

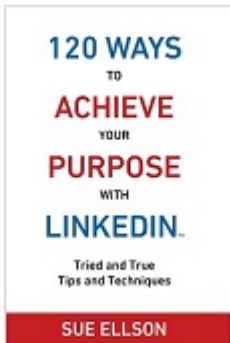
Top CEO's get bottom LinkedIn results - New Book '120 Ways To Achieve Your Purpose With LinkedIn'

120 Ways Publishing

Friday, March 25th, 2016

Online at <https://120ways.com/media/top-ceos-get-bottom-linkedin-results>

Top CEO's get bottom LinkedIn results - New Book '120 Ways To Achieve Your Purpose With LinkedIn' by Sue Ellson aims to improve digital literacy



Independent LinkedIn Specialist and author of the newly released book '120 Ways To Achieve Your Purpose With LinkedIn' is surprised to find that so many top level CEO's have poor quality LinkedIn Profiles.

Sue Ellson BBus AIMM MAHRI CDAA (Assoc) ASA joined LinkedIn on the 21st of December 2003 and is one of the first 100,000 people on LinkedIn. She has been consulting, training and advising international senior executives and professionals for over eight years and has discovered that they often:

- Don't know how to personalise their LinkedIn Public Profile URL (<http://www.linkedin.com/profile/public-profile-settings>)
- Don't have a background picture reflecting the company brand (and sometimes do not even have a professional photo)
- Don't provide a way for the media, connections or staff to contact them directly (they could include a text hyperlink to a company online form in their Summary or Advice for Contacting sections)
- Don't link to the Company Website in their website links (an important backlink strategy and a good example for staff)
- Don't add the details of their experience in their Profile (even for their current role) or list their professional qualifications, certifications or memberships (essential when investors, shareholders and the media are completing due diligence)
- Don't build their network online (to provide job security in the future)
- Don't have a strategy or policy for processing Connection requests
- Don't know how to reduce the number of emails they receive from LinkedIn
- Panic when they feel that their job future is not certain

Contact Profile

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120 Ways Publishing first began on 5 August 2014. We like to produce content that collects insights around a topic or theme which then inspires you to take action that ultimately leads to innovation.

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Our aim is to make sure that we give you lots of options so that you can choose what works for you!

<http://120ways.com>

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Sue Ellson says “This is a significant concern for both individual CEO’s and enterprises. It puts CEO’s at high risk of being perceived as **digital dinosaurs** (as most Google searches on a person’s name lead to LinkedIn) and it makes it very difficult for enterprises to implement effective social media strategies when there is a ‘bad example’ at the top.”

According to Ms Ellson, there are other implications too. “Many CEO’s work extremely hard to get to the top – but when it is **time to move on**, they are often unprepared for the adjustment, they lose access to all of their support services and often find that they are personally digitally incompetent. This means that they find it very difficult to source new opportunities in the future.”

“Later on when they are facing retirement, they think that they don’t need a LinkedIn Profile and this makes them even more isolated and disconnected from society. They don’t realise that LinkedIn is a tool they can use to stay connected to former colleagues and associates and maintain an interest in their former career.”

The statistics are compelling. LinkedIn is highly search engine optimised for individual names, company names and post titles and yet only 51% of people on the platform have a completed LinkedIn Profile.

Up to 85% of business is now conducted by referral (or word of mouth) and 95% of decision makers are required to conduct internet searches before hiring new employees. It is therefore vital for people to have completed LinkedIn Profiles. Sue Ellson says that “CEO’s need to lead by example if they want to protect their own career and their enterprise in the future.”

Whilst LinkedIn started as a professional network for members, it is now a publishing powerhouse for over 415 million members worldwide. It’s strategic personal potential could be an indirect way to encourage more people to improve their digital literacy and remain connected to a globalised world.

Sue Ellson has written a comprehensive ‘text’ book on LinkedIn, condensing 8 years of consulting, advising and training into 80,000 words so that individuals and organisations across the world can achieve their purpose through LinkedIn. Watch the video at <https://www.youtube.com/watch?v=eoZVqb4Gtm8>

Fast Facts about LinkedIn

- Launched 5 May 2003
- Now, over 415 million members in over 200 countries
- Has acquired SlideShare, Pulse, Lynda and Connectifier
- Revenues come from talent solutions, marketing solutions and premium subscription products

- Professionals are signing up to join LinkedIn at a rate of more than two new members per second
- There are more than 40 million students and recent college graduates on LinkedIn and they are the fastest-growing demographic

Additional Links

LinkedIn for Journalists

<http://www.linkedin.com/pulse/linkedin-journalists-stories-sources-success-sue-ellson>

Story of '120 Ways To Achieve Your Purpose With LinkedIn'
<https://120ways.com/books/the-story-of-120-ways-to-achieve-your-purpose-with-linkedin/>

Reviews of '120 Ways To Achieve Your Purpose With LinkedIn'
<https://120ways.com/books/reviews-of-120-ways-to-achieve-your-purpose-with-linkedin/>

Book '120 Ways To Achieve Your Purpose With LinkedIn' released 23 February 2016

- Kindle

AUD9.99 <http://www.amazon.com.au/gp/product/B01BTR8QBC>

- PDF or EPub AUD9.99 <https://120ways.com/product/120-ways-to-achieve-your-purpose-with-linkedin/>

- Paperback posted direct AUD33.04 usually within 5 days

<http://www.bookdepository.com/120-Ways-Achieve-Your-Purpose-with-LinkedIn-Sue-Ellson/9780994287502>

LinkedIn Press Room

<https://press.linkedin.com>

Sue Ellson

<http://sueellson.com/publications> and

<http://au.linkedin.com/in/suellson>

Further Information

Please contact Sue Ellson directly for further information about the book or LinkedIn. Sue welcomes media requests for exclusive content, consulting opportunities and speaking or training engagements and can provide direct access to additional sources of information.

Next book from 120 Ways Publishing

Next book '120 Ways To Attract The Right Career or Business' by Sue Ellson will be launched on 18 May

2016 <http://120wayscareerbusiness.eventbrite.com.au>

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Sue Ellson BBus AIMM MAHRI CDAA (Assoc) ASA was born in Adelaide and moved to Melbourne in 1994. She joined LinkedIn on 21 December 2003 and is one of the first 100,000 people in the world on the platform. She has been consulting on the topic of LinkedIn since 2008 and has just launched her first book of 80,000 words summarizing her experience '120 Ways To Achieve Your Purpose With LinkedIn.' She has a background in banking, training, recruitment, HR, marketing, employment, websites and social media and her first website, [Newcomers Network.com](http://NewcomersNetwork.com) went online in 2001. She created [Camberwell Network.com](http://CamberwellNetwork.com) in 2012 and [120 Ways Publishing](http://120WaysPublishing.com) in 2014.

She is currently an Independent LinkedIn Specialist providing consulting and training on the topics of LinkedIn, social media and marketing to individual clients and organisations, a LinkedIn Specialist for [Macfarlan Lane](http://MacfarlanLane.com) (senior executive outplacement), a Senior Consultant with Belgium based [NetExpat](http://NetExpat.com) (trailing spouse career development) and a teacher at the [Centre for Adult Education](http://CentreForAdultEducation.com) (specializing in mobile device and website design training). You are welcome to connect with Sue at <http://au.linkedin.com/in/sueellson> and review her past publications and presentations online at <http://sueellson.com>