

International Conference
Adelaide Convention Centre

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The 5 biggest mistakes made on LinkedIn

The 5 Biggest mistakes on LinkedIn

If you are looking for an intelligent, engaged, and ambitious audience, LinkedIn certainly ticks all the boxes.

A longstanding mainstay of the online ecosystem, the professional social network has carved out a very specific niche as a go-to site for focused, hard-working professionals seeking to share opinions and gain insights in order to remain at the cutting edge of their fields.

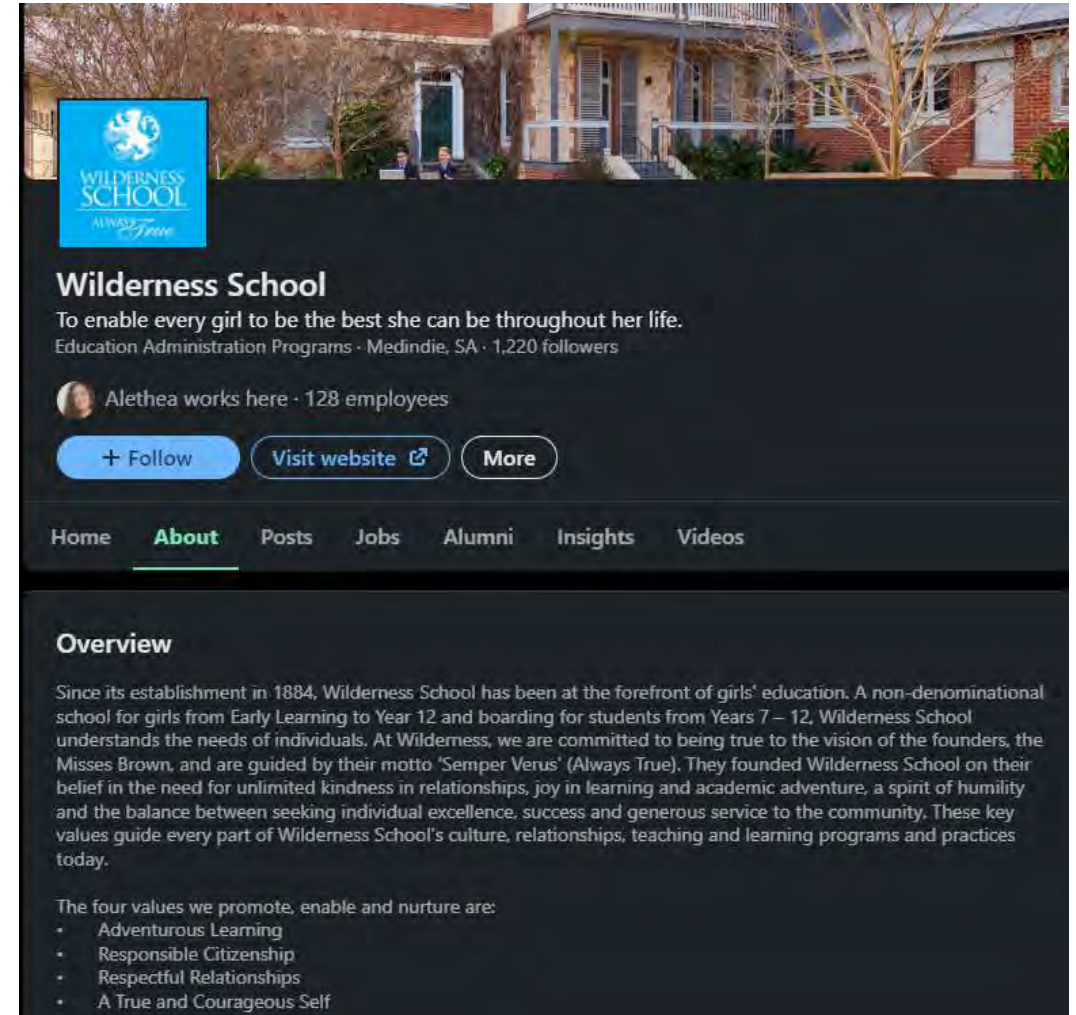
Bearing that in mind, it's no surprise that many schools consider it as a potential channel for both paid advertising campaigns and organic content campaigns

The 5 Biggest mistakes on LinkedIn

Let's Start with the good stuff first – three ways a school can leverage LinkedIn and its features to reach the right people.

Step One

- Build a branded, optimised company page;
- Brand Strategy
- Visuals – Logo and cover image
- Copy – optimised about info
- CTA button



The 5 Biggest mistakes on LinkedIn

Step Two

Create a content strategy to increase the visibility of the school and engage the network;

- Examples include celebrating achievements, such as ATAR results, graduating class and academic achievement.
- Frequency
- Topics / themes
- Types; Text / Video / Images / Links
- Community engagement

Wilderness School
1,220 followers
2mo · 🌐

At Wilderness, she will
As we reach the end of our International Women's Day #iwd2022 celebrations and reflect on the 2022 theme of #breakthebias, we are proud to empower each girl to confidently use her voice, listen to her heart : ...see more

Good luck girls! We can't wait to hear how you go!

Thomas Keller · 2nd
Head of Design, Technology & Engineering at Wilderness School
2mo · 🌐

Grok Academy, the Wilderness School girls are ready to take on the 2022 Grok Cyber Live Challenge. They can't wait to problem-solve their way to victory and avert the MIA #cyberlive #Grokacademy ...see more

CYBER CYBER CYBER LIVE
Grok Cybe 14th March
Grok Cy 16th March
Grok Cyber Live 18th March 2022

The 5 Biggest mistakes on LinkedIn

Step Three

Showcase the talent within the school through optimising individual profiles.

Create profile guidelines

Train the team

30% of a company's engagement on LinkedIn comes from employees

This makes a lot of sense: your company's employees are the people who care most about seeing your brand succeed.

Boosting brand reputation via employee advocacy is a winning strategy for companies that develop a comprehensive program.

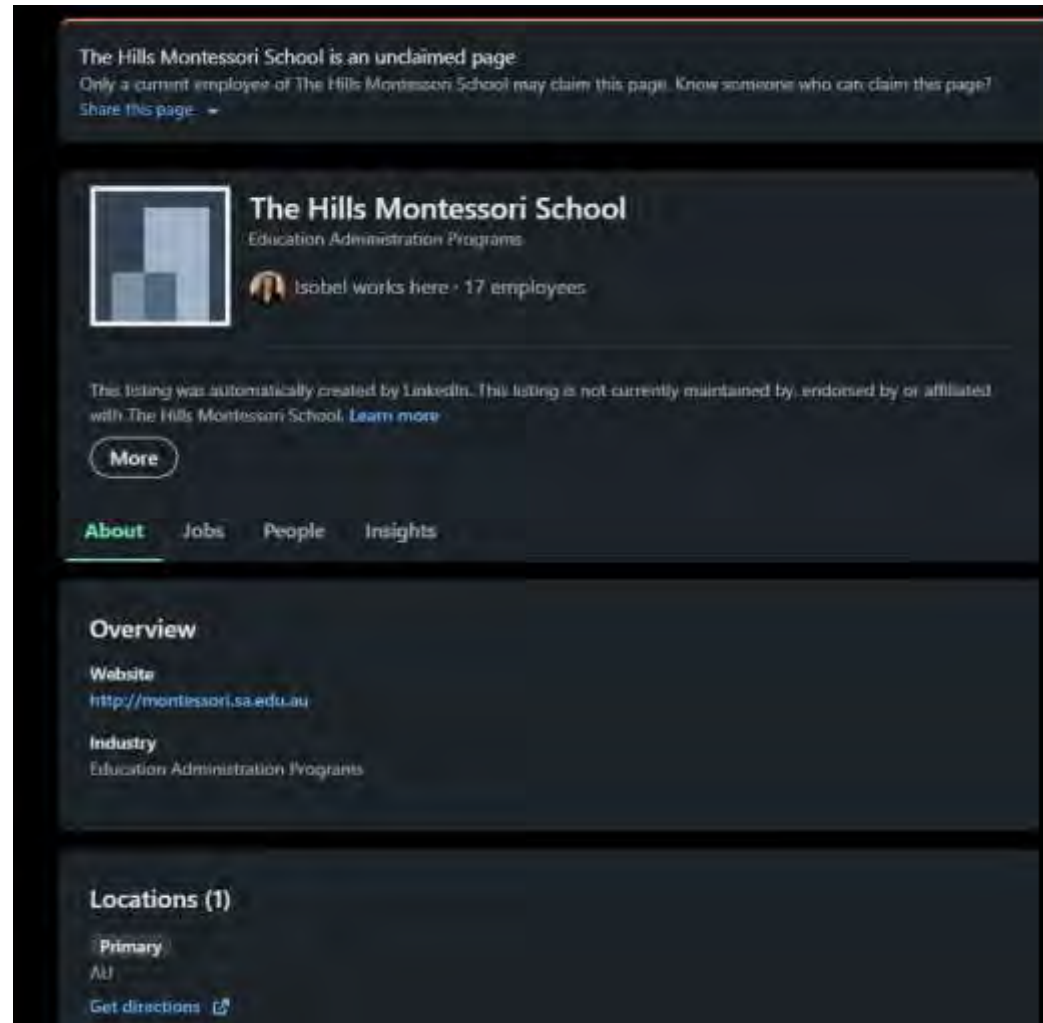


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Now if we reverse engineer it where do we go wrong?

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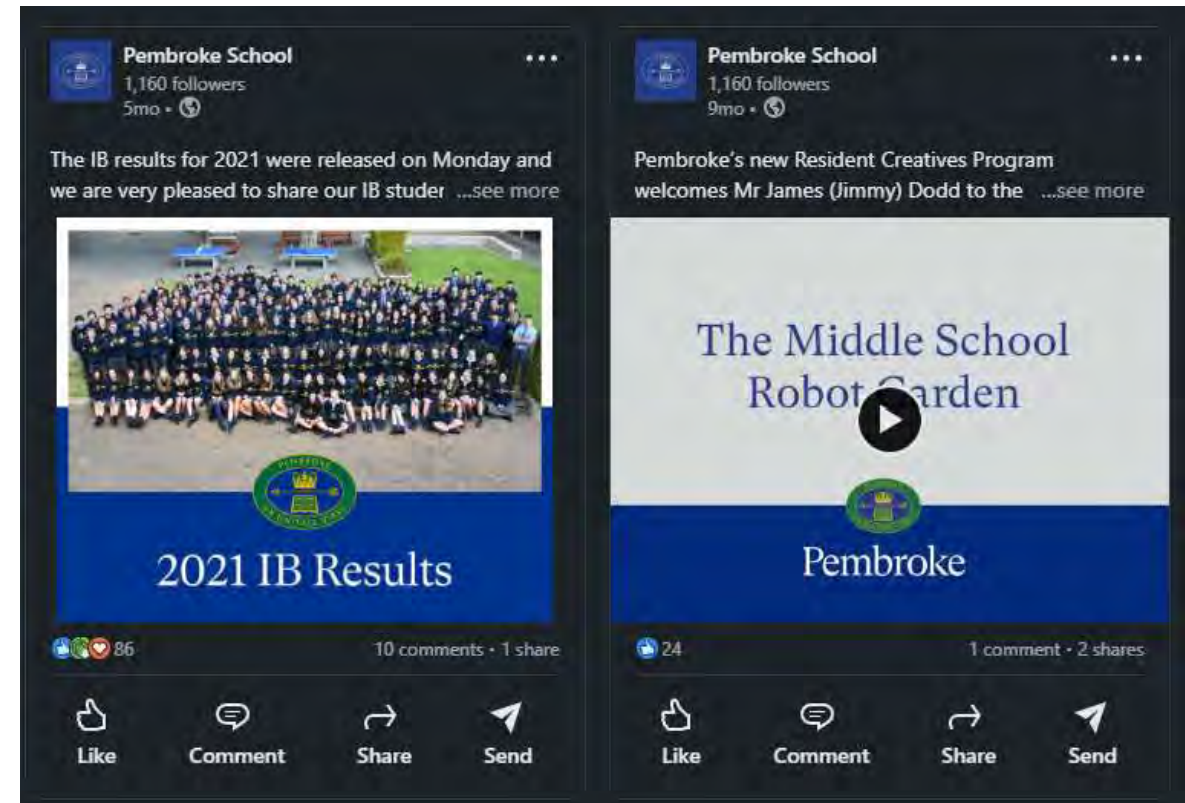


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The 5 Biggest Mistakes on LinkedIn

Mistake One – Failure to harness and increase the personal brands of key staff through a cohesive approach to LinkedIn.



The 5 Biggest Mistakes on LinkedIn

How do you rate

A really good thing to do before you start editing anything is to check your social selling score, because it gives you a definite point to work from.



Simone Douglas

Author Seriously Social | CEO Social Media AOK | Publican the Duke of Brunswick | Executive Director BNI Adelaide North

Top 1%

Industry SSI Rank

Top 2%

Network SSI Rank

Social Selling Index – Today

Your Social Selling Index (SSI) measures how effective you are at establishing your professional brand, finding the right people, engaging with insights, and building relationships. It is updated daily. [Learn more](#)



The 5 Biggest Mistakes on LinkedIn

Your photo matters

It takes less than two-tenths of a second for an online visitor to form a first opinion of your personal brand

and it takes just another 2.6 seconds for us to focus our eye in a way that reinforces our first impression



The 5 Biggest Mistakes on LinkedIn

How good is your Headline?

Tailor it to your audience
Include your value proposition
use your target markets language
Avoid the buzz words

Simone Douglas 

Helping you speak HUMAN in a world full of ROBOTS and step into the circle of influence | Author Seriously Social

sam corpus · 1st

Recruitment in Indigenous Employment | Pre employment Programs | Mentoring and Coaching Services | Community Engagement

Tim Allan · 1st

Complete podcasting solutions provider | CEO and Lead Producer at Podcast Central

Megan Lloyd · 1st

Media, communications & corporate affairs specialist / Manager, Communications ElectraNet / Director Rugby Union SA

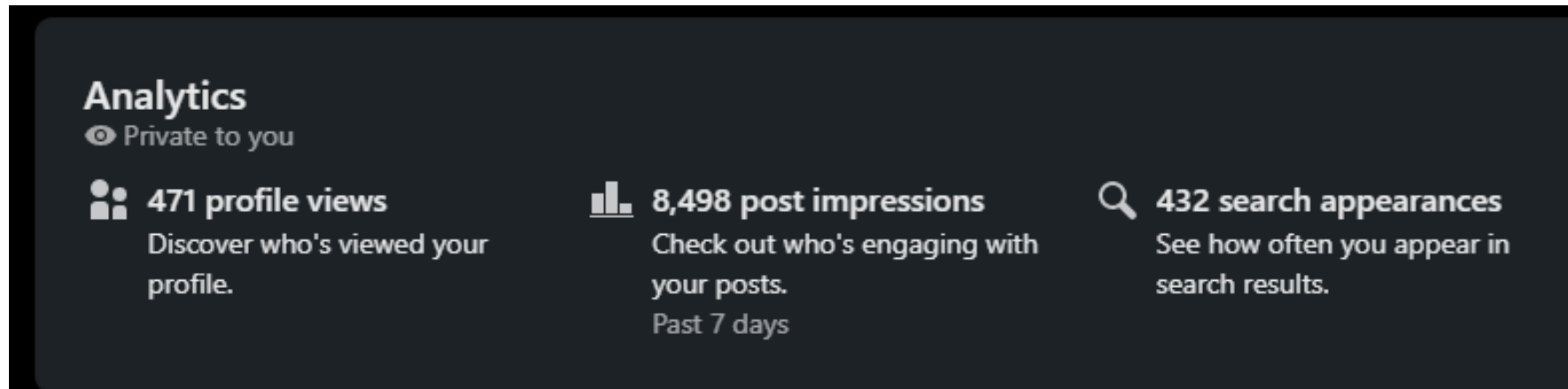
Daniel March · 1st

Leader of Innovative employer and recruitment solutions, community engagement specialist, Business Manager @ Maxima



The 5 Biggest Mistakes on LinkedIn

Mistake Two – Not building out your profile to tell both your story and that of the organisations you work for. “Win Win Outcomes”



The 5 Biggest Mistakes on LinkedIn

How good are you at telling a story?

Your summary or about section serves a purpose. It is meant to cultivate interest and start a conversation.

1. What is the pain point you the company solves for its clients?
2. What do you bring to the table in your role that is consistent with that statement?
3. Keywords

I am currently CEO of Social Media AOK, publican of the Duke of Brunswick Hotel and franchise owner of BNI Adelaide North.

Whilst at face value these businesses may seem to be in diverse disciplines the reality is that they all tie into a single underpinning principle which is to be "Seriously Social" in all things.

In my role at Social Media AOK I spend most of my time delivering tailored training sessions and keynotes on social media trends and its wider applications for business and how to use a humanist narrative to achieve cut through in the digital landscape around the country. In addition to this I work on the higher level marketing and communications strategy and advice with our clients which our in house team of solutions architects then execute on our clients behalf.

As Publican of the Duke of Brunswick I support the team in delivering a "Seriously Social" service experience for our customers as Adelaide's only Pub with a 100% Gluten Free Kitchen. Our consistent focus on building a pub that has clear vision of community and belonging for our customers has seen us triple its trade in just 19 months with a grass roots communications and marketing strategy that saw us take out the 2018 City Awards for best business making Adelaide a more livable city.

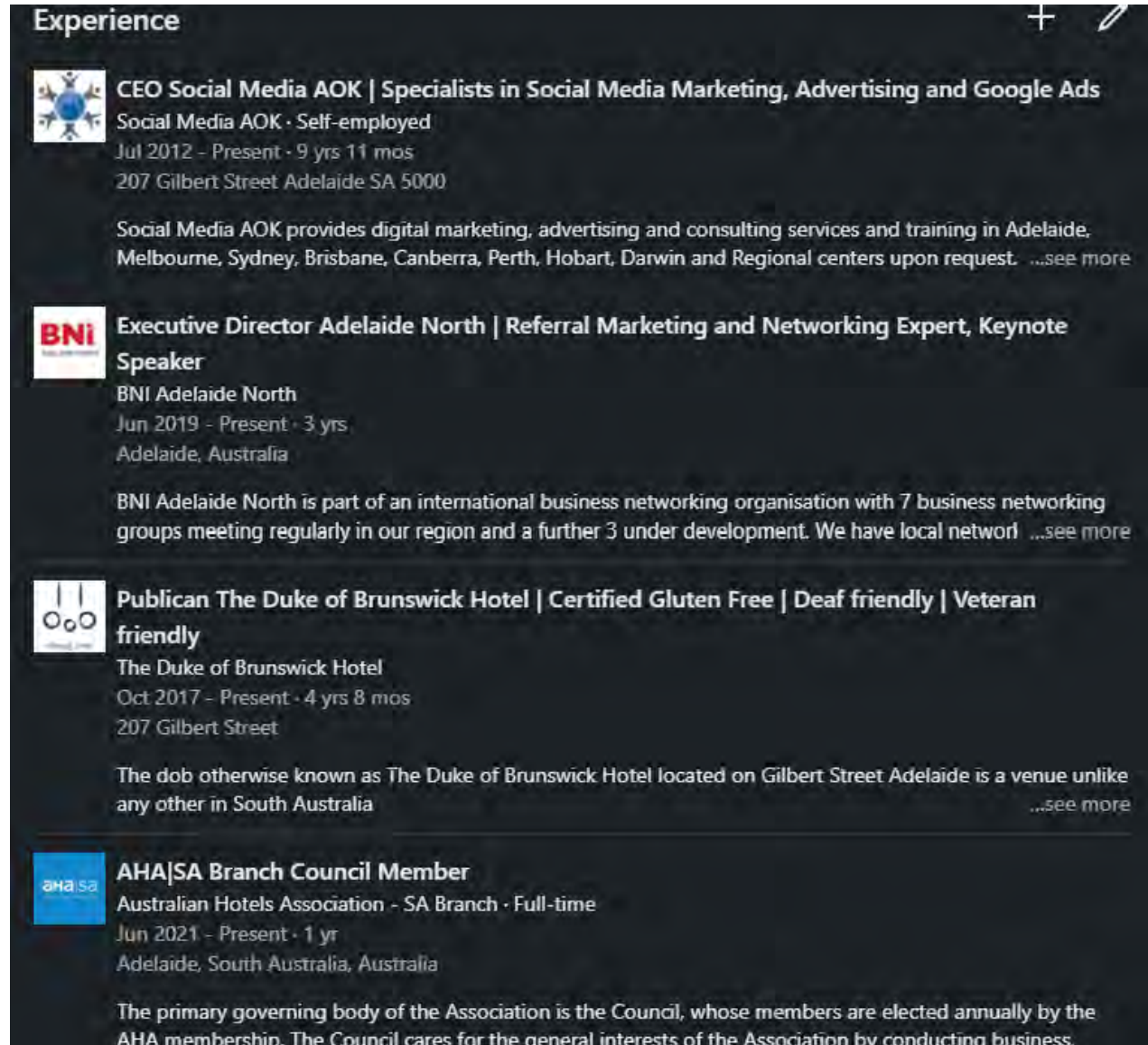
Now as the Executive Director for BNI Adelaide North I will be helping motivated business owners to build BNI Chapters to support them in attaining their sales and business development goals just as I have done over the last 7 years whilst being a BNI member and successfully building my other two businesses.

Specialities : Marketing and communications strategies that integrate with top-line sales goals, branding and identity, social media training & coaching for both B2B & B2C businesses, social media solutions, social media management, social media advertising, social media event activation for conferences, referral marketing, building effective networks to support business growth.





The 5 Biggest Mistakes on LinkedIn


Your experience showcases skills and abilities of both you and your institution




Experience

-  **CEO Social Media AOK | Specialists in Social Media Marketing, Advertising and Google Ads**
Social Media AOK · Self-employed
Jul 2012 - Present · 9 yrs 11 mos
207 Gilbert Street Adelaide SA 5000

Social Media AOK provides digital marketing, advertising and consulting services and training in Adelaide, Melbourne, Sydney, Brisbane, Canberra, Perth, Hobart, Darwin and Regional centers upon request. ...see more
-  **Executive Director Adelaide North | Referral Marketing and Networking Expert, Keynote Speaker**
BNI Adelaide North
Jun 2019 - Present · 3 yrs
Adelaide, Australia

BNI Adelaide North is part of an international business networking organisation with 7 business networking groups meeting regularly in our region and a further 3 under development. We have local network ...see more
-  **Publican The Duke of Brunswick Hotel | Certified Gluten Free | Deaf friendly | Veteran friendly**
The Duke of Brunswick Hotel
Oct 2017 - Present · 4 yrs 8 mos
207 Gilbert Street

The dob otherwise known as The Duke of Brunswick Hotel located on Gilbert Street Adelaide is a venue unlike any other in South Australia ...see more
-  **AHA|SA Branch Council Member**
Australian Hotels Association - SA Branch · Full-time
Jun 2021 - Present · 1 yr
Adelaide, South Australia, Australia

The primary governing body of the Association is the Council, whose members are elected annually by the AHA membership. The Council cares for the general interests of the Association by conducting business.

The 5 Biggest Mistakes on LinkedIn

Mistake Three – Premature solicitation or the burn and churn method of connecting.

People don't care what you do or what you know when you are shoving it down their throat before being asked.



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Mistake Four – Did the ground work but then didn't follow through.

Engagement

Content

Connection



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Here is what not to do

LinkedIn is not Instagram or Facebook so please don't treat it like it is.

Also don't tag 20 of your contacts into a post to push your reach

 Mentor & Coach  I design, build and implement bulletproof mindsets for en...
11h • Edited • 

Can YOU handle the truth?

...see more




Hello LinkedIn,

Episode 117 of my vlog is about getting referrals.

...see more



 I Add Content That Helps You To Stay On Track(Helping People To...
6h • Edited • 

"Turning Pain Into Passion," 🤔🤔
This made my day. 😊



The 5 Biggest Mistakes on LinkedIn

Also remember your entire network can see all your activity at any time

Activity

6,354 followers



Congratulations Rajiv

Steve commented



Another weekend and another iconic South Australian event the Superloo...

Steve shared this

18 Reactions



Congratulations Elaine Bensted and your Zoos SA team your efforts since...

Steve commented



Congratulations Simon

Steve commented

Articles & activity

11,161 followers [Manage followers](#)



Accessibility has to take the form of the social and not th...

Simone Douglas
Published on LinkedIn

It has been truly enlightening to have started working with Deaf Can:Do and undertaking the journey to make the Duke of Brunswick Hotel Adelaide's Deaf Friendly Venue. It would ...see more

12 + 3 Comments

Like Comment

[See all articles](#)



Owning your own efforts and achievements is never trite or...

Simone commented



Alvin Cooney is in town and running an awesome workshop - The worksh...

Simone shared this

1 Reaction



BNI Gawler continues to grow. Who do you know that should come along thi...

Simone shared this

4 Reactions

[See all activity](#)



The 5 Biggest Mistakes on LinkedIn

LinkedIn posts with images get 2x higher engagement

Larger images do even better, with 38% higher click-through rates than other images.

LinkedIn recommends 1200 x 627 pixels



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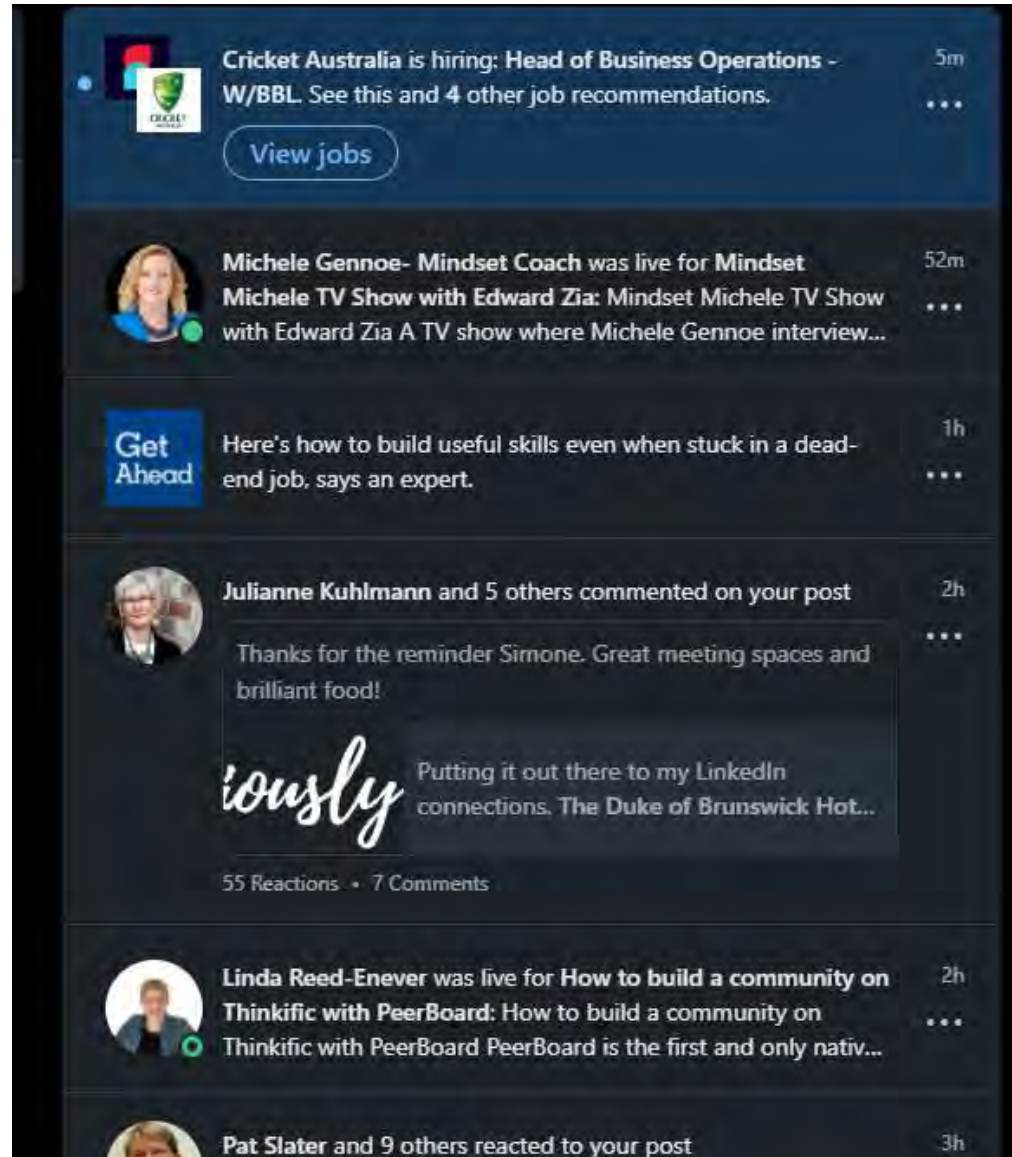
Mistake Five – Mistaking the tool for the solution and defaulting to “efficient” versus “effective”

Daily practice

Search for the connections you want.

Engage with announcements and notifications.

Connect in real life.



The 5 Biggest Mistakes on LinkedIn

So what now?

Aim small to start

500 plus connections

10 recommendations

1 article a quarter

1 video a quarter

Then Get serious

5000 plus connections

50 recommendations

1 article a month

1 video a month

1 post a day





The 5 Biggest mistakes on LinkedIn

Don't be afraid to connect on what is a professional platform

Build strong peer to peer networks

Engage with Alumni and showcase their success

Engage with business leaders who can support learning and curriculum opportunities

Share the Schools posts and your pride in the tribe

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Consider this with 12.15 Million Users in Australia that means 46.3 percent of the population Are actively using the platform.

22.2 percent of that user base is in the 35-54 age group otherwise known as parents making decisions about the current and future schooling options for their children.

How have you positioned your organization to win.

Presenter Details



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- Products and Services : Digital marketing, advertising
Content management, disaster recovery and consulting

