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ONLINE BOOK LAUNCH – LinkedIn for me and my career or business

– Sue Ellson’s 5th book Monday 23 November 2020 at 12:30pm Melbourne Time GMT+11

Tickets <https://linkedinformebooklaunch.eventbrite.com.au> 250+ international guests attending
<https://www.linkedin.com/events/booklaunch-linkedinformeandmyca6726691561725411329>
<https://us02web.zoom.us/j/84492849162?pwd=bllzVjJ0cGFQakZRWUZPb2c3SWgxZDZ09>

COVID-19 has increased the speed of adaptation to new technology – and LinkedIn is suitable for both careers and business. LinkedIn is the world’s largest professional network with 722+ million members worldwide and 11+ million in Australia of which 58% are aged 25-34.

<https://napoleoncat.com/stats/linkedin-users-in-australia/2019/10>

But people are scared. They fear for their privacy. They don’t know who to connect to. They don’t like talking about themselves. They don’t want their stressed out boss to know that they are looking for something better. They want to try something different but they don’t know where to start. They may have a side hustle. What many people need is a new source of work or business, and they need it now.

LinkedIn <https://www.linkedin.com> (which is owned by Microsoft), has risen to the challenge of 2020 and has instigated multiple new features – free LinkedIn Learning courses for job seekers, #opentowork, #openforbusiness, stories, events, polls, updated reactions, updated algorithms, audio messaging and 10 second audio introductions, Company Page analytics and Follower invitations, Newsletters, Teammates function, profile Features section, Skills Quiz, Newsfeed send option, Document sharing, Hibernation facility, a visual redesign and so much more.

In Australia, the number of average monthly users has increased by 20% in 2020 to 6.5M. The time they spend on LinkedIn has also increased. <https://www.socialmedianews.com.au/social-media-statistics>. Employers are starting to refuse résumés and are insisting on links to LinkedIn Profiles.

Decision-makers need access to the right talent at the right time, now more than ever. People looking for work or business need to be found. LinkedIn provides that opportunity, free of charge. A lot of people are missing out on opportunities. *LinkedIn for me and my career or business* provides readers with the tools to showcase their values, strengths and context and attract the right career or business.

The book launch will showcase the latest LinkedIn Updates and Rob Chiarolli will interview Sue Ellson.

*The author, Sue Ellson BBus MIML MAHRI CDAA MPC ASA WV SPN AH joined LinkedIn on 21 December 2003 (Member 77,832) and has been **independently consulting on LinkedIn** since 2008. In 2018 and 2019, she was recognised by the Social Media Marketing Institute (SMMI) as one of the Top 10 LinkedIn Experts in the Asia Pacific Region. She appears on page one of Google Search Results across Australia for ‘LinkedIn Specialist.’ She hasn’t had a ‘real job’ since 1994, she runs two social enterprises, teaches, consults and writes. In her spare time, she walks and dances barefoot. This is her fifth non-fiction book.*

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