

LinkedIn for Alumni Professionals

Sue Ellson

GK BBus MPC PCDAAS ASA WV MEdPlus SWWV

Independent LinkedIn Specialist

sueellson@sueellson.com

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

Online via Zoom

16 September 2026

11:00am – 11:30am



Fast Facts – more at sueellson.com

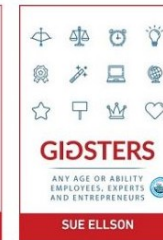
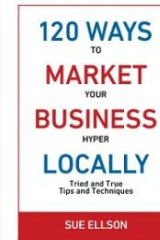
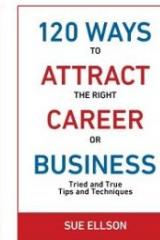
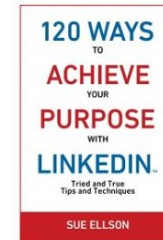
Member



Founder



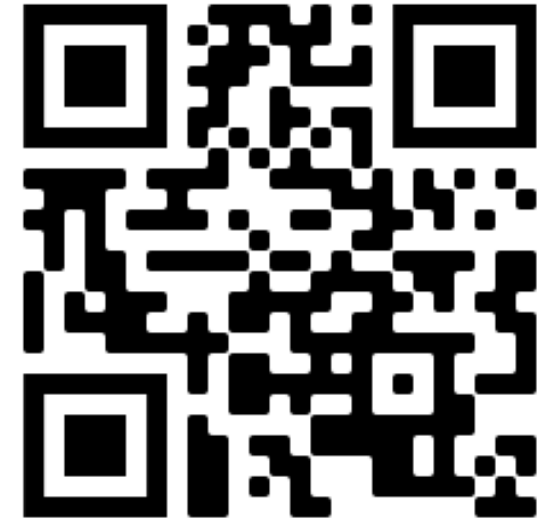
Author



<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> 27,342 Connections, 32,476 Followers
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> 1,238 Followers
- ✓ Facebook <https://www.facebook.com/sueellson2> 301 Followers
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) 557 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> 177 Followers
- ✓ Twitter / X <https://x.com/sueellson> 439 Followers
- ✓ YouTube <https://www.youtube.com/@sueellson> 778 Subscribers, 250 Videos
- ✓ Sue Ellson Shares LinkedIn Newsletter 7,240 Subscribers
<https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Ellson Sharing LinkedIn Newsletter 491 Subscribers
<https://www.linkedin.com/newsletters/7011478630589497344>
- ✓ Sue Ellson Email Newsletter 1,966 Subscribers
<https://sueellson.com/newsletters>



Evaluation



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?

sueellson.com/workshop-evaluation

Review - Thanks



Google Review



Facebook Review



Online Review

Social



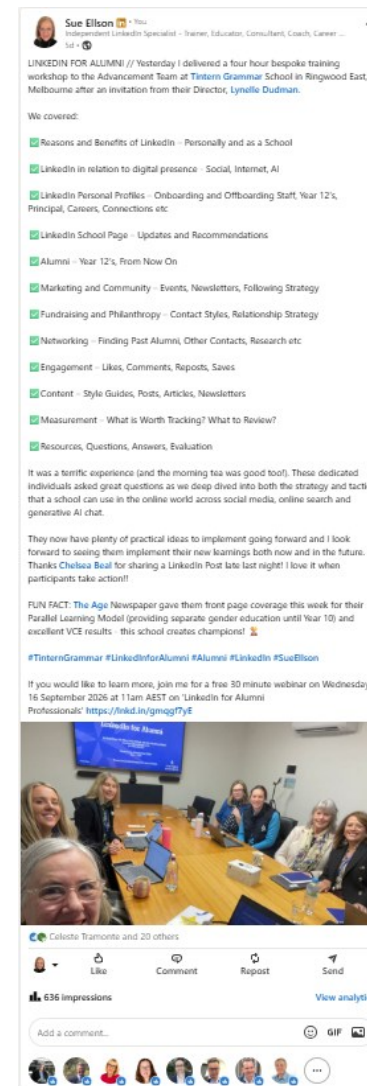
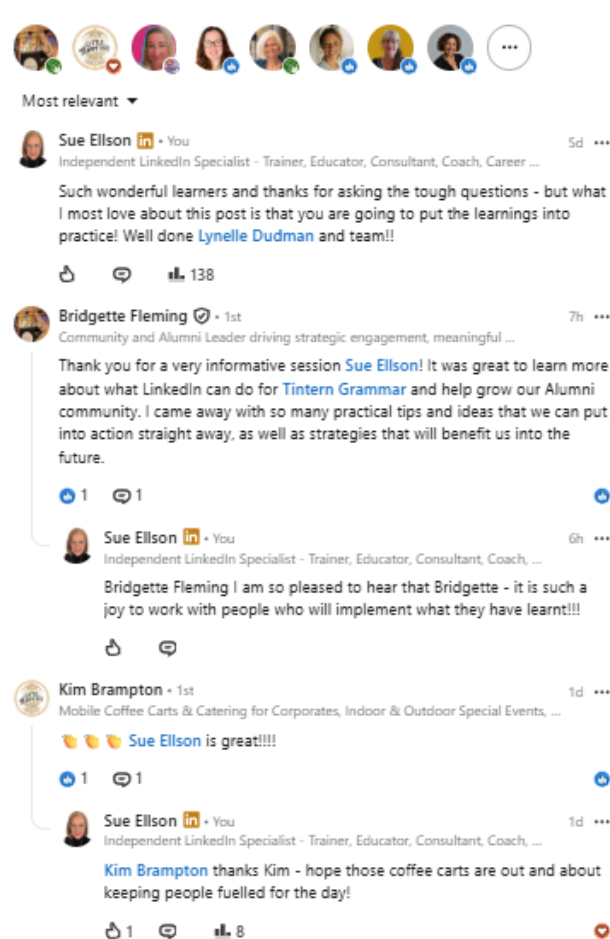
Follow Socials / Contact

Agenda Today

1. History of LinkedIn
2. Quick Personal Wins
3. Cannot have a Personal Profile
4. Company to School Page
5. Update the School Page – all sections (copy/paste link)
6. Collect Statistics and Set Goals
7. Ensure 3+ Administrators **
8. Reconsider Groups
9. Current Students or Members
10. Inhouse Record Keeping
11. Networking and Connecting
12. Evaluation and Questions and Answers



Good News Story – Tintern Grammar



✓ Chelsea Beal <https://www.linkedin.com/feed/update/urn:li:activity:7503417902977458176/>

✓ Lynelle Dudman <https://www.linkedin.com/feed/update/urn:li:activity:7503613004538769408/>

✓ Sue Ellson <https://www.linkedin.com/feed/update/urn:li:activity:7503698302714937345/>

1. History of LinkedIn

1. Launched May 2003
2. Acquired by Microsoft 2016 which owns 27% Open AI (ChatGPT)
3. Originally resume and jobs platform
4. Now a network, publishing and research tool with a Skills focus
5. 17+ Million Australian Members
6. Ultimately recommend YourName.com website (for future leaders)

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

<https://www.linkedin.com/legal/user-agreement>

<https://www.linkedin.com/legal/professional-community-policies>

Every minute on LinkedIn

90

People add a new role to their profile

~8.2K

Job applications are submitted

1.8M+

Feed updates are viewed

17K+

Connections are made

~147

Hours of learning content is consumed

A community of

+1.3B

Members

70M+

Companies listed

144K+

Schools listed

42K+

Skills listed

Our business

\$19B

Annual revenue

4+

Years of double-digit member growth

11%

Year-over-year growth in revenue (10% in C\$) in Q2 FY26

42K+

Year-over-year growth in paid video ads

2. Quick Personal Wins

1. Edit your LinkedIn URL to just your name at <https://www.linkedin.com/public-profile/settings>
2. Add all of your email addresses to your LinkedIn account at <https://www.linkedin.com/mypreferences/d/manage-email-addresses>
3. Add your phone number to your LinkedIn account at <https://www.linkedin.com/mypreferences/d/manage-phone-numbers> (not visible to the public)
4. Turn on Two Factor Authentication at <https://www.linkedin.com/mypreferences/d/two-factor-authentication>
5. Fill in your LinkedIn Profile as much as you can!

Add to profile	×
Core	▼
Recommended	▼
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	

3. Cannot have a Personal Profile

Very tempting to create a LinkedIn Profile instead of a LinkedIn Page so that the Profile can connect with the individual people and message directly.

Unfortunately this is against the LinkedIn User Agreement and the profile can be removed without warning and cannot be retrieved.

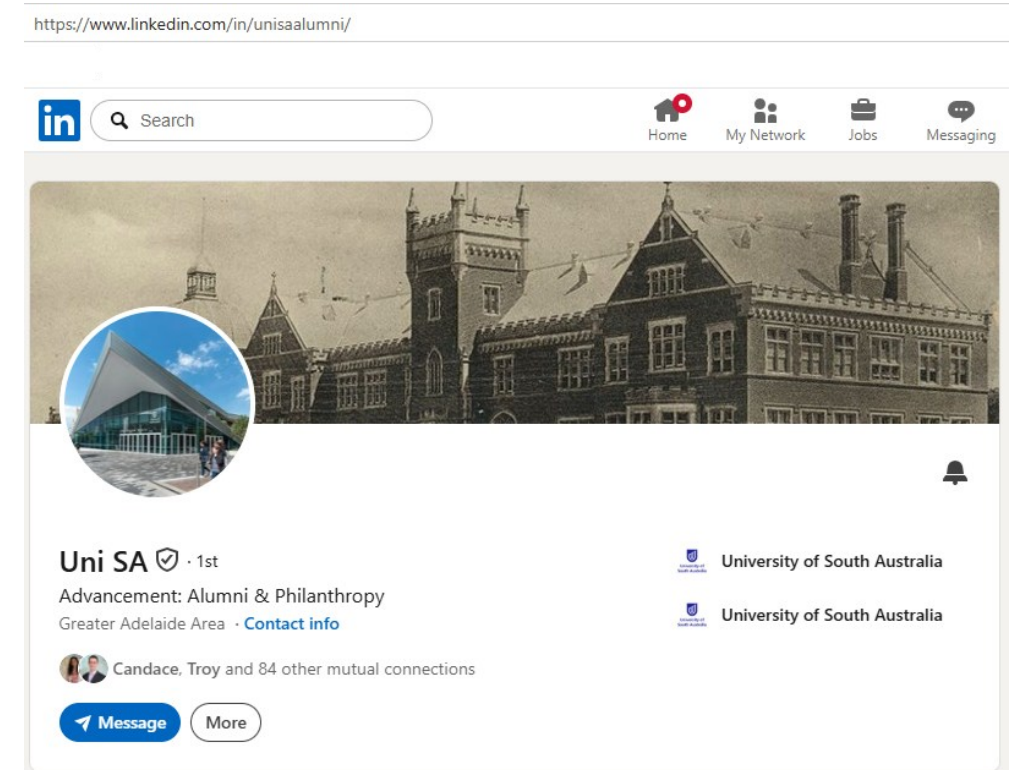
Download the data now at
<https://www.linkedin.com/mypreferences/d/download-my-data>

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

<https://www.linkedin.com/in/toorak-collegians>

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

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



4. Company To School Page

If you want to see your 'Alumni' on LinkedIn, your LinkedIn Page needs to be a School Page not a Company Page – ask me if you need to change this...

The first screenshot shows the LinkedIn 'Create a LinkedIn Page' setup screen. It offers three options: 'Company' (for businesses), 'Showcase page' (for sub-pages), and 'Educational institution' (for schools and universities). The 'Educational institution' option is highlighted with a red box.

The second screenshot shows the 'Blackburn High School' LinkedIn page. The header features the school's name and a tagline. Below the header, there is a section for 'Wendy works here' with 'Follow' and 'Message' buttons. The navigation bar at the bottom includes 'Home', 'About', 'Posts', 'Jobs', 'People', and 'Insights'.

The third screenshot shows the 'Tintern Grammar' LinkedIn page, specifically the 'Alumni' tab. The header features the school's name and a tagline. Below the header, there is a section for 'Jacinta & 12 other connections work here' with 'Message' and 'Following' buttons. The navigation bar at the bottom includes 'Home', 'About', 'Posts', 'Jobs', 'Alumni', and 'Insights'.

5. Update the School Page

Complete ALL of these sections and check they are all complete every six months

- Dashboard
- Page posts
- Analytics
- Feed
- Activity
- Inbox
- Edit Page

Edit page

Page info

Buttons

Featured

Details

Interested talent

Workplace

Commitments

More

Page info

* indicates required

Logo

Banner

Locations

Languages

6. Collect Statistics and Set Goals

Real time statistics only – ideally, collect monthly

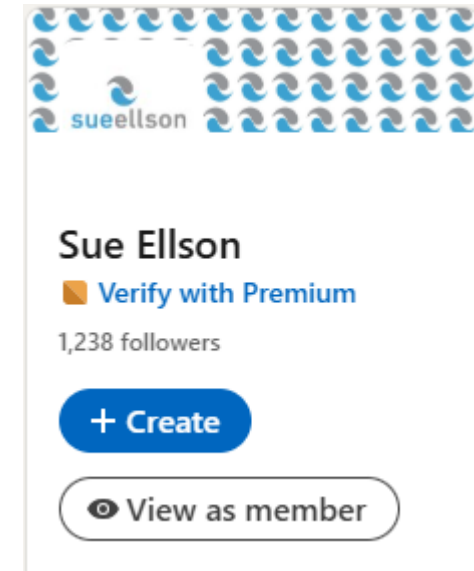
How many Followers? – Goal increase by XXX per month
<https://www.linkedin.com/school/tintern-grammar>
(actual number only visible to an Administrator)

How many Alumni? – Goal increase by XXX per year
<https://www.linkedin.com/school/tintern-grammar/alumni>

How many Employees? – Goal match to 80% of all staff
<https://www.linkedin.com/school/tintern-grammar/insights>

How many Posts for the month? – Goal 1+ per week
(not all the reactions and comments)

If you have a LinkedIn Newsletter – Publish once a month
(auto-invites new Followers to Subscribe)



7. Ensure 3+ Administrators

Minimum three – but ensure removed when staff leave and add when new staff arrive

Settings

Manage admins
Control who manages your page

→

Manage restricted members
See all the restricted members

→

Manage following
See all the pages your page follows

→

Inbox settings
Choose whether members can message the page and select conversation topics

→

Manage content sharing
Add your external content sources or make changes to your current sources

→

Job posting
Manage who can post jobs and how jobs are shared on your page

→

Deactivate page
Take your page down

→

Add page admin



Assign an admin role ?

- ☒ **Super admin**
This role manages everything on the page. It's the only role that can edit the page and manage all admins.
- ☐ **Content admin**
This role posts and manages content, comments as the page, responds to messages, and exports analytics.
- ☐ **Analyst**
This role only views and exports analytics on LinkedIn and will have limited access on 3rd party partners tools.

Save

LinkedIn for Advancement Workshop

Includes

- One Hour Online Pre Workshop Briefing
- Four Hour Bespoke Workshop – Up to 10 Staff
Ideally in Person but can be online (+ Travel if outside Melbourne Metro)
- Bespoke Social Media Analysis
- Bespoke Website Analysis
- Bespoke Cheat Sheet for Students
- Bespoke Cheat Sheet for Staff
- Bespoke Digital Slides for Advancement and Enterprise Staff
- Social Media Statistics Spreadsheet and Five Non-Fiction Books (digital version)
- Brief Review Leader's LinkedIn Profile in Workshop (+ one hour session available)
- Anything else agreed to in Pre Workshop Briefing + Summary of Evaluations



LinkedIn for Advancement Workshop

Benefits

- Confirms Your Requirements First
- Suitable for Multiple Advancement Areas – Admissions, Alumni and Community Relations, Careers, Fundraising, Leadership, Marketing and Communications, People and Culture
- Consultative and Inclusive Training - objections dealt with immediately
- Pro Forma Battletested Examples
- Incorporates Evergreen Strategies and On Trend Tactics
- Digital Record of Action Steps
- Encourages Goal Setting
- Improves Brand
- Improves Digital Presence that Attracts Opportunities
- Helps Develop and Maintain Relationships Long Term
- Provides Practical, Sustainable and Advertising Free Actions
- Cross Pollination from other Industries and Associations



LinkedIn for Advancement Workshop

Content

- **Reasons and Benefits of LinkedIn** – Personally and as a School
- **LinkedIn in Relation to Digital Presence** – Social, Internet, AI
- **LinkedIn Personal Profiles** – Onboarding and Offboarding Staff, Students, Leader, Careers, Connections etc
- **LinkedIn School Page** – Updates and Recommendations
- **Alumni** – Current Students, Past Students, From Now On
- **Marketing and Community** – Events, Newsletters, Following Strategy
- **Fundraising and Philanthropy** – Contact Styles, Relationship Strategy
- **Networking** – Finding Past Alumni, Other Contacts, Research etc
- **Engagement** – Likes, Comments, Reposts, Saves
- **Content** – Style Guides, Posts, Articles, Newsletters
- **Measurement** – What is Worth Tracking? What to Review?
- **Resources** – Links, Questions, Answers, Evaluation



LinkedIn for Advancement Workshop

Investment

\$1,999 including GST
if confirmed by email before 30 September 2026

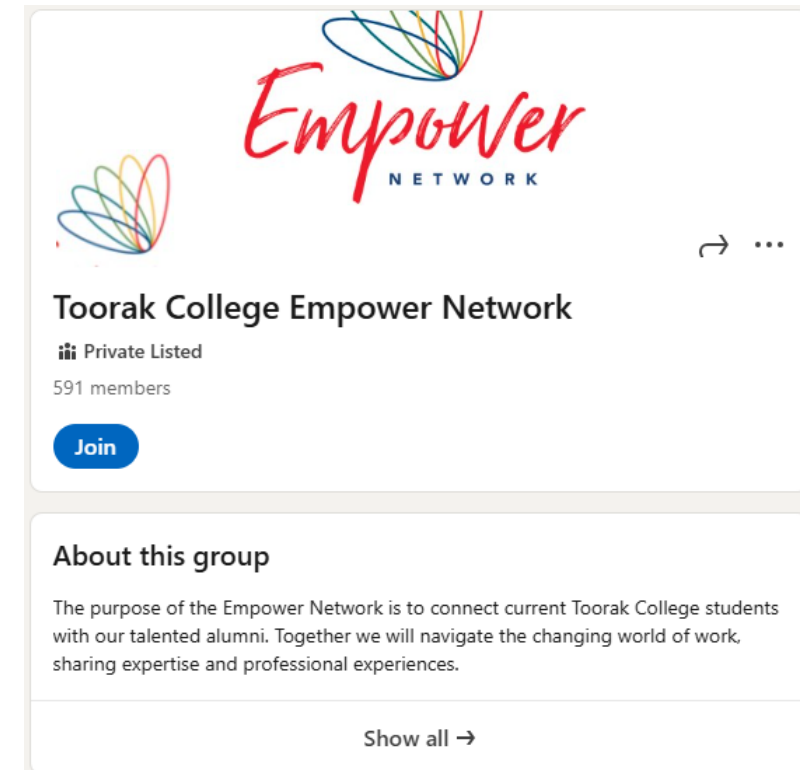
\$2,699 including GST
if confirmed by email after 1 October 2026

Simply email sueellson@sueellson.com



8. Reconsider Groups

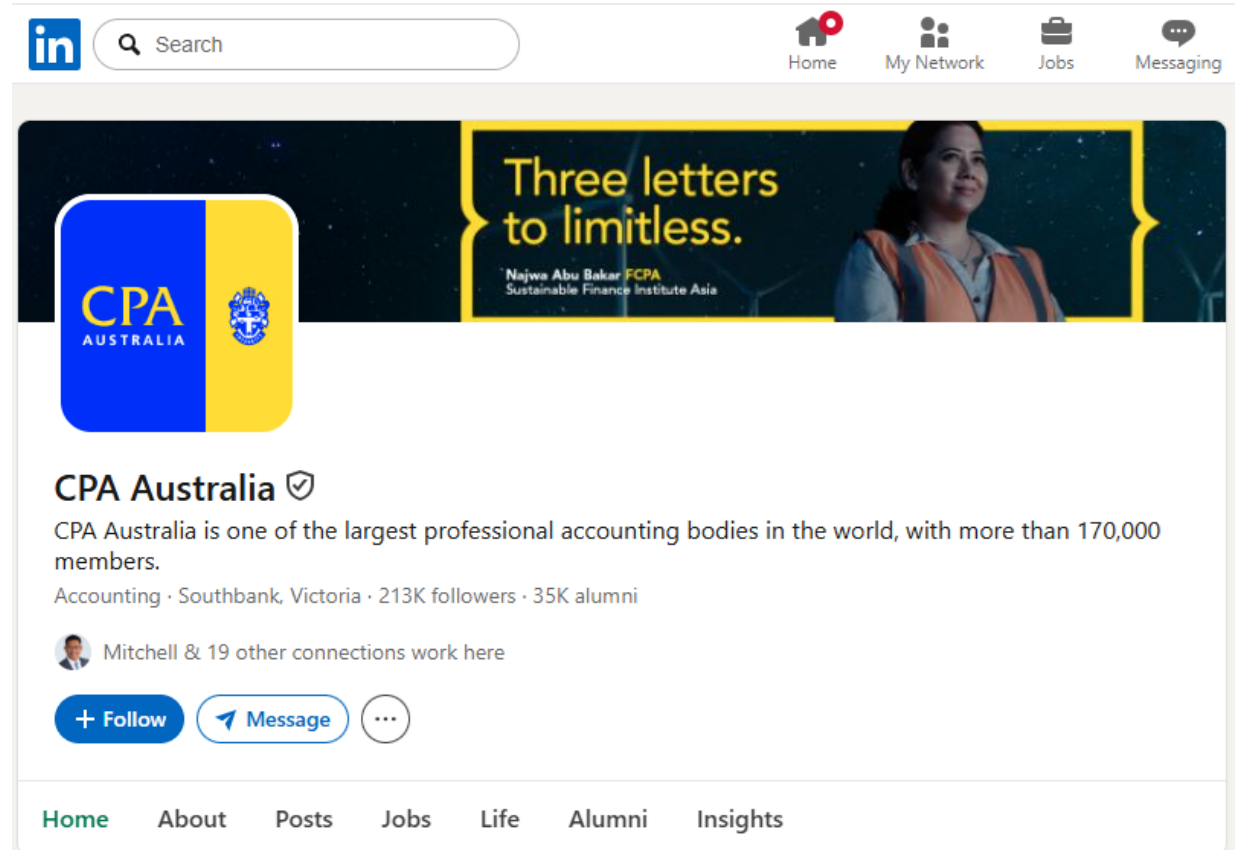
1. Difficult to get people to join
2. Unlikely to receive notifications of new content
3. Most people only check LinkedIn in time of need
4. Requires proactive Group Administrators but still no guarantee of success
5. Consider – download all data, make sure all people are ‘Following’ School Page and have the ‘School’ listed in the Education Section of their LinkedIn Profile if they are alumni and close Group



9. Current Students or Members

1. **Secondary Schools** – 80% of students create a LinkedIn Profile at home and list the school in the Education Section of their LinkedIn Profile before they leave (ideally end of second last year of school) and add their school email address to the backend (and keep it on their account to aid verification)
2. **Tertiary Colleges and Universities** – 80% of students add that they are studying there in their first year and add their email address to the back end (and keep there)
3. **Member Associations** – 80% of students add their Education to the Education Section on the last day of the course and add their Membership to the Licenses and Certifications and the Organizations Section of their LinkedIn Profile

<https://www.linkedin.com/school/cpaustralia/home/>



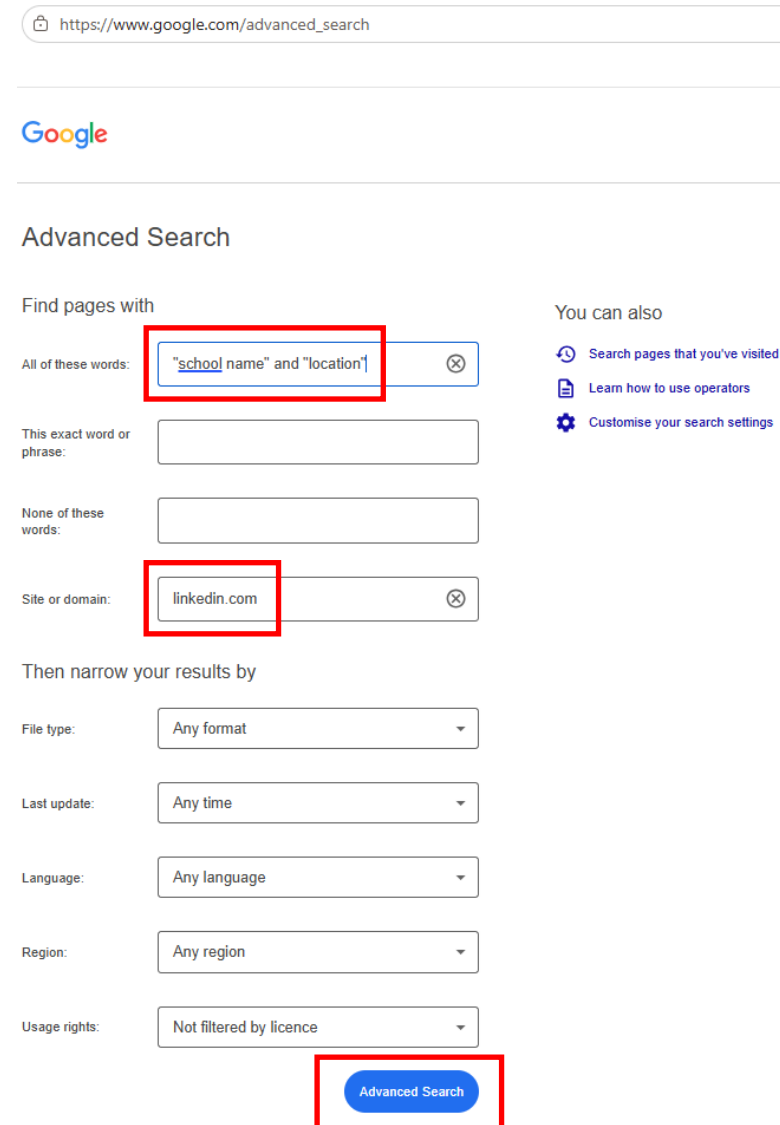
10. Inhouse Record Keeping

In your own Alumni Database, have one field for each person's LinkedIn URL and one field to add the date or a yes/no that the person has added your School Page to the Education Section of their LinkedIn Profile.

If they mention your School Name but do not select it from the drop down box, they will not be registered as 'Alumni' for your School Page.

Also recommend you add their Mobile Phone Number as well in a separate field.

Ensure any Alumni SAAS Program allows people to sign in with their LinkedIn Account (not manually create another email address and password account)



The screenshot shows the Google Advanced Search page. The URL bar at the top displays https://www.google.com/advanced_search. Below the Google logo, the heading "Advanced Search" is visible. The "Find pages with" section contains three input fields: "All of these words:" with the text `"school" name" and "location"` (highlighted with a red box), "This exact word or phrase:" (empty), and "None of these words:" (empty). The "Site or domain:" field contains `linkedin.com` (highlighted with a red box). The "Then narrow your results by" section includes five dropdown menus: "File type:" (Any format), "Last update:" (Any time), "Language:" (Any language), "Region:" (Any region), and "Usage rights:" (Not filtered by licence). On the right side, under "You can also", there are three links: "Search pages that you've visited", "Learn how to use operators", and "Customise your search settings". At the bottom right, the "Advanced Search" button is highlighted with a red box.

11. Networking and Connecting

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

- LinkedIn App on Phone
- Click in Search Box
- Click Three Squares on Top Right Hand Corner
- Scan Other Person's QR Code
- Click three dots ... next to Blue Button
- Choose 'Personalize Invite' (5 per month free)
- Type in where you have met (so can search messages afterwards if they forget your name)
- Send Connection Request



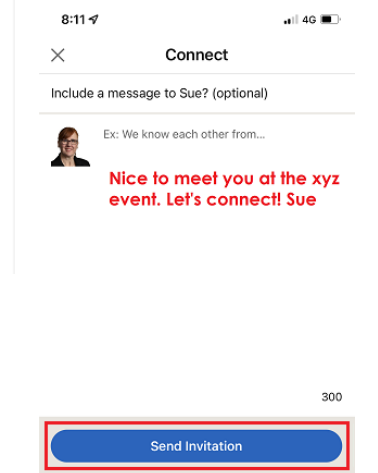
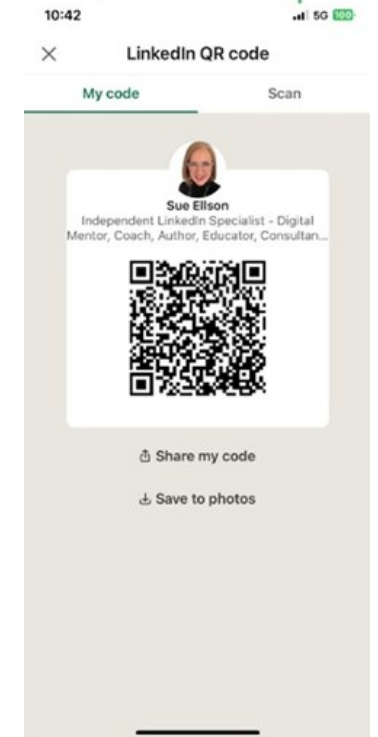
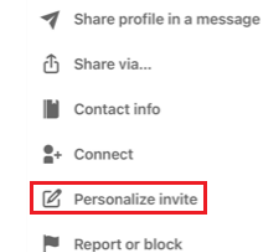
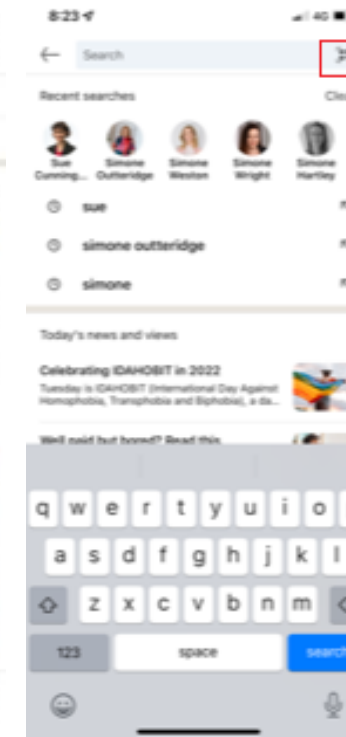
Aligned People and Companies



My Network

People You May Know

Set Connection Targets 3+ people per event



LinkedIn for Advancement Workshop

Investment

\$1,999 including GST
if confirmed by email before 30 September 2026

\$2,699 including GST
if confirmed by email after 1 October 2026

Simply email sueellson@sueellson.com



Agenda Today

1. History of LinkedIn
2. Quick Personal Wins
3. Cannot have a Personal Profile
4. Company to School Page
5. Update the School Page – all sections (copy/paste link)
6. Collect Statistics and Set Goals
7. Ensure 3+ Administrators
8. Reconsider Groups
9. Current Students or Members
10. Inhouse Record Keeping
11. Networking and Connecting
12. Evaluation and Questions and Answers



12. Evaluation



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?

sueellson.com/workshop-evaluation

Review - Thanks



Google Review



Facebook Review



Online Review

Social



Follow Socials / Contact

Questions and Answers