

# Data Driven Social Media Strategy

Wednesday 18 May 2022 at 12:00pm

**Peter Buckingham, Spectrum Analysis**

**Sue Ellson, LinkedIn Specialist**

**Alastair Lee, AlumGrow Consultancy**

# Peter Buckingham



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Co-Founder and Managing Director of Spectrum Analysis Australia Pty Ltd, a boutique provider of quantitative geodemographic modelling, facts, data and analysis services based in Surrey Hills, Melbourne, Victoria Australia.

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## **Please ask questions in the chat**

Link to video recording of this webinar will be emailed to you

## **Google Reviews welcome at**

<https://g.page/spectrum-analysis-aus/review>

# Just so you know

- Webinar is being recorded and a link will be sent to everyone who has registered to attend
- One of our registered and online participants today will win a one year's subscription to our online mapping tool valued at \$800. The winner will be announced at the end of the webinar, stay online to be in the running!
- Spectrum Analysis has a long term association both with Alastair Lee from AlumGrow Consultancy and Sue Ellson from 120 Ways Publishing in relation to services for schools, colleges and universities





# Alastair Lee



## **Alastair Lee BCom LLB Barrister and Solicitor**

Founder and Director of AlumGrow Consultancy, senior leader and practitioner in the education advancement and marketing industries, with a global profile and sustained track record of multi award-winning work that has set industry standards, Alastair specialises in integrated stakeholder engagement, donor and alumni relations, marketing, brand positioning, communications, PR and events management.

Bachelor of Commerce and Laws, Barrister and Solicitor, Diploma of Viticulture (currently completing), Founding Member of Australian Universities Alumni Professionals Group and Member of the Council for the Advancement and Support of Education, Golden Key International Honour Society and EducatePlus.

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# Sue Ellson



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Founder of Newcomers Network, Camberwell Network and 120 Ways Publishing. Independent LinkedIn Specialist, Trainer, Author, Career Development Practitioner, Gigster, Writer and Poet providing local and international training, consulting and social media marketing services based in Canterbury, Melbourne, Victoria, Australia.

Bachelor of Business in Administrative Management, attends between one and four knowledge based events every week, Professional Member of Institute of Managers and Leaders, Melbourne Press Club, Career Development Association of Australia, Australian Society of Authors, Writers Victoria and Small Press Network.

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# Upcoming Events



## **EducatePlus Conference**

Mon 30 May – Thu 2 June 2022 'EducatePlus Reignite Adelaide Conference' Adelaide Convention Centre, and visit the Spectrum Analysis team at stand #32 and AlumGrow team at stand #40 <https://www.epadelaide2022.edu.au>



## **Fitness+ Wellness Trade Show**

Thu 16 – Fri 17 Jun 2022 'Fitness+Wellness Trade Show and Conference' at the ICC Sydney Exhibition Centre at Darling Harbour in Sydney. Say hello to our team at Stand #649. <https://fwa.show>



# More Information



**Schools, Colleges and Universities Videos**  
**Student and Alumni Demographic Mapping and Analysis**  
**Enrolment Marketing**  
**Strategic Decision Making**  
**Socioeconomic Status (SES)**  
**GeoMapping Plus via Somerset Education Portal**  
**Strategy News for Schools Monthly Email Newsletter**  
**University Services**  
**<https://spectrumanalysis.com.au/services/education-analysis>**





# Questions

Please put in chat

or

email [doriannel@spectrumanalysis.com.au](mailto:doriannel@spectrumanalysis.com.au)

either now or later

# Contact the Speakers



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# Data Driven Social Media Strategy for Schools, Colleges and Universities

Presented by Alastair Lee | Director, AlumGrow Consultancy | 18 May 2022



# Some key social media stats you need to know about





# Key social media statistics



58.4% of the world's population uses social media. The average daily usage is 2 hours and 27 minutes (January 2022)

Facebook is the most popular platform with 2.9 billion active users followed by YouTube, Whatsapp and Instagram

TikTok has rocketed to 7<sup>th</sup> most popular platform with 1 billion active monthly users

54% of socials users research products, brands and services on social media

75% of users are more likely to follow a brand's social media page if it has video content

63% of customers expect organisations to offer customer service through social media

Facebook is most popular with Millennials and older, but members of Generation Z prefer YouTube (87%) and Instagram (85%)

71% of customers who have had a positive experience with a brand on social media are likely to recommend the brand to their friends and family

49% of customers rely on influencer recommendations on social media

51% of consumers unfollow a brand if content shared is irrelevant.  
43% will unfollow if they see too many ads and 35% if they see too many promotional posts.

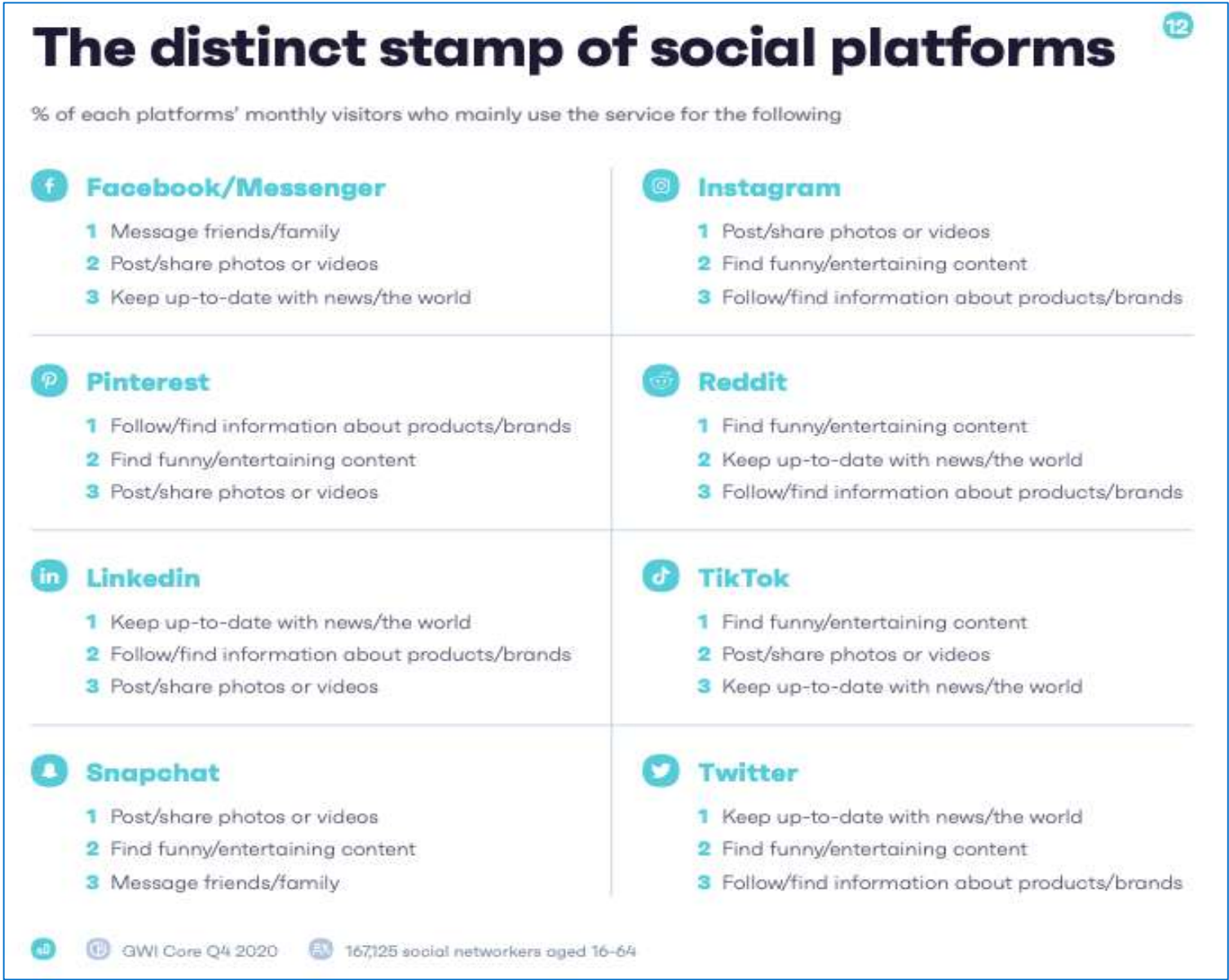
39 percent of social media users expect organisations to reply to their posts within 60 mins  
*(Education has one of the worst average response rates of any industry)*



## References:

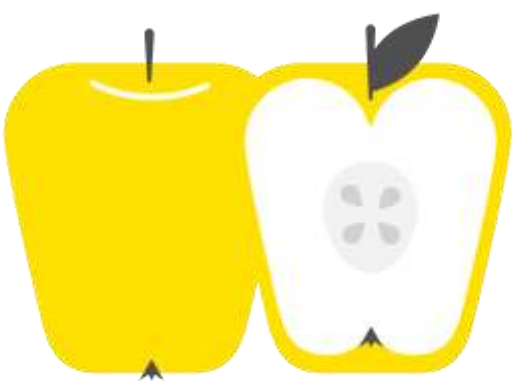
1. <https://statusbrew.com/insights/social-media-statistics/>
2. <https://www.smpertth.com/resources/social-media-statistics/>
3. <https://www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research/>
4. <https://www.renderforest.com/blog/video-marketing-statistics>

# Are you using the right platforms?



Source: GlobalWebIndex - Social Media Trends 2021 Report

“You don’t go using a spoon to slice up an apple...”





**It's all in the  
timing:  
The best times  
to post on  
social media  
in education**



# The best times to post in education

## **Facebook** *(ref. Sprout Social)*

- Wednesday is the best day between 7am – 3pm (9am – 11am prime time)
- Tuesday 9am – 12pm (10am – 11am prime time)
- Monday 9am – 12pm (10am – 11am prime time)
- Saturday 5pm – 6pm

## **Instagram** *(ref. Sprout Social)*

- Friday 10am – 3pm (with 10am – 11am prime time)
- Wednesday 11am – 5pm
- Thursday 3pm – 4pm
- Saturday 6pm – 7pm and 8pm – 9pm

## **LinkedIn** *(ref. Sprout Social)*

- Tuesday – Thursday 9am – 10 am prime time
- Wednesday 8am – 1pm
- Friday 8am – 12pm (10am – 11am prime time)



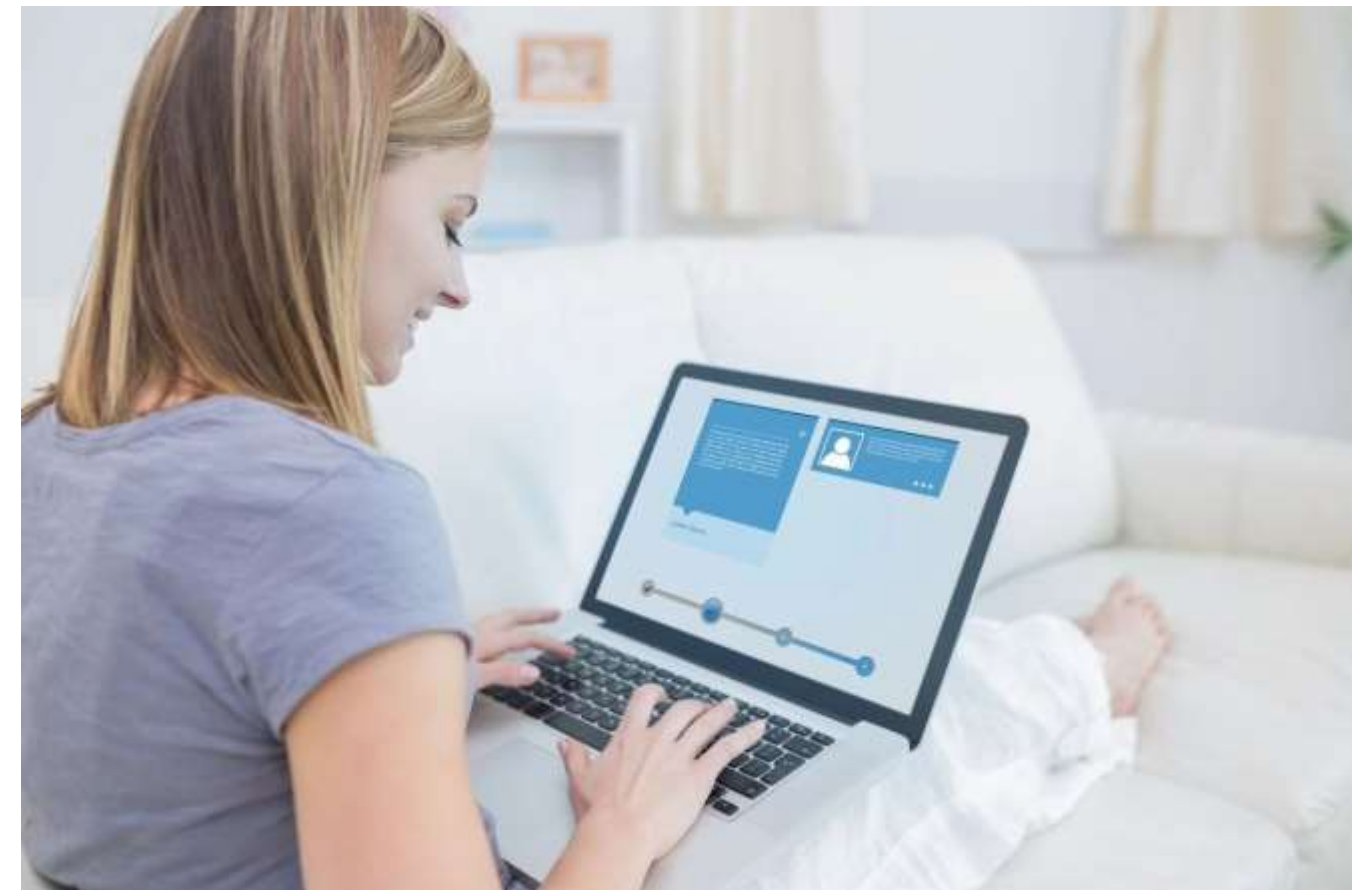
# The best times to post in education

## Twitter (*ref. Sprout Social*)

- Saturday 9am – 9pm (with 5pm – 6pm prime time)
- Wednesday 9am – 1pm
- Friday 9am – 1pm

## TikTok (*ref. TikTok*)

- 6 a.m., 10 a.m., and 10 p.m. on Monday.
- 2 a.m., 4 a.m., and 9 a.m. on Tuesday.
- 7 a.m., 8 a.m., and 11 p.m. on Wednesday.
- 9 a.m., 12 a.m., and 7 p.m. on Thursday.
- 5 a.m., 1 p.m., and 3 p.m. on Friday.
- 11 a.m., 7 p.m., and 8 p.m. on Saturday.
- 7 a.m., 8 a.m., and 4 p.m. on Sunday.



# How often should you post?

**According to 2021 research by Hootsuite to obtain maximum engagement and brand exposure you should post:**

- On Instagram, between 3 and 7 times per week.
- On Facebook, between 1 and 2 times a day.
- On Twitter, between 1 and 5 Tweets a day.
- On LinkedIn, between 1 and 5 times a day.
- On TikTok a minimum of once per day.

**Why multiple posts? All the research shows:**

- People have short attention spans and are time poor.
- Consistency builds greater brand trust.
- Positions your organisation as an expert (and mover and shaker) in the industry.
- Organic reach goes up = get your message in front of more people more often.
- Your brand is worth more = leads to increased revenue.



# How to create a social media content plan in 9 easy steps



# How to create a social media content plan in 9 easy steps

- **Step 1:** Write an Executive Summary - a high level synopsis that:
  - Identifies the challenges and what the social media plan is about
  - Explains the expected result(s) = ROI you wish to achieve
  - Sets out the basic budget, time, and resources required (inc. potential future needs)
  - Includes any other relevant additional information i.e. industry scanning, market trends etc.
- **Step 2:** Devise a set of *realistic* SMART goals (Specific, Measurable, Attainable, Relevant, and Timely) tied directly to your broader marketing and strategic plan.

**Example:** *By 31 December this year, our School will grow its Facebook followers by a minimum 15%.*



# How to create a social media content plan in 9 easy steps

- **Step 3:** Align your socials goals to the broader organisation objectives, goals and KPIs e.g.:

Business objective	Social media goal	KPI Metrics
Grow your brand	Awareness	Followers, shares, etc.
Turn customers into brand advocates	Engagement	Comments, likes, @mentions, shares
Drive leads, enrolments, donations, alumni sign ups	Conversions	Website clicks, email & web signups
Customer retention	Consumer loyalty and advocacy	Testimonials, social media sentiment

# How to create a social media content plan in 9 easy steps

- **Step 4 (ongoing):** Perform regular social media audits on your platforms using a SWOT analysis. You should consider:
  - What's working and what's not?
  - Who is engaging with you and why?
  - Are you meeting your current and past KPIs?
  - Which platforms are your target audiences mainly active on?
  - How does your current approach compare to other like organisations?
  - Is your approach consistent across the entire organisation?
  - Do you have a social media or marketing style guide - and is it being followed consistently?
- **Step 5 (semi-regular):** Define your target audiences by researching and mapping out customer personas. Demographic analysis and mapping can be VIP here.



# How to create a social media content plan in 9 easy steps

- **Step 6:** Devise a social media audience matrix – which platform will you use for each audience?

Platform/Audience	Alumni & Donors	Current Parents & Community	Current students	Staff & Future Staff	Future students & Parents
Facebook	✓	✓			✓
Instagram		✓	✓		✓
Twitter		✓		✓	
LinkedIn	✓		✓	✓	
Content host e.g. YouTube	✓	✓	✓	✓	✓
TikTok		✓	✓	✓	✓

# How to create a social media content plan in 9 easy steps

- **Step 7 (ongoing):** Create your **Editorial Theme Calendar** (high level annual themes) and **Content Calendar** (specific posts – daily and weekly post planner)
- With a Content Calendar I advocate using the ‘one third rule’ as a guide:
  - $\frac{1}{3}$  of your content promotes your organisation and converts audience
  - $\frac{1}{3}$  of content shares ideas and stories from leadership, academic staff, alumni, students, parents
  - $\frac{1}{3}$  is original brand content e.g. special event posts
- Recommend planning your Content Calendar only 4-6 weeks in advance.
- **Step 8 (ongoing):** Monitor and assess *like* competitors (beware the fixation trap!)
- **Step 9 (ongoing):** Monitor and report on your *fortnightly (or monthly)* performance against KPIs.

# 6 simple social media tactics that really work

*“Social media is the  
ultimate equaliser. It  
gives a voice and a  
platform to anyone  
willing to engage.”*

Amy Jo Martin  
American author, entrepreneur &  
CEO of Renegade Global



# 6 simple social media tactics that really work

## #1 Social media ambassador program

- Using your connections to share your content through their own personal networks
- Becoming very popular in the USA in education
- A staple of NFPs for some years now
- Vet your ambassadors carefully to avoid damaging your brand
- Great way to grow your organic reach and engage your community

## #2 Conduct regular polls, surveys and competitions

- Promotes direct engagement
- Community members such as alumni often self identify – helpful to find lost alumni, former staff
- Can provide important marketing intel to consider and act on
- Use branded giveaways and prizes

# 6 simple social media tactics that really work

## #3 Invest in a social media content management system

- Helps to streamline and automate your social media = less labour intensive
- Highly cost effective and offer great reporting dashboards/metrics
- Enables you to capitalise on evergreen/reusable/repost content
- Some examples are MeetEdgar, Hootsuite, Sprout Social, Buffer

## #4 Throwbacks and fun fact posts

- A great way to involve your archives/historical records units
- Provides more creative less 'salesy' marketing communications
- Just ensure you cover off on any legals in your jurisdiction
- Invite your followers to engage and post content too (ensure to monitor and place platform permissions on)
- Wonderful way to engage leveraging nostalgia

# 6 simple social media tactics that really work

## #5 Use hashtags

- Can be applied to most #socialmediaplatforms and make your content more visible and discoverable
- They allow you to join or start a conversation while effectively grouping content
- The hashtag becomes a searchable term for your organisation
- Always remember to check the hashtag before using!
- As a rule of thumb don't use more than six hashtags per post

## #6 Go live with your content

- Gives your audience a chance to engage and connect with you in real time
- Run a monthly Q&As for the Principal, senior leaders, admissions and marketing staff, current students or alumni
- Shows greater commitment to customer service and that you are cutting edge
- Great marketing opportunities – you can't beat the personal touch<sup>1</sup>



# My 12-rule playbook for success with your social media



# My 12-rule playbook for success



1. **Have a social media plan** with SMART goals tied directly to your marketing plan.
2. Keep It Simply Sustainable (KISS) – don't 'over capitalise' on platforms.
3. Research your key target audiences – customer personas really are a must.
4. **Use data to drive your social media approach.**
5. Choose the right content and platform(s) and use it at the right time to maximise audience engagement and cut-through.
6. Use more video clips and live streaming to increase engagement (x 6 more!)
7. Incorporate a social media editorial theme calendar and content planner in your planning regime – they help to really focus your efforts.

## My 12-rule playbook for success



8. Respond to all questions or comments from your audience (even the not so nice ones!) – remember the customer service stats at the start.
9. Keep your content authentic and on brand.
10. Do reuse and repost content regularly as content loses visibility quickly.
11. Track, measure and review your results against KPIs regularly.
12. LinkedIn is VIP for alumni and donor engagement – that includes for you, senior leadership, staff and even students.

**Plus 1 rule** – Have some fun with your social media – it's called *social* media for a reason



## A book, blog and podcast to check out

1. Renegades Write the Rules – book by Amy Jo Martin
2. Social Pros Podcast - Jay Baer and Convince & Convert
3. Social Media Today Blog - [socialmediatoday.com](http://socialmediatoday.com)





# Contact me



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B. [alumgrow.com.au/insights](http://alumgrow.com.au/insights)

We specialise in assisting education providers to generate more alumni support, fundraising revenue and enrolment enquiries!

# Questions & Discussion



# AlumGrow Consultancy

Using our proven formula, schools, colleges, and universities can generate at least **24% more alumni support, fundraising revenue, and enrolments** and overcome common challenges such as limited staff time, budget or expertise that often stops them achieving strategic goals such as increasing revenue streams, developing exceptional education programs and achieving financial independence.

## Questions?

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**AlumGrow Consultancy**

# Data Driven Social Media Strategy



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18 May 2022

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# Data Driven Social Media Strategies

✓ how to decide which social media platforms are most suitable for your school, college or university

✓ top three features of LinkedIn, Facebook, Instagram, Twitter, Google Business Profile and TikTok

✓ top five issues found on social media audits of schools, colleges and universities

Here to give you awesome value and proactive action items!

Call it your **social media roadmap**!

**Focus will be on data driven social media strategy not just data you can access**



# Special Gift – Free Downloads



- ✓ latest offer <https://sueellson.com/latest-offer>
- LinkedIn statistics and backup spreadsheet
- Usernames and passwords spreadsheet
- my first four books downloadable from ResearchGate



# Follow / Subscribe to Sue Ellson Online



- ✓ LinkedIn Profile <https://www.linkedin.com/in/sueellson>  
(21,936 Connections, 24.217 Followers)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson>  
(509 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2>  
(140 Followers)
- ✓ Twitter <https://twitter.com/sueellson>  
(393 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems)  
(303 Followers)
- ✓ YouTube  
[https://www.youtube.com/channel/UCOhckRXATKRvbqU6GNbys8A?sub\\_confirmation=1](https://www.youtube.com/channel/UCOhckRXATKRvbqU6GNbys8A?sub_confirmation=1)  
(64 Subscribers)
- ✓ Sue Ellson Shares LinkedIn Newsletter (4,606 Subscribers)  
<https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Ellson Email Newsletter (1,534 Subscribers)  
<http://eepurl.com/hjxQkP>

# Fast Facts – more at [sueellson.com](https://sueellson.com)

Sue Ellson is a Member of



Sue Ellson is the Founder of



<https://sueellson.com>

# Quick Points

- ✓ **are you from a School, College, University or Elsewhere? Please put an S, C, U or E in the chat**
- ✓ acknowledge traditional owners of land where we are all based
- ✓ this presentation is for people of all backgrounds
- ✓ disclaimer: this is all information sharing not professional advice for your individual circumstances
- ✓ slides and video recording link will be emailed to all registered guests
- ✓ you can leave your video camera off and microphone on mute (less bandwidth)
- ✓ assume varied level of knowledge and experience and can read
- ✓ please add any questions you have in the Chat – whilst I am screen sharing, you will not appear on the recording
- ✓ learn more about me at <https://sueellson.com> past clients at <https://sueellson.com/clients>
- ✓ will be asking you what has been most helpful to you at the end (feedback for me)
- ✓ will be recommending that you find a way to say 'thank you'

# Data Analytics

- ✓ each platform has its own analytics you can review (you will get 'more' data from paid campaigns but everything else should work FIRST)
- ✓ social media management tools can provide additional analytics (usually a monthly fee)
- ✓ you need to verify the 'statistics' with what happens on your 'website' or lead location
- ✓ statistics can 'lie' – people may 'see' but not 'engage' with content, it doesn't mean it is not worthwhile
- ✓ need to report on the stats that really matter (are you increasing your Followers and Subscribers over time?)
- ✓ be aware of ethics and due diligence (you are always on show)
- ✓ please ensure that ALL of your Google logins link to the ONE Google account for your educational facility





# Which social media platforms?

- ✓ Database size and reach
- ✓ Accessing your niche audience (is it aligned?)
- ✓ Building enterprise digital asset (lifetime value)
- ✓ Building enterprise recency and relevancy (dynamic value)
- ✓ Building enterprise findability (search engine optimisation SEO for enterprise name, keywords)
- ✓ Spend (both time and dollars) and return on Investment (worthwhile or vanity only)
- ✓ Measurable (and building the goodwill of your enterprise)
- ✓ Scalable (ideally)
- ✓ Risk associated with algorithm changes (may only be good for a specific duration)
- ✓ Ability to maintain your effort over the long term and still get a good return on investment

<https://sueellson.com/blog/online-and-social-media-strategy-for-accounting-technicians-and-bookkeepers>

# Where do you get the data?

✓ **Digital 2022 Australia** examines online behaviour of Australians – from We Are Social and Hootsuite <https://wearesocial.com/au/blog/2022/02/digital-2022-australia-online-like-never-before>

✓ **Social Media Report 2020** – Australian Data – Consumer and Business Report - from Yellow Pages <https://www.yellow.com.au/social-media-report>

✓ **Social media - Statistics & Facts** – International Data – with complex paid reports available - from Statista <https://www.statista.com/topics/1164/social-networks> User Reach <https://www.statista.com/statistics/553619/mobile-messaging-user-reach-australia>

✓ **Social Media Statistics** – Australian Data – not sure how reliable but a quick snapshot – interesting to compare years - from SocialMediaNews.com.au <https://www.socialmedianews.com.au/social-media-statistics>



*This increase was driven primarily by TikTok, now a social media staple of 32% of the 16-64 set. Australian TikTok users scroll through the app for 23.4 hours per month – a whopping 40% jump since the beginning of 2021.*

# Recommended social media platforms

## Primary

- ✓ **LinkedIn** – goal to have 80% of all second last year secondary students and first year tertiary students list your institution as the education provider
- ✓ **Facebook** – still largest audience in Australia – not as many students but still family, carers and community
- ✓ **Google Business Profile** – for Google Reviews, Photos, sharing website updates etc
- ✓ **YouTube** – owned by Google, gives you Search Results, on record forever and can be re-used in many locations

## Secondary

- ✓ **Twitter** – well recognised in academic and news circles, search engine results (three tweets a week) and content immediately indexed in Google
- ✓ **Instagram** – need to have a very clear mission but can be more popular with students and people using social media socially

## Maybe Later

- ✓ **TikTok** – but this is mostly used by people under 30 and may not be the 'decision-makers' for your school, college or university (connects by interest rather than by friendship. Skip Influencers. Content Creators is where it is at.

Fun video about social media people – Jimmy Rees <https://www.youtube.com/watch?v=f9TrE3W4HwE>

# Top three features of LinkedIn, Facebook, Google Business Profile, YouTube Twitter, Instagram and TikTok





# LinkedIn – top 3

✓ calculating and reaching alumni – make sure you have a SCHOOL Profile – if only a Company Profile, you can update it at

<https://www.linkedin.com/help/linkedin/ask/CP-primary>

✓ teaching students to build their network whilst still studying (including family of other students) your network = net worth

✓ ability to attract aligned work or jobs and to publish content (Articles) that can be found in Google Search Results



<https://sueellson.com/blog/linkedin-for-schools-colleges-and-universities>

# Facebook – top 3

- ✓ usually have a long history on Facebook and is useful for sharing text, links, images and video content
- ✓ can schedule various types of content through Meta Business Suite (for Instagram too) and Facebook Groups have a lot of excellent features
- ✓ often appears on right hand side of Google Search Results, usually have the Facebook logo on your website and a reasonably consistent publishing schedule over many years



<https://www.linkedin.com/pulse/should-you-pay-social-media-ads-sue-ellson>

# Google Business Profile – top 3

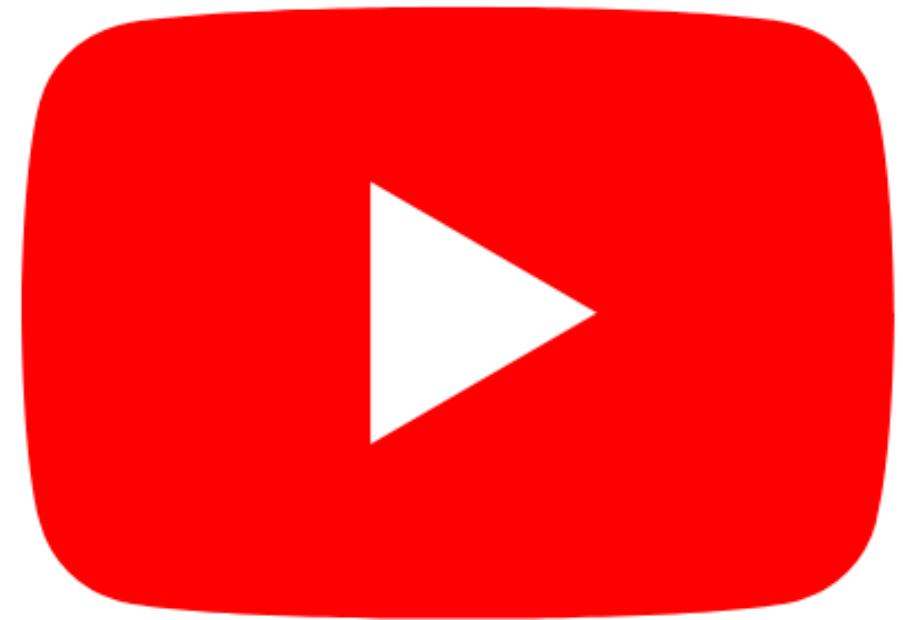
- ✓ once you have Administration rights, you can respond to reviews and keep your presence up to date and have a free website page as well
- ✓ sharing posts on your account helps notify Google that you have published new content on your website (ping)
- ✓ helps you be found in local search results for local schools, colleges or universities – if yours is complete, it will be preferred in search results



<https://www.linkedin.com/pulse/google-my-business-free-website-seo-strategies-sue-ellson>

# YouTube – top 3

- ✓ YouTube is owned by Google so your well-titled and optimised regularly published (monthly) videos can appear in Google Search Results
- ✓ you can edit your Subtitles that are automatically generated and download a .srt file that you can upload with a video file on other social media platforms for 'universal' design (more accessibility)
- ✓ you can create Playlists that help bring together videos on your own YouTube Channel and/or from other YouTube Channels and now #shorts < 60 seconds



<https://sueellson.com/blog/how-to-be-found-on-page-one-of-google-search-results-for-your-name-keywords-and-company>



# Twitter – top 3

- ✓ highly prized by academics, media, celebrities, politicians and considered better than other social media
- ✓ content is immediately indexed in Google Search Results and if you tweet three times a week, you will see Twitter panels in Google Search Results
- ✓ can be an excellent curation tool to Follow Thought Leaders, International Experts, Sister Schools. Favours short 280 character text content but also has video up to 2 minutes 20 seconds (or 10 minutes if approved)



10 Secrets to Maximising Your Social Media <https://www.youtube.com/watch?v=H2fftw2Y-Zk>

# Instagram – top 3

- ✓ posts (images), reels < 60 seconds, video (longer), highlights, guides
- ✓ often used to login to other social media (like Clubhouse audio only), dating websites etc and can purchase items directly within the platform
- ✓ people spend 29 – 55 minutes per day on Instagram and there are many bells and whistles you can add to your video on a mobile device (very mobile friendly)

Instagram

<https://sueellson.medium.com/is-social-media-a-waste-of-time-for-business-5215c46d499d>

# TikTok – top 3

- ✓ 33 – 89 minutes per day – platform is much more social and ‘friendly’ than other social media
- ✓ very different experience desktop/laptop versus mobile – can have Comments, Duets, Stitches, on desktop/laptop and photos and video story templates, filters, speed adjustments and more on mobile
- ✓ more likely to get more views if between 15 and 45 seconds and people watch at least 30 seconds – indicates good quality content



<https://www.rev.com/blog/how-to-add-closed-captions-and-subtitles-to-tiktok-clips>

# Top five issues found on social media audits of schools, colleges and universities





# Social Media Audit Concerns

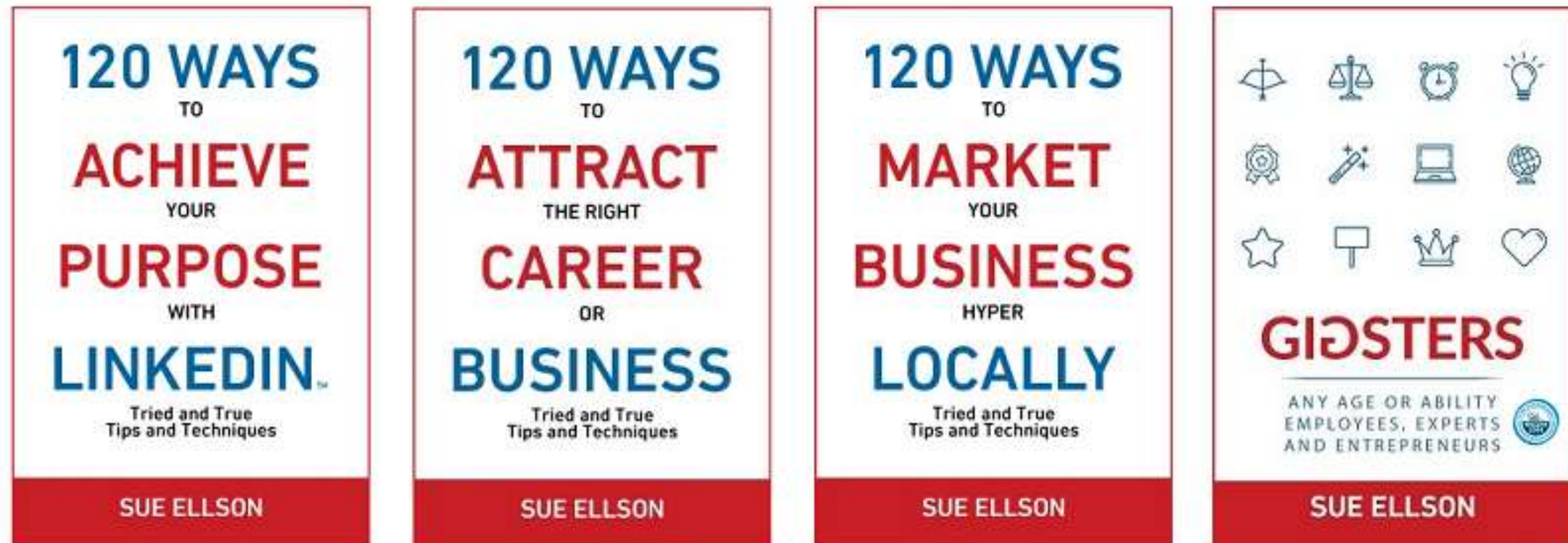
1. Inconsistent profiles with different logos, descriptions, items filled in etc.
2. Inconsistent use of each platform – more on Facebook, less on LinkedIn or YouTube
3. Logos and links to all social media platforms not listed or linked on the school, college or university website
4. Not using the various settings for each platform that can maximise reach (titles make a big difference, subtitles for silent viewing and universal design principles are important)
5. Not minimising risk (like turning on approval for YouTube comments or turning off Facebook reviews) and not keeping details of Posts – Date, Topic, Post Link for collecting statistics but also re-using content annually and managing content in a crisis (when immediate access is required)



# Where to from here?



# Special Gift – Free Downloads



- ✓ latest offer <https://sueellson.com/latest-offer>
- LinkedIn statistics and backup spreadsheet
- Usernames and passwords spreadsheet
- my first four books downloadable from ResearchGate

# Follow / Subscribe to Sue Ellson Online



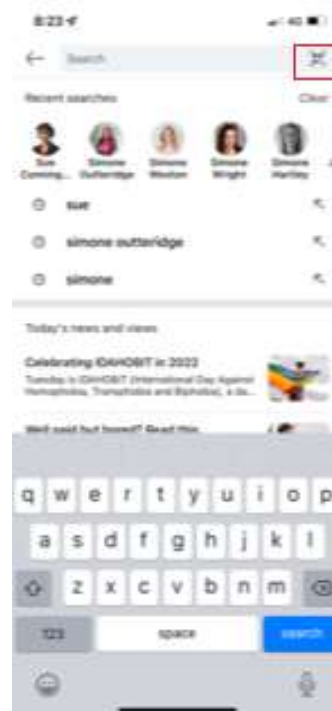
- ✓ LinkedIn Profile <https://www.linkedin.com/in/sueellson>  
(21,936 Connections, 24,217 Followers)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson>  
(509 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2>  
(140 Followers)
- ✓ Twitter <https://twitter.com/sueellson>  
(393 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems)  
(303 Followers)
- ✓ YouTube  
[https://www.youtube.com/channel/UCOhckRXATKRvbqU6GNbys8A?sub\\_confirmation=1](https://www.youtube.com/channel/UCOhckRXATKRvbqU6GNbys8A?sub_confirmation=1)  
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<https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Ellson Email Newsletter (1,534 Subscribers)  
<http://eepurl.com/hjxQkP>

Email [sueellson@sueellson.com](mailto:sueellson@sueellson.com) for the Social Media Essential Statistics Template

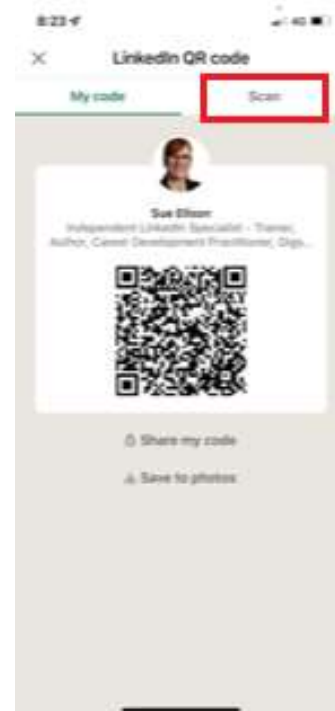
# Connect with me on LinkedIn – part 1



1. Open LinkedIn App and press in Search Box



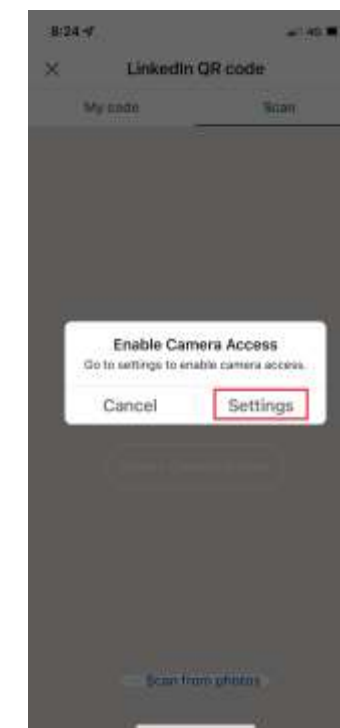
2. Press dots on top right hand side of screen



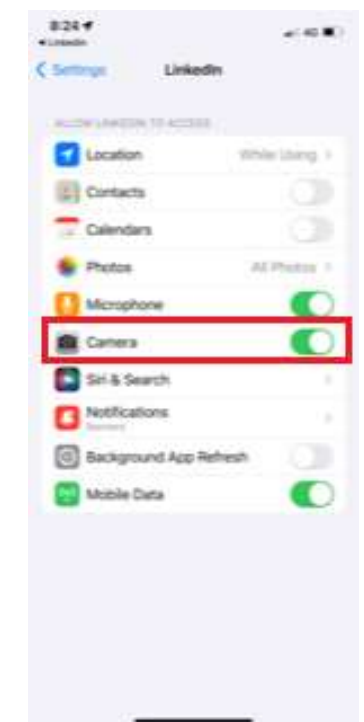
3. Press Scan



4. Press Enable Camera Access



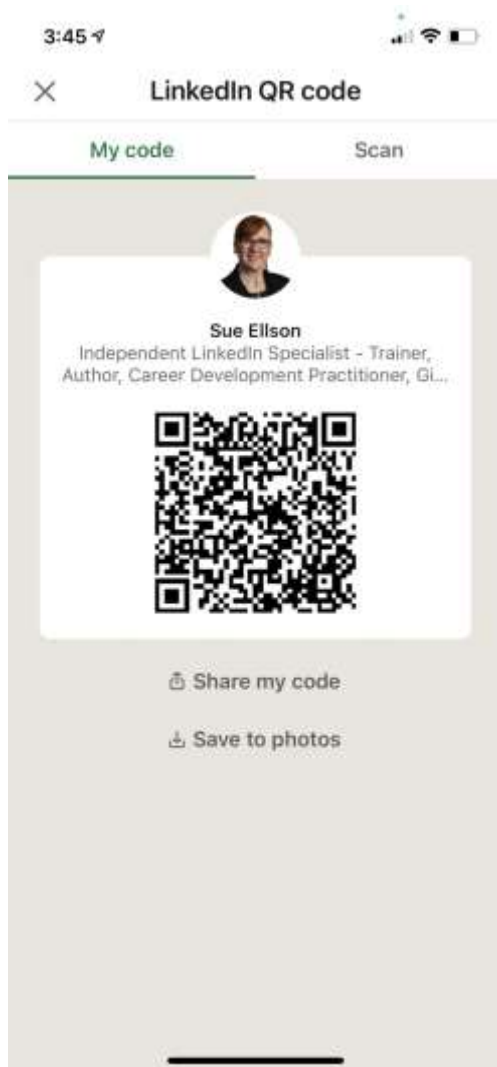
5. Select Settings on your Phone



6. In LinkedIn Settings, turn on Camera



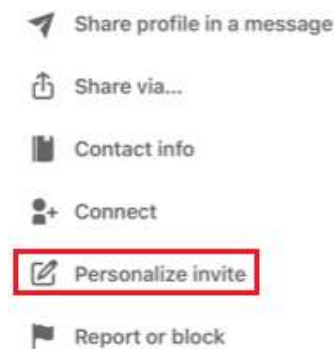
# Connect with me on LinkedIn – part 2



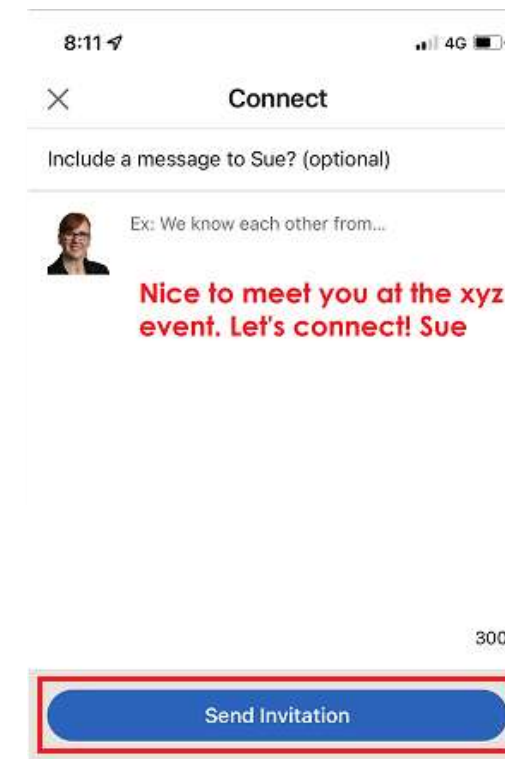
7. Use your phone to Scan this code on the screen



8. Press the three dots next to the Message button



9. Select Personalize Invite



10. Type up a brief message, Send Invitation to Connect

From now on, please connect with everyone you meet in person using your LinkedIn App on your phone

# What has been most helpful?

## How to say thank you

✓ **LinkedIn Recommendation** <https://www.linkedin.com/in/sueellson>

✓ **Google Review** <https://g.page/sue-ellson-author/review> (currently 108 Reviews)



Google Review

<https://www.linkedin.com/pulse/sorry-we-dont-have-budget-sue-ellson-1c>  
(in case you need to ask for a freebie in the future)