?

Step 1 – Create a Usernames and Passwords List (I use a password protected Excel Spreadsheet that I have also printed on paper and put with my will)

Step 2 – Collect a list of every link there is about you online in a spreadsheet (date, title, publication name, link, details) – all social media profiles, all directory listings you want to re-share, all media mentions, all features on other websites)

Step 3 – Add relevant details to your business website and social channels

Step 4 – Consider creating a yourname.com website and publishing there too



Online Strategy

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
- AI Answers Auto Included

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
- Answer Questions

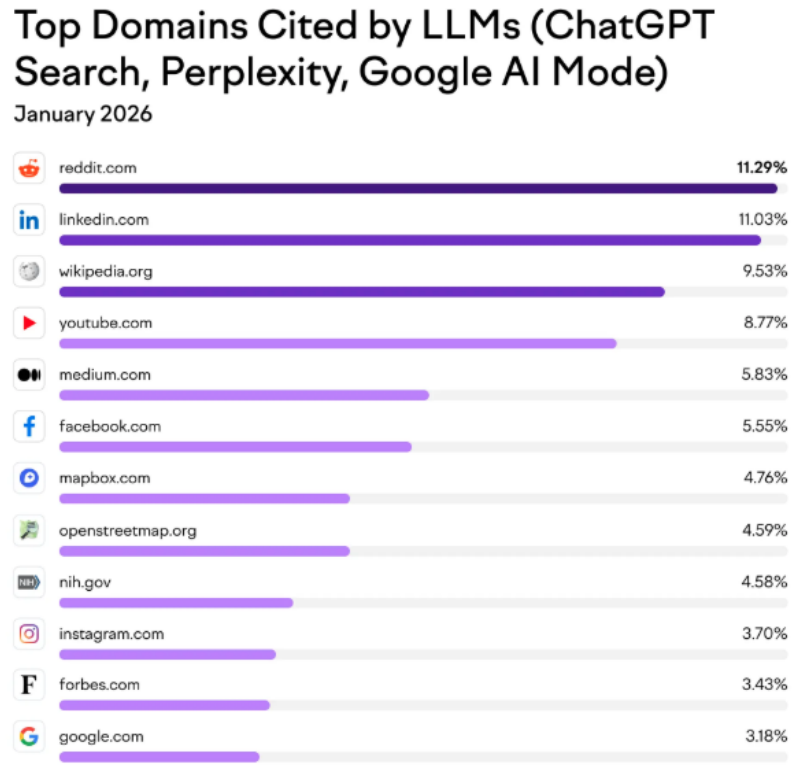
Generative AI Results

- 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
- Social Content Proves Current



1. LinkedIn Is the Second Most Cited Domain Across ChatGPT Search, Perplexity, and Google AI Mode

LinkedIn is second in citations on ChatGPT Search, Google AI Mode, and Perplexity for our dataset— ahead of Wikipedia, YouTube, and every major news publisher.



Online Real Estate



Publishing Process

1. Publish and item and add to your list of publications
2. Share the link in a post on all of your online and social media channels
3. Add original publication website link to web.archive.org
4. Add all shared links to your own name website (and/or spreadsheet of publications)
5. Engage on social media regularly (reactions and comments, reposts and saves)
6. Ask for online reviews and respond to them
7. Give and receive LinkedIn Skill Endorsements and Written Recommendations
8. Ensure all of your online listings are up to date, audit and review six monthly

** Copyright usually means you cannot reproduce in full elsewhere but you can link to it!

** Linking to the social and other posts online helps AI index your content

6 June 2026

How to use LinkedIn to secure a board role – Australian Institute of Company Directors LinkedIn Newsletter Inside The Boardroom

<https://www.linkedin.com/pulse/why-avoiding-conflict-weakening-board-ohyxc>
[Archive.org](#), [Facebook Page](#), [Google](#), [LinkedIn Page](#), [LinkedIn Profile](#), [Twitter / X](#)



Social Media Updates

1. Login to each account and update each social media profile

- Do it on your laptop or desktop device
- Do it on your mobile phone app
- Fill in all of the boxes
- Copy and paste in all of the links
- Diary to check this again in six months
- Download your data

Why?

- New boxes are always being added some are mobile only
- Most profiles are incomplete and not backed up
- Completed profiles are more likely to be found



Social Media Updates

2. Review who has access

- Ideally three administrators on each account
- Remove access for people who have left your enterprise
- Add access for current people
- Consider having a separate phone for social media

Why?

- Accessible when someone is on leave / sick
- Security risk if former staff member issue
- Can transfer phone and all images and video to another person if all on the one phone



Social Media Updates

3. Update your enterprise website

- List all of your social media profiles (e.g. YouTube)
- Check each link on your website works if you click on it
- Add in social links to your Google Business Listing
- Add in social links to your Bingplaces Listing

Why?

- If you don't list on your website, robots can't associate
- You lose traffic if the links don't work or are not there
- You want Google and Bingplaces to showcase your socials



Social Media Updates

4. Check your enterprise website analytics

- How much traffic is coming to your website via social media?
- How much business is generated via social media?
- Do you have products linked for immediate purchase?
- What content is driving action or interest?

Why?

- Can be a time-wasting vortex
- May not be re-purposing your content for all platforms
- May be time to delete old profiles (e.g. X or Threads)
- You need to focus on what works for your enterprise



Social Media Updates

5. Rethink your Engagement Strategy

- How often do you support other content creators?
- Do you 'Like' (react) or 'Comment' (respond) more often than post and ghost?
- Do you 'Subscribe' so you can tailor your Newsfeed?
- Do you 'Endorse' Skills and 'Write' Recommendations on LinkedIn?
- Do you add Reviews for others on Google and Facebook (with photo / video)?

Why?

- All social media is a Megalomaniac – more people, more often, for longer
- Your behaviour is being watched – you need to share the love
- Being 'nice' usually notifies recipients and builds relationships with people
- Consider joining <https://www.localguidesconnect.com> to earn points



Social Media Updates

6. Rethink your Content Strategy

- Quality > Quantity – 1 x month or week is okay – maximum 3 x week
- AI Content must be declared
- Younger audiences can spot AI and don't like it
- Authenticity is paramount – but you don't need to be 'over-personal'
- Aim to be 'scroll-stopping' – faces help – but give value 'edutainment'

Why?

- Social media is now a search engine – answer 'questions' people have
- Platforms like 'conversations' and 'saves' not just 'likes'
- Why social media? Branding? Maintain relationships? Due Diligence?



Social Media Updates

6. Rethink your Content Strategy

 European Commission

EN

Shaping Europe's digital future

[Home](#) | [Policies](#) | [Activities](#) | [News](#) | [Library](#) | [Funding](#) | [Calendar](#) | [Consultations](#) | [AI Office](#)

[Home](#) > [News & Views](#) > Commission starts enforcing AI Act rules and new transparency requirements on 2 August

Commission starts enforcing AI Act rules and new transparency requirements on 2 August

PRESS RELEASE
Publication 31 July 2026

From 2 August 2026, the European Commission's AI Office, together with national authorities, will begin enforcing the Artificial Intelligence (AI) Act.

On the same date, new transparency rules will start to apply, requiring certain AI systems to tell users when they are interacting with AI and when content has been generated or altered by it.

Under the new rules, chatbots and other interactive AI systems will have to tell users they are dealing with AI, not a human. Deepfakes (images, videos, or audio that have been edited or generated using AI) will have to be labelled. AI-generated or altered content will also have to carry machine-readable marks so it can be detected more easily.

The measures are intended to reduce deception and manipulation and help people make informed choices. They also give businesses clearer obligations and a practical way to show compliance. The Commission published a [first list](#) of more than 180 organisations that have signed the [Code of Practice on transparency of AI-generated content](#) that operationalises the rules on transparency of AI-generated content.



Related topics
[Artificial intelligence](#)



<https://digital-strategy.ec.europa.eu/en/news/commission-starts-enforcing-ai-act-rules-and-new-transparency-requirements-2-august>

Social Media Updates

7. Rethink the tools within platforms

- Keep yourself in 'circulation' – LinkedIn has a poll, a PDF share etc
- Short form portrait video is particularly well liked (burn in captions)
- Selectively test new features – early adopters can 'win'
- Going viral doesn't equal more business – what are your objectives?

Why?

- If you are gone for too long, social 'forgets' you
- Social is based on a topic now, not a relationship
- Platform AI likes to 'label' you and your content speciality
- Ask yourself, am I confusing the platform?



Social Media Updates

8. Review your reporting

- What are you monitoring and why?
- Are your key numbers increasing?
- Have you set some social KPIs?
- How much of the audience do you 'own'?

Why?

- Many statistics are real time only – where is growth possible?
- Are you generating business or maintaining relationships?
- Are you adding people to your database or mailing list?
- Where do most of your paying customers or clients come from?



Good Practice Examples

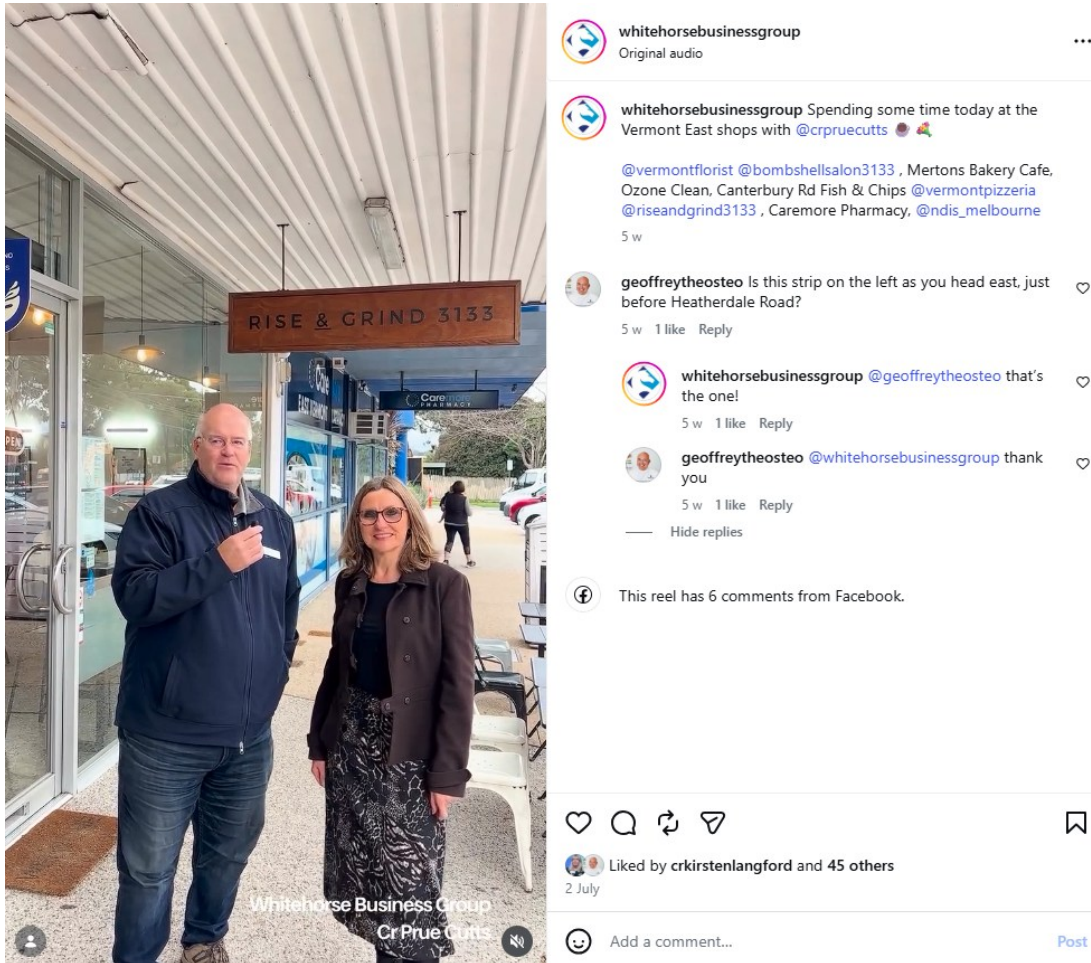


- Recognisable faces and location
- Portrait Short Form Video
- Movement and information
- Relevant @mentions
- 34 Reactions
- 6 Comments
- 7 Reposts

<https://www.facebook.com/reel/1961546627887236>



Good Practice Examples

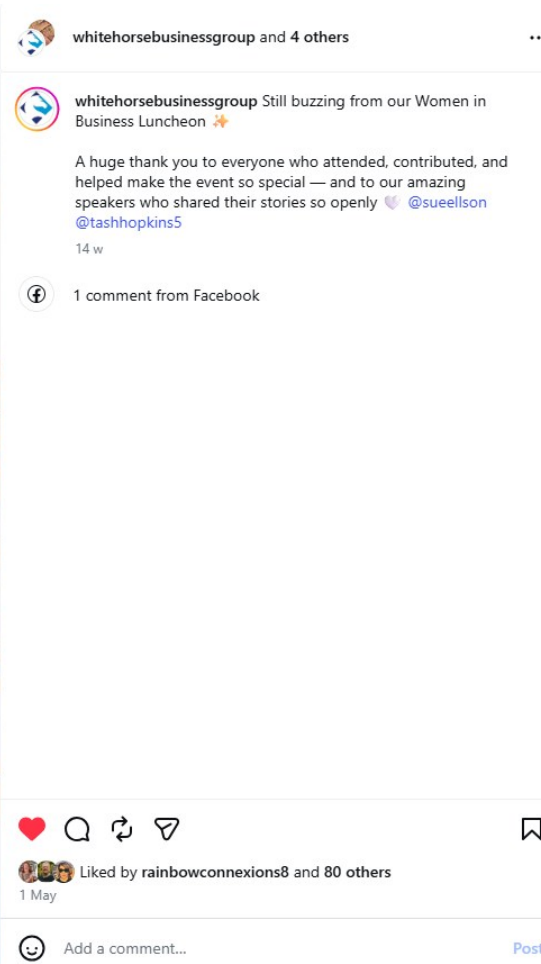


- Same content re-purposed
- Includes Instagram @handles
- Question asked and answered

<https://www.instagram.com/p/DaR5uvMPu3F>



Good Practice Examples



- Excellent quality photos
- All original images
- Early engagement, travels further

<https://www.instagram.com/p/DXxhcWEEuB8>



Good Practice Examples



- Relevant people @mentioned
- Additional @mentioned in comment
- Includes action 'link'
- Unfortunately @mentioned people did not respond...

https://www.linkedin.com/posts/whitehorse-business-group-inc%2E_ready-to-take-your-marketing-to-the-next-activity-7475755742113751040-inqq



Good Practice Examples

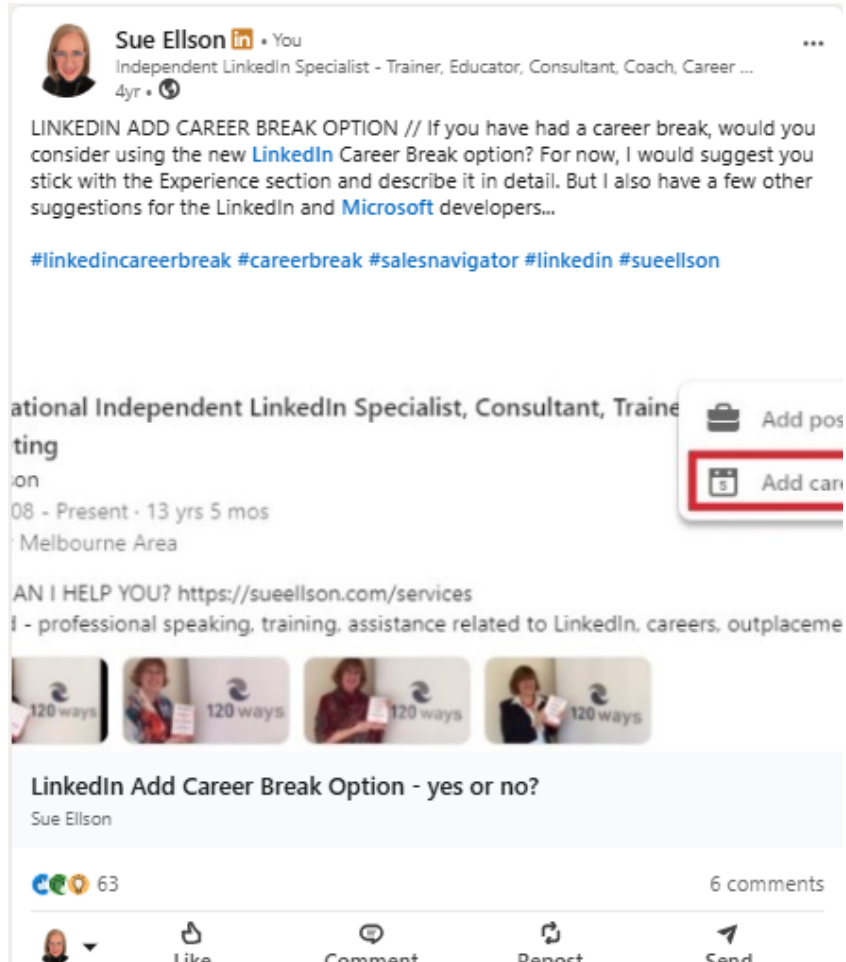


- Relevant topic
- Short Paragraphs and sentences suitable for mobile devices
- Starts with a 'topic' in CAPITALS
- Short form portrait video with subtitles burned in
- Acknowledged people who re-posted with an @mention
- 51 seconds
- Shared with LinkedIn Career Editors
- Shared with LinkedIn Video Editors
- 4,964,786 Impressions
- 439 reactions
- 34 comments
- 8 reposts

<https://www.linkedin.com/feed/update/urn:li:activity:7293139167725637633/>



Good Practice Examples



The screenshot shows a LinkedIn profile for Sue Ellson, an Independent LinkedIn Specialist. Her post, titled 'LINKEDIN ADD CAREER BREAK OPTION', discusses the new LinkedIn Career Break option and offers suggestions for users. The post includes several hashtags: #linkedincareerbreak, #careerbreak, #salesnavigator, #linkedin, and #sueellson. Below the text, there are four small video thumbnails, each labeled '120 ways'. The post has 63 reactions and 6 comments. A red box highlights the 'Add post' button in the top right corner of the post area.

Top performing posts

7K impressions • 10 engagements

LINKEDIN ADD CAREER BREAK OPTION // If you have had a career break, would you consider using the new LinkedIn Career Break option? For now, ...

LinkedIn Add Career Break Option - yes or no?
LinkedIn • 11 mins read

- LinkedIn Article – Lifetime Value
- LinkedIn Post – still securing 7K/365 views four years later (LinkedIn keeps Articles in 'better' circulation)
- Not linking to another website
- Answers a question people have
- People have contacted me directly

Article link

<https://www.linkedin.com/pulse/linkedin-add-career-break-option-yes-sue-ellson>

Post Link

<https://www.linkedin.com/feed/update/urn:li:ugcPost:6911623906076372992>



What to do next?

- Review slides
- Consider implementing suggestions
- Feel free to share with your team
- Focus on what WORKS for your goals



Email slides and recording



Upcoming Workshops



CAMBERWELL CATCHUP

1st Wednesday Monthly
7:30am - 8:30am

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Wednesday 2 September 2026 7:30am \$0



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<https://linkedinforme2.eventbrite.com.au>

Saturday 12 September 2026 11am – 1pm \$29



Consulting

- **more information** <https://sueellson.com>
- **assistance** \$199 per hour first five hours, then \$110 per hour
- **contact** sueellson@sueellson.com



Evaluation



Thank you for joining today's workshop!
sueellson.com/workshop-evaluation

Date ____ / ____ / ____

1. What has been most helpful to you?

- 2. What else would have been helpful?**

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✂-----
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[facebook.com/sueellson2/reviews](#)
3. **Online review**
[sueellson.com/reviews](#)
4. **LinkedIn Skill Endorsement**
[linked.com/in/sueellson](#)
5. **LinkedIn Recommendation**
[linked.com/in/sueellson](#)
6. **Buy a book**
[sueellson.com/books](#)

Review



Google Review



Facebook Review



Online Review

Social



Follow Socials
/ Contact

Email



Slides and Recording