



LinkedIn or Linked Out?

The value of an online presence

By Sue Ellson GK BBus MPC PCDAAS ASA WV MEdPlus SWWV

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Tuesday 6 October 2026

5:30pm – 6:30pm

Thank you Glenda O'Brien CDAA and Jennie Miller CDANZ for the invitation

Register for other events in the series at

[https://cdaa.org.au/Web/Events/Event_Display.aspx?
EventKey=CDAANZ26&WebsiteKey=fef7d4f0-ee46-405b-bab8-48d5f6d269bb](https://cdaa.org.au/Web/Events/Event_Display.aspx?EventKey=CDAANZ26&WebsiteKey=fef7d4f0-ee46-405b-bab8-48d5f6d269bb)

CDAA & CDANZ PRESENT

A joint professional development series



The Job Search Toolkit

Supporting Every Step

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AUGUST to NOVEMBER



6 October 2026 | 5.30pm ADST | 7.30pm NZ

Session 4: LinkedIn or Linked Out? The Value of an Online Presence

This session will focus on how career practitioners can support clients to develop and strengthen their LinkedIn profile and use LinkedIn or other online platforms as a pathway to employment. This session incorporates the latest changes in algorithms.

Speaker

Sue Ellison

Sue is an Independent LinkedIn Specialist and Career Development Practitioner who provides consulting and training on LinkedIn, social media, online presence and career development.

Sue Ellson Fast Facts

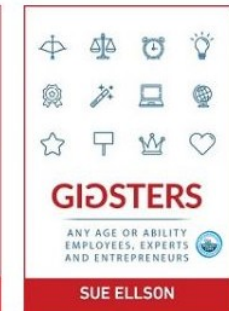
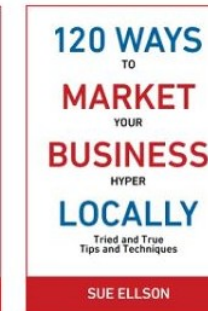
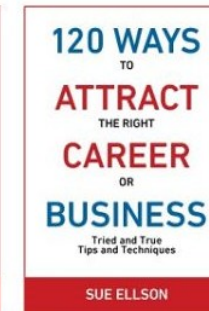
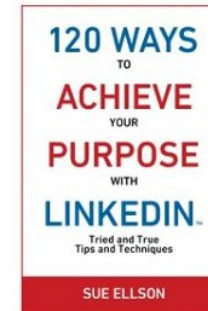
Member



Founder



Author

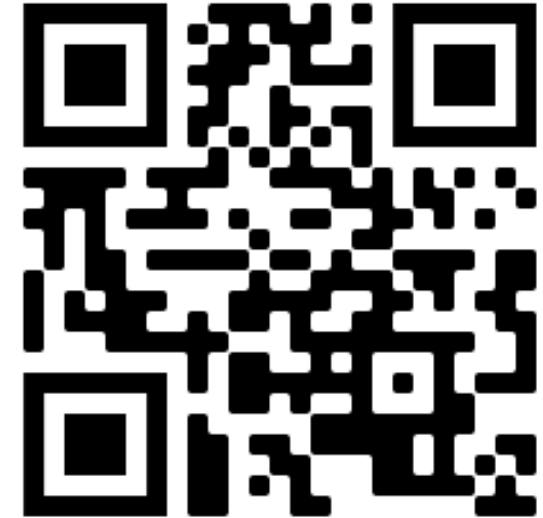


Books Available at <https://www.researchgate.net/profile/Sue-Ellson>

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

Follow / Subscribe to Sue Ellson Online

- ✓ LinkedIn Profile <https://www.linkedin.com/in/sueellson> 27,361 Connections, 32,510 Followers
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> 1,242 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> 27 Contributions
- ✓ Substack <https://substack.com/@sueellson> 52 Followers
- ✓ TikTok <https://www.tiktok.com/@sueellson> 182 Followers
- ✓ Twitter / X <https://x.com/sueellson> 438 Followers
- ✓ YouTube <https://www.youtube.com/@sueellson> 780 Subscribers, 253 Videos
- ✓ Sue Ellson Shares LinkedIn Newsletter 7,243 Subscribers
<https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Ellson Sharing LinkedIn Newsletter 492 Subscribers
<https://www.linkedin.com/newsletters/7011478630589497344>
- ✓ Sue Ellson Email Newsletter 1,941 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

1. Follow and Subscribe CDAA and CDANZ
2. Add your CDAA or CDANZ Membership Details to LinkedIn
3. LinkedIn Fast Facts
4. Reasons and Benefits of LinkedIn
5. LinkedIn in and Digital Presence
6. LinkedIn Personal Profiles – Onboarding, Offboarding and Maintenance
7. Networking on LinkedIn
8. Engagement – Likes, Comments, Reposts, Saves
9. Content – Style Guides, Posts, Articles, Newsletters
10. Measurement – What is Worth Tracking? What to Review?
11. Insights
12. Resources, Questions, Answers, Evaluation

Lots of stories and examples will be shared and the information is not on the slides, so please listen in and take notes and pick at least three things to implement from the session

This presentation is relevant for YOU and YOUR CLIENTS

Quick Survey

How many of you:

A – look at LinkedIn most days > two hours

B – look at LinkedIn most days < one hour

C – look at LinkedIn a few times a week

D – only look on LinkedIn on an as needs basis
(when you need a job, or working with a client etc)

Quick Survey

How many of you:

- 1** – look at LinkedIn mostly on your laptop or desktop computer
- 2** – look at LinkedIn mostly on your mobile phone or tablet
- 3** – look at LinkedIn on all devices but favour the laptop or desktop
- 4** – look at LinkedIn on all devices but favour the phone or tablet
- 5** – only look at LinkedIn less than one hour a week

1. Follow & Subscribe CDAA and CDANZ

Pages – Follow and click 🔔 'All Posts'

CDAA Page

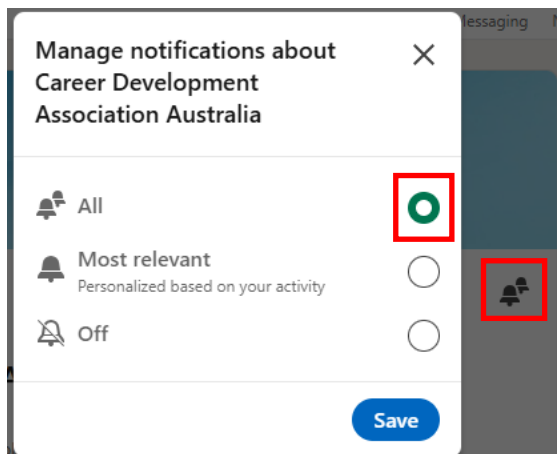
<https://www.linkedin.com/company/the-career-development-association-of-australia>

10,297 Followers

CDANZ Page

<https://www.linkedin.com/company/cdanz-career-development-association-of-new-zealand>

1,159 Followers



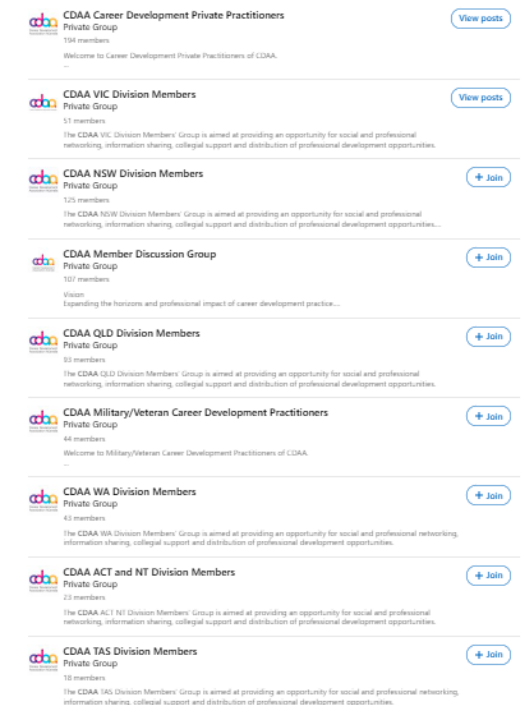
Groups – Join and participate

CDANZ Group

<https://www.linkedin.com/groups/3711595>

1,974 Members

<https://www.linkedin.com/search/results/groups/?key words=cdaa>



1. Follow & Subscribe CDAA and CDANZ

Facebook – Follow

<https://www.facebook.com/careerdevelopmentassociationaustralia>

3.7K Followers

YouTube – Subscribe 🔔

<https://www.youtube.com/@CDAAaus>

69 Subscribers 39 Videos 11,924 Views



Facebook – Follow

<https://www.facebook.com/cdanzcareer>

1.2K Followers

YouTube – Subscribe 🔔

<https://www.youtube.com/@cdanzadministration2296>

1 Video – 98 Views



2. Add Membership Details to LinkedIn

1. Follow the CDAA and CDANZ Company Page and click the Notification Bell (Essential)
2. Join the relevant CDAA and CDANZ LinkedIn Groups (Optional)
3. Consider adding a Banner Image with the CDAA / CDANZ logo on your LinkedIn Profile (Optional)
4. Add your Career Professional page link from the CDAA / CDANZ Website (**make sure it is up to date**) in the Contact Info Website Link (up to three) section (Optional)
5. Add your Career Professional page link from the CDAA / CDANZ Website in the Featured Section (Optional)
6. Add the Post Nominals to your Name in the About Section (Optional)
7. Add your details and Career Professional page link from the CDAA / CDANZ Website in the Licenses and Certifications Section making sure you choose the CDAA or CDANZ from the drop down box (Essential)

2. Add Membership Details to LinkedIn

8. Add your details and Career Professional page link from the CDAA / CDANZ Website in the Organizations Section (Recommended)

9. If you have a 'Providing Services' Page, add your details in the Media Section (Optional)

10. Announce your membership as a Post in the Newsfeed (Optional)

<https://www.linkedin.com/feed/update/urn:li:activity:6413272325709488128> 10,500+ Views

11. Connect with other CDAA and CDANZ Members on LinkedIn and if you would like to see their content, click on the Notification Bell 🔔 (Optional)

12. Endorse other CDAA and CDANZ Members Skills on LinkedIn (Optional)

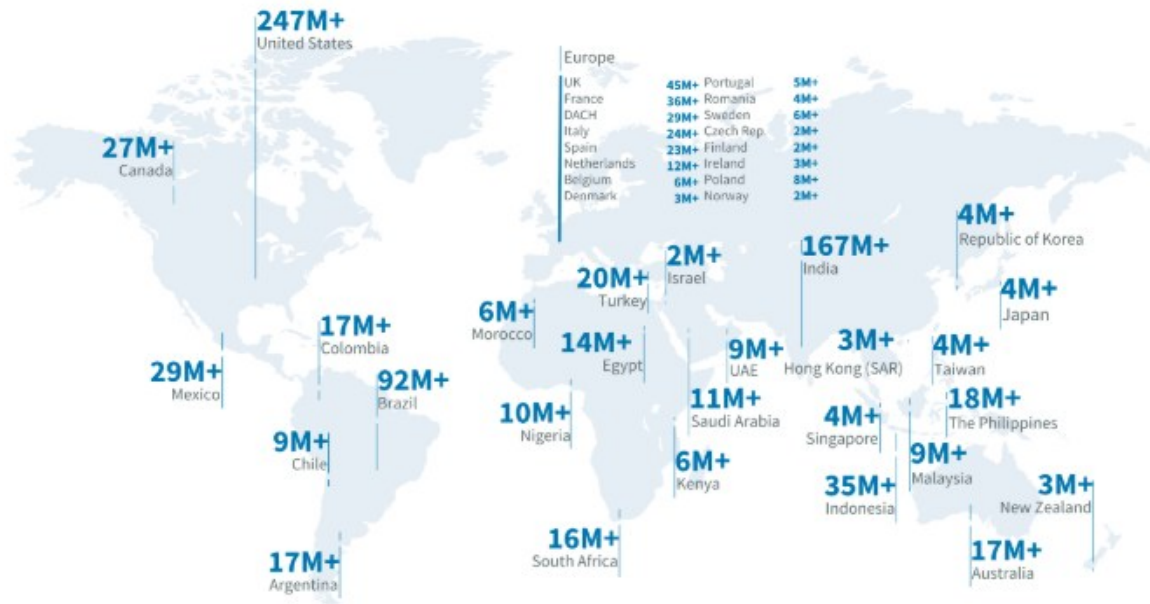
13. Write (and ask for) Recommendations for/from other CDAA and CDANZ Members (Optional)

14. Engage with the Posts and Articles of other CDAA and CDANZ Members (Optional)

I also recommend adding the logo on your website Home, About and Media Kit Pages.

3. LinkedIn Fast Facts

1.3 billion members in 200 countries and regions worldwide*



*FY26/Q1 Membership: numbers are updated quarterly after Microsoft Earnings

- Launched May 2003
- Acquired by Microsoft June 2016
- Started as resumes and job ads
- Now
 - network
 - research tool
 - publisher
 - skills-based platform
 - conversation driver
 - brand builder
- Online digital footprint
 - 100+ Million Members are Verified
- Microsoft owns 49% Open AI profit (Chat GPT)
- AI and Search robots indexing LinkedIn Content

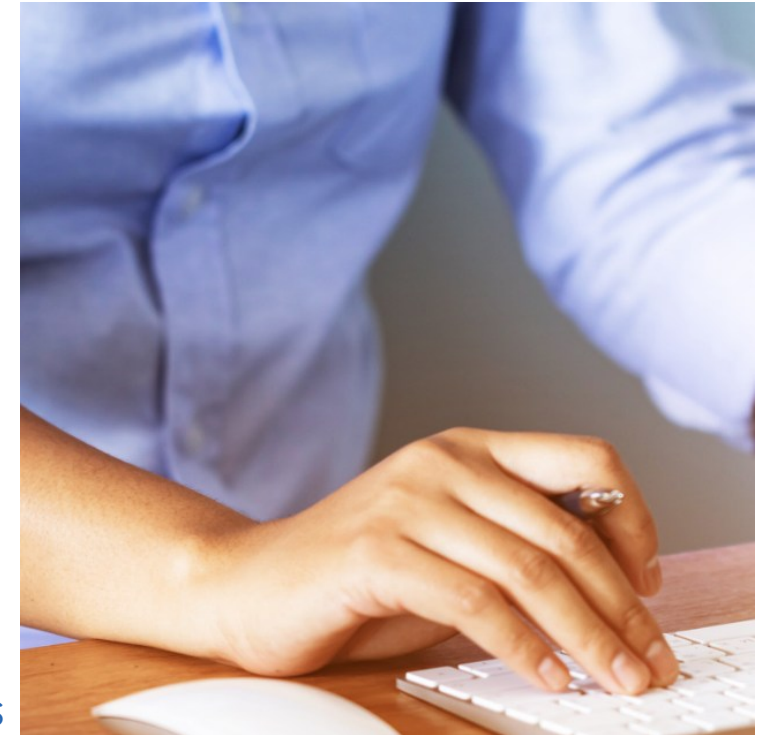
4. Reasons and Benefits of LinkedIn

Personally

- build a network
- provide your back story
- skill endorsements
- written recommendations
- digital presence
- showcase memberships
- publish content for free
- share achievements
- do research and connect
- support the enterprise (employee advocacy)

Career or Business

- builds digital asset and network
- social proof – how you add value
- due diligence verification tool
- publishing platform
- indexed in Search and AI
- helps employees connect
- builds trust with evidence
- appeals to good quality staff
- increases thought leadership
- develops and maintains relationships
- builds brand and reputation



<https://sueellson.com/blog/what-is-linkedin-and-why-should-you-create-a-good-linkedin-profile>
<https://sueellson.com/blog/what-are-the-benefits-of-linkedin>

5. LinkedIn and Digital Presence

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

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

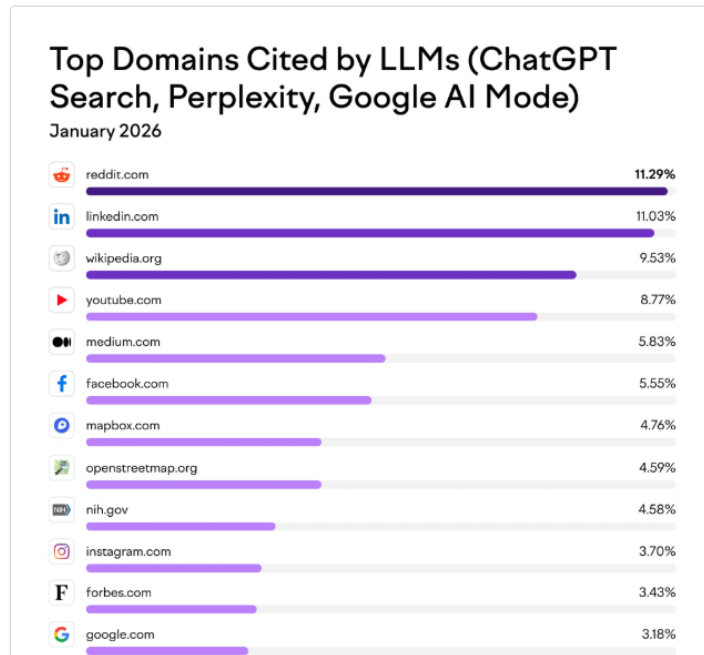
Generative AI Results

- 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

5. LinkedIn and Digital Presence

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.



<https://www.semrush.com/blog/linkedin-ai-visibility-study>

Meltwater

What the data shows

AI is prioritizing expertise, relevance, and structure.

#2

LinkedIn is the second most-cited source after YouTube in AI-generated answers

77%

of citations come from individual experts, not company pages

63%

of citations come from user generated content or peer-review platforms

48%

of citations are less than 3 months old

<https://www.meltwater.com/en/resources/linkedin-gen-ai-visibility-report>

6. LinkedIn Personal Profiles

Essentials and Onboarding

- add all email addresses you have ever had to backend (helps with Verification, not creating duplicate account, alternative sign-in etc)
- add phone number to backend (not visible to public)
- turn on Two Factor Authentication (stronger security)
- update LinkedIn URL <https://www.linkedin.com/public-profile/settings>
- fill in your LinkedIn Profile as much as you can!
- follow Employer Page and click 🔔 All Posts (and any other social profiles)
- add Background Banner Image 1584 x 396 pixels
- connect with and endorse Skills of colleagues (and give and receive Recommendations)
- consider Headline change – Label + Keywords
<https://www.linkedin.com/pulse/linkedin-headline-formula-label-keywords-interest-sue-ellson>

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	

6. LinkedIn Personal Profiles

Add experience



Notify network

Turn on to notify your network of key profile changes (such as new job) and work anniversaries. Updates can take up to 2 hours. Learn more about [sharing profile changes](#).



* Indicates required

Title*

Career Research - Senior Project Manager Construction, Commercial Property, Infrastructure Builds

Employment type

Please select

Learn more about [employment types](#).

Company name*

Various

Did you mean to choose?



Various

Company • Investment Management

No

Yes

Location

Greater Melbourne Area

Description

I am currently undertaking Career Research and am interested in roles in:

- > Senior Project Management
- > Construction
- > Commercial Property
- > Infrastructure Builds

Tasks I enjoy include:

- > strategic project planning, forecasting, budgeting and costing
- > leading diverse teams including engineers, architects, contractors and suppliers
- > stakeholder and contract management, reporting, reviews and audits
- > ensuring all governance, risk and compliance measures are completed
- > maintaining occupational health and safety requirements and a psychosocially safe workplace

I am also

- > completing some online micro credentials and short courses
- > updating my professional and personal skills
- > attending outplacement appointments and related workshops
- > attending industry networking and professional development events
- > networking online and asking for referrals
- > completing industry research
- > meeting with possible mentors and referral sources
- > doing some part time work on a casual basis
- > providing professional consulting services
- > continuing my voluntary work in the local community
- > supporting my family and friends

I welcome contact and connections here on LinkedIn +61 402 243 271 sueellson@sueellson.com

✦ Rewrite with AI

PREMIUM

Unlock AI assistance with 20 words

1,215/2,000

6. LinkedIn Personal Profiles

Offboarding / Maintenance

- add final date to current role
- update Background Banner Image
- connect with colleagues
- endorse Skills of colleagues
- give and ask for Recommendations
- maintain email address on backend
- add achievements in Experience
- add professional development in Education and/or Courses
- request a backup archive and check all backend settings every six months



<https://sueellson.com/blog/what-to-do-on-linkedin-when-your-job-role-ends>

6. LinkedIn Personal Profiles

Career

- encourage you to keep your profile up to date every time you change roles
- encourage adding Achievements
- encourage Skill Endorsements
- encourage written Recommendations
- encourage engagement with content from Company Page - Reactions (Likes) and Comments (Employee Advocacy)
- encourage regular updating and checking of backend settings and backups (six monthly)
- encourage sharing content ideas with Comms Team

Connections

- everyone you meet – online, phone, text, DM, email – invite to connect
- Scan Code on phone app – ideal icebreaker and instant (like a business card)
- include QR Code or personalised LinkedIn URL on Presentation Slides, Business Cards, Email Signature, Articles, Newsletters, Magazines, Website
- encourage Followers on LinkedIn Page

<https://sueellson.com/blog/10-ways-to-improve-your-linkedin-profile>

7. Networking on LinkedIn

1. Click On The My Network Tab
2. Download Your Data For A Mind Prompt
3. See Who Has Viewed Your LinkedIn Profile
4. See Who Has Interacted With Your Posts In The Newsfeed
5. Follow Selected Company Pages And Click The Notification Bell
6. Follow And Review The Company Or School Pages Of
7. Connect Via Education Providers
8. Target Specific Individuals Via A Google Advanced Search
9. Target Related Individuals Listed On A LinkedIn Profile
10. Use Google Maps To Find Relevant Enterprises
11. Visit Company Website About Us Pages
12. Follow The Experts And Influencers
13. Consider Searching Via Hashtags
14. Consider Searching Via Groups, Events, Pages or Newsletters
15. Review Your Followers
16. Target Selected Recruiters and Head Hunters
17. Look At Your Top Performing Posts
18. Utilise Online and Artificial Intelligence AI Queries
19. Revisit Your Messaging Inbox
20. Look Up Relevant Publications Or Databases
21. Look For People With Similar Job Titles
22. Look For People With Similar Names
23. Keep Networking
24. Be Aware Of Conflicts Of Interest
25. Consider Giving Skill Endorsements and Writing
26. Consider A Collaboration
27. Be Aware Of New LinkedIn Features
28. Look At Your Contemporaries And Competitors
29. Reach Out To A Career Development Or Outplacement
30. Keep Your Personalised LinkedIn URL and QR Code Out There

<https://sueellson.com/blog/networking-on-linkedin-for-introverts-or-extroverts>

I believe networking and asking for referral skills are more important than ever as a huge proportion of jobs are no longer advertised as recruiters and decision makers cannot cope with the huge influx of AI generated resumes and applications



7. Networking on LinkedIn

Reaching out

- via Google Advanced Search – unlimited queries
https://www.google.com/advanced_search
<https://www.youtube.com/watch?v=FeYUGeGifRo>
- Via 'My Network' – people you may know
<https://www.linkedin.com/mynetwork/grow>
- invite anyone who contacts you by phone, text, email, direct message, personal visit, on the job, at meetings (aim for 3+ people every time you are out and about) to Connect
- invite all people who react, comment, repost etc on relevant content to Connect
- look at the people who visit your LinkedIn Profile to Connect (reverse stalking – warm leads)

Advanced Search

Find pages with

All of these words:

This exact word or phrase:

None of these words:

Site or domain:

Then narrow your results by

File type:

Last update:

Language:

Region:

Usage rights:

[Advanced Search](#)

You can also

[🕒 Search pages that you've visited](#)

[📖 Learn how to use operators](#)

[⚙️ Customise your search settings](#)

7. Networking

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



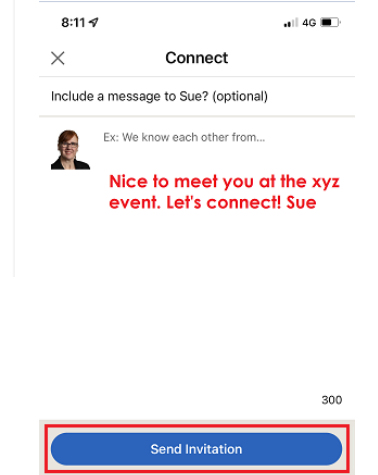
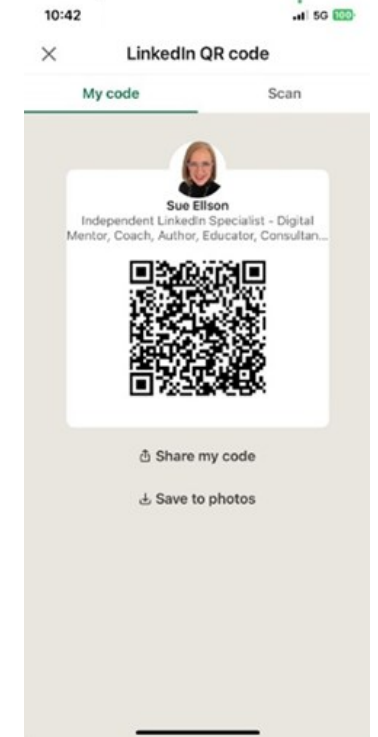
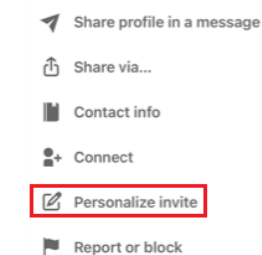
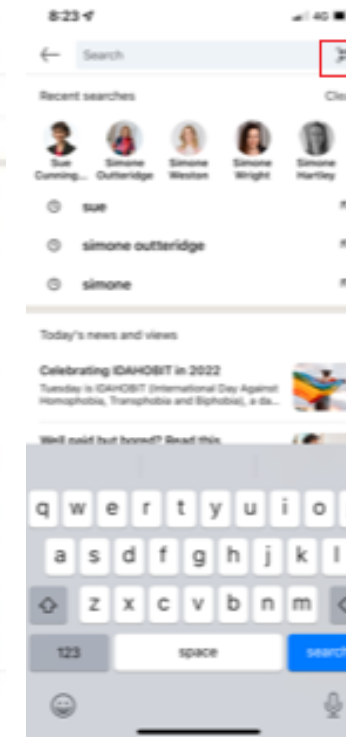
Aligned People and Companies



My Network

People You May Know

Set Connection Targets 3+ people per event



8. Engagement

Likes

- becoming rarer – but extra good if done via Newsfeed without a direct link to post prompt and soon after publication (as Person or Page)
- content shares based on 'topic' rather than 'relationship with poster' now – make this easy for robots to understand
- algorithm favours same time, same frequency
- not as 'valuable' as Comments
- various choices 'Support' most brownie points



Comments

- being counted per person and may receive more Impressions than a Post!
<https://www.linkedin.com/dashboard> counter resets weekly on a Tuesday
- avoid using AI – add value, support the author, continue the conversation
- strong signal of 'good' content
- be strategic – notifies author, good PR
- invite everyone to allocate time to it
- can Comment as Person or Page (if you are an Admin of a Page)

8. Engagement

Reposts

- popular with senior leaders (and usually add their own introduction to the Post)
- always add value in your introduction
- if it was 'your' content to start with, it seems to work better as a fresh post instead of a repost
- still signifies content worthy of reposting
- good practice to thank people if they have reposted your content 'thank you for sharing with your network'

Saves

- definitely indicates good quality content – bravo!
- may not be notified or be able to track
- if your content is genuinely valuable, and possibly detailed, people are more likely to Save it (think White Papers, Infographics, Ready Reckoners etc) but still needs to be visible on phones
- alternatively, may be recognised as 'Seems like AI slop' from the three dots on the top right of the Post

-  Save
-  Copy link to post
-  Embed this post
-  Unfollow
-  Not interested
-  Seems like AI slop
-  Report post

9. Content

Style Guides

- choose tone – (friendly, professional, solution focused etc)
- choose layout – start with a TOPIC, maybe a question, lots of white space, mobile phone friendly, @mentions, #hashtags, call to action
- choose visuals – image or video or PDF make sure okay on a phone and ‘tell a story’ on their own
- one or less external links
- avoid humour (can be misinterpreted)
- some personality is okay but LinkedIn is a professional platform

Posts

- consistently publish good quality rather than aim for ‘viral’ as there is NO silver bullet
- short form portrait video < 60 seconds (consider % watch time)
- historical photos seem to do well
- one question polls – mix it up
- PDF documents, infographics – again, check on mobile – is it visible?
- if linking to a LinkedIn Article on a topic that is searched for, can last for years!
<https://www.linkedin.com/feed/update/urn:li:ugcPost:6911623906076372992> 6,277 impressions last 12 months, published 2022

9. Content

Articles

- ideally, new thought leadership that is search query optimised
- add images, headings, lists, lines, quotes (Markup) to optimise
- can include 'By Your Name' and link to your LinkedIn Profile as an 'Author' or 'Byline'
- can add to your list of publications on yourname.com website
- More permanent 'blog' (lifetime) rather than a dynamic post (two weeks)
- keep a copy – may be deleted, deindexed
- <https://www.linkedin.com/pulse/pay-job-candidates-interviews-say-what-sue-ellson>
<https://www.linkedin.com/feed/update/urn:li:ugcPost:6818736133007138816>
<https://www.linkedin.com/analytics/creator/content>

Newsletters

- ideally, publish monthly (Profile or Page)
- start as 'Write Article' and choose 'Create a Newsletter'
- remember, it auto invites all new Followers to subscribe (may not see it though)
- keeps you consistently publishing content
- only a 'Notification' not an annoying monthly email (likely to unsubscribe)
- can show as a 'Featured' item on a LinkedIn Profile
- <https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>

10. Measurement

What is worth tracking?

- total Followers
- traffic coming to your website from LinkedIn
- Number of Posts per Month (ideally, keep a link to all of these in a spreadsheet so they can always be 're-used' after 12 months or add links to your Blog Posts so you can access them anytime in the future)
- Number of Newsletter Subscribers
- Anything noteworthy (extra Reactions or Comments etc)
- Otherwise, just keep being consistent and keep circulating
- Manually collecting details is very time consuming ie number of likes and comments

What to review?

- all fields on a LinkedIn Profile or Page – six monthly
- all Settings on your own LinkedIn Profile and request an archive – six monthly
- other local competitors and other enterprises in Australia or overseas (consider Following non-competing ones and engaging with their content)
- keep your published on LinkedIn spreadsheet up to date with links to each post (risk management strategy too)

11. Insights

in senior project manager constructi...

Home Network Jobs Mess

People ▾ Actively hiring ▾ 1st 2nd 3rd+ Verified Locations ▾ Current companies ▾

David Bauzon • 2nd
Director / Senior Project Manager at Lyons Constructions Pty Ltd
Geelong, Victoria, Australia
✦ Senior Project Manager at Lyons Construction Geelong since November 2024, with construction management experience in negotiation, budgeting, value engineering and cost management.
Bill Winter, Gary Buckenara & 1 other mutual connection

Joanna Koufidakis Masters(PM), BSc(BT) • 2nd
Senior Project Manager at Trice
Greater Adelaide Area
✦ Senior Project Manager at Trice since July 2025, managing multidisciplinary commercial projects and serving as superintendant.
Lennica Wyatt, Adrian Buring & 1 other mutual connection

Mark G. • 2nd
Senior Project Manager
Melbourne, Victoria, Australia
✦ Senior Project Manager at Built since July 2025, with construction management experience across hyperscale data centres, commercial, high-rise and infrastructure projects.
Jessica Kiely, Chris Edmund & 1 other mutual connection

Manal Senjab • 2nd
Senior Manager, Construction Project Management at TD
Barrie, Ontario, Canada
✦ Senior Project Manager, Construction at TD since February 2021, with construction project management experience across ICI, hotels, residential, airports and commercial.

Bernard Parer • 2nd
Senior Project Manager at Integral construction
Brisbane, Queensland, Australia
✦ Senior Project Manager at Integral Construction since March 2023, with construction project management experience across commercial, residential and university projects.
Simon Jackson, David Garcia & 4 other mutual connections

People Searches

- No longer showing Current or Past Job Titles
- AI is 'summarising' a person from any location
- Everyone needs to have content on their profile that the LinkedIn AI can interpret and summarise accordingly

11. Insights



Video Feed

- LinkedIn has experimented with this in the past
- Now there is a Video icon on the bottom of your screen in the LinkedIn App

Promoted Posts

- If you scroll, around one in four are promoted posts – ask yourself, do you ever act on them?

LinkedIn Ads

- Do your ideal clients regularly visit LinkedIn, do they look at the ads, are they relevant and do you have the audience size (300+) available? Boost Posts – only use Posts that could convert

12. Resources, Questions, Answers, Evaluation

Resources

- <https://sueellson.com/career-development-association-of-australia-cdaa-presentations-and-publications>
- Sue Ellson's books
<https://www.researchgate.net/profile/Sue-Ellson>
- The 2027 Skills Horizon - What leaders need to know next - from the University of Sydney...

<https://plus.sydney.edu.au/horizon>

<https://plus.sydney.edu.au/sites/default/files/2026-09/2027-skills-horizon.pdf>

Questions and Answers

- welcome now or later
sueellson@sueellson.com
+61 402 243 271

Evaluation

<https://sueellson.com/workshop-evaluation>

Thank you! ☺

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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?

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Review - Thanks



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Questions and Answers