



put your best digital  
footprint forward.



enactus

step in front.

build your  
Brand and  
Influence

# Your Mental Health | Is Top Priority

- **Embrace Imperfections**

Your social media doesn't need to present a flawless image of you. People often relate more to your failures and challenges than your successes

- **Manage Reactions, Not Opinions**

You can't control what strangers say about you online, but you have control over your own emotions and how you choose to react to such situations

- **Self-Compassion Matters**

Remember to be kind to yourself. You owe yourself the gift of self-compassion, especially in the world of social media where perfection is often portrayed

- **Seek Help When Needed:**

Don't hesitate to reach out for support or guidance when facing challenges in the online world. Seeking help is a sign of strength, not weakness

# Content

- The Importance of Using Social Media to Develop a Brand
  - Establishing your online presence
  - Building brand recognition and credibility
- How to Set Up Your Profile Page
  - Crafting a compelling bio and headline & setting your privacy
- The Power of Social Media to Promote Your Work
  - Showcasing your skills and achievements
  - Reaching a broader audience and potential clients
- Find Connections that Will Help You Achieve Your Goals
  - Networking effectively within your industry
  - Connecting with mentors, peers, and potential collaborators
- What to Post and When
  - Creating engaging content that reflects your expertise
  - Best practices for posting frequency and timing



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your online  
persona  
Presence or  
Purpose

# What is Your Internet | Persona

Imagine someone Googling your name right now. What will they find?

- Did they uncover anything?
- Is the content they discover current?
- Does it align with your current objectives?



**Imagine if You Controlled the Pages of Your Digital Story**

5

# Your Brand | Your Narrative

By taking control of your brand you can **impact** what others say, think and perceive about you

- Is your LinkedIn profile a true reflection of your value?
- How is your brand received by the wider industry?
- What do those you work with say about you?
- How do your peers perceive your professional qualities?



6

**Control the narrative | create the perception that supports your professional goals**

# Know your Goal

What are you trying to achieve through social media?

- growing your network?
- connect with potential collaborators, partners, supporters?
- sharing project / initiative updates?
- spreading the word about topics you are passionate about?
- engaging in industry news and popular content?
- creating your own content ?
- be a thought leader?





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influence with  
LinkedIn



# First Impressions | The Visual Advantage

banner

2



1

HF photo

Personal headline

3

**Selena Griffith GAICD FEAD FSSE FIH** (She/Her) · 15  
Integrating Design, Innovation, Education, Entrepreneurship to deliver  
Social Impact - educator, public speaker, impact advocate

Australian Institute of  
Company Directors



# Profile Picture

Don't miss your chance to make a great first impression!

- It should also **reflect your personality**. This will give stakeholders an idea of who they will meet.
- Think about the **energy and attitude you want to project** - while there's nothing wrong with being serious, a smile will make you seem more approachable.
- Use a recent photo. A neutral background can stand out



# Banner Image

Use an image that conveys your brand



# Headline | Profile Title

## Stand out!

Your profile title is one of the first things someone sees in search results.

What do you want people to know about you?

- **value proposition** - what makes you different? what is your speciality?
  - **audience** - adapt your language
  - show your personality, values
- 
- **If it appeals to your target market you will get more profile views.** more opportunities!

### **Selena Griffith GAICD FEAD FSSE FIH** (She/Her) · 1st

Integrating Design, Innovation, Education, Entrepreneurship to deliver Social Impact - educator, public speaker, impact advocate

### **Carla Harris** · 3rd

Senior Client Advisor at Morgan Stanley; Inclusive and Innovative Leader; Public Company and Philanthropic Board Director; Author; Inspirational and Motivational Speaker

### **Mark Kendall** · 2nd

World-leading expert and innovator in skin-based medical device global impact

# Activity | Create a Punchy Headline

5 Minutes



write your compelling headline  
promoting your area of expertise /  
sustainability project

(220 characters max)



Would you like feedback from the group?  
Share your headline content in the meeting chat - only if you are  
comfortable doing so

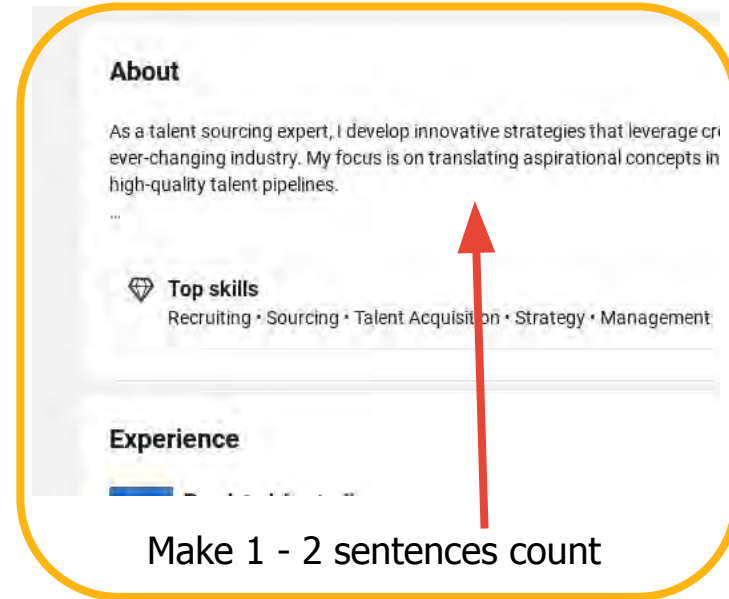
# Tell your Full Story | About Section

What do you want your potential collaborators, partners, and supporters to know about you?

- Craft it to be engaging, informative, and memorable.
- Your key **strengths** and **interests**.
- How do you bring **value** to your industry / stakeholders
- Your **vision** for growth and development
- **Keywords** that your target audience will search for - to find you. Add your **skills**
- **Authenticity:** Embrace personal touch. Don't be afraid to share something personal about YOU

Readability:

- Ensure they remember the key points by formatting with readability in mind:
- White space | Paragraphs of max 4 sentences
- Bullet points (8 words max)



Make 1 - 2 sentences count



# Tell your Full Story | About Section

As a talent sourcing expert, my journey in this ever-evolving industry has been shaped by a genuine passion for innovation. I firmly believe that creativity and dedication are the driving forces behind successful talent acquisition strategies.

My approach revolves around turning aspirational concepts into actionable plans, fostering high-quality talent pipelines that adapt to the dynamic nature of our field. I'm a strong advocate for data-driven decisions, relying on sourcing intelligence and market research to continually refine our processes and connect with the best talent.

One of my deepest commitments is nurturing the growth of our sourcing teams. Through training and active community management, I foster collaboration and knowledge-sharing to enhance our collective expertise.

Working closely with our valued clients, I've had the privilege to co-create and implement innovative candidate sourcing and engagement strategies, particularly within our MSP and RPO programs. But beyond all, my heart lies in promoting diversity in recruitment, ensuring a diversity lens guides every stage of our sourcing journey.

Short paragraphs. White space.

- Pioneering social sourcing strategies.
- Designing sourcing approaches for both regional and remote talent.
- Championing diversity in every facet of sourcing.
- Collaborating on MSP and RPO sourcing strategy development.
- Embracing the potential of AI in recruitment.

Succinct bullet points | Keywords

Relatability | Authenticity

But I'm not just about work. Beyond the office, my world is a vibrant tapestry of parenthood, a teenager, a nearly teen, the exuberance of a cocker spaniel, the grace of two ragdoll cats, and my partner in crime who adds adventure to every day.

I also find joy in the competition of tennis and pickleball, the mindful practice of reformer pilates, and anything that connects me to the serene beauty of the ocean.



# Activity | About Section

5 minutes



## review your “about” summary section

What do you want your potential collaborators, partners, and supporters to know about you?

Is it clear and easy to understand and read?

Is your purpose and value proposition clear?

Would you like feedback from the group?

Share your about section content in the meeting chat - only if you are comfortable doing so



# Showcase Your Work - Experience

Customise this content to align with the purpose of your profile

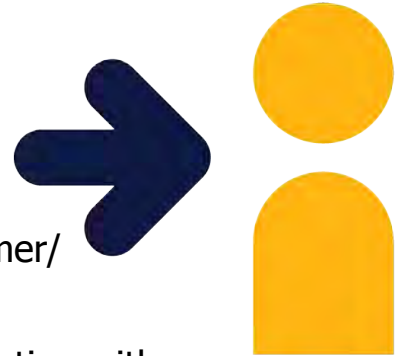
- If you are seeking employment: this section can read like a CV
- If you are seeking to **influence stakeholders / win business:**

Focus on **achievements** and **projects**

Showcase the tangible **value** you can add to your prospective network/ customer/ stakeholder

Speak to your reader. use words like "You" "Your". I can support YOUR organisation with...

Make the most of this space to sell yourself and your capabilities confidently.

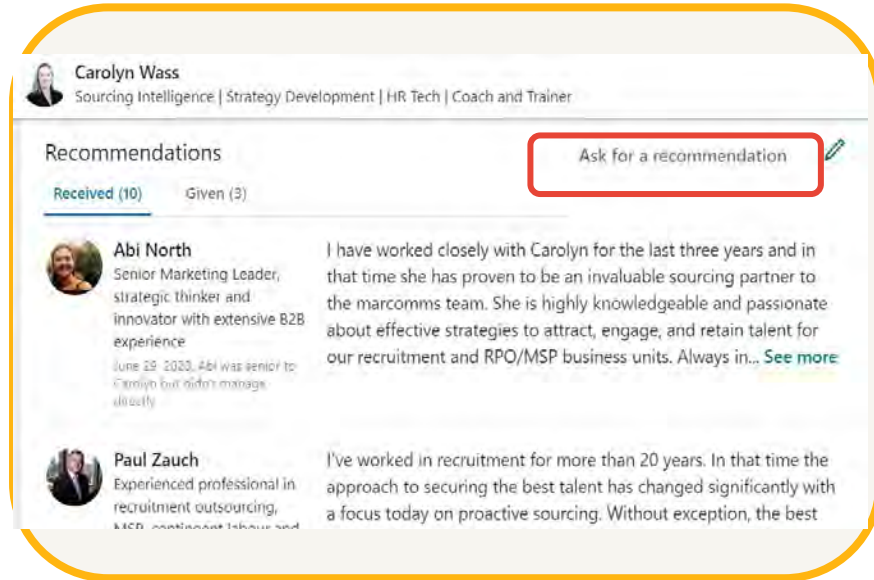


# Let your network speak for you

Do you check reviews before you buy, shop, dine? Recommendations can build trust and credibility

## Recommendations can support your narrative

- Personalise your request
- Help them by directing them towards areas you want them to focus on
- Provide context by mentioning projects, collaborations or achievements
- Offer to reciprocate



**Carolyn Wass**  
Sourcing Intelligence | Strategy Development | HR Tech | Coach and Trainer

Recommendations Ask for a recommendation

**Received (10)** **Given (3)**

**Abi North**  
Senior Marketing Leader, strategic thinker and innovator with extensive B2B experience  
June 29, 2020, Abi was senior to Carolyn but didn't manage directly  
I have worked closely with Carolyn for the last three years and in that time she has proven to be an invaluable sourcing partner to the marcomms team. She is highly knowledgeable and passionate about effective strategies to attract, engage, and retain talent for our recruitment and RPO/MSP business units. Always in... [See more](#)

**Paul Zauch**  
Experienced professional in recruitment outsourcing, RPO, contract labor and  
I've worked in recruitment for more than 20 years. In that time the approach to securing the best talent has changed significantly with a focus today on proactive sourcing. Without exception, the best

# Activity | Recommendations

5 minutes



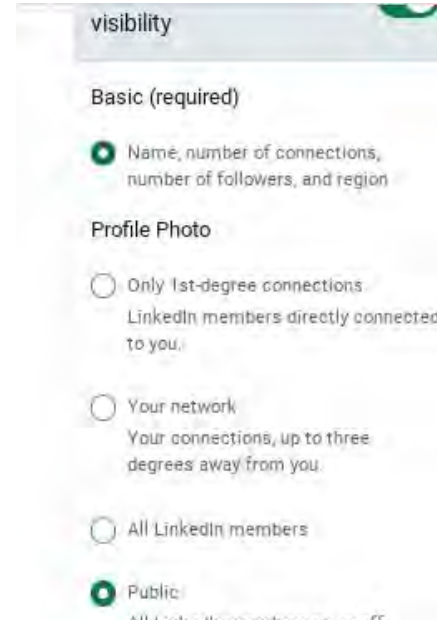
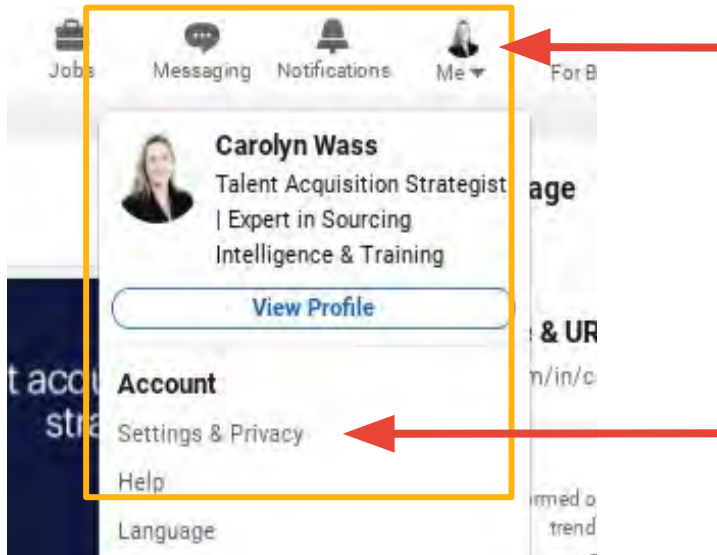
## craft a recommendation request

- to a friend / colleague to ask for a recommendation.
- provide guidance on what you need them to focus on

Would you like feedback from the group?  
Share your about recommendation content in the meeting chat, or send it.  
Only if you are comfortable doing so

# be found | is your profile visible?

Control your profile's appearance and choose what you will share on search engines



direct link:  
[bit.ly/profilesetting](https://bit.ly/profilesetting)

# Professional Branding Checklist

## Professional Branding Checklist

### Products covered:

- Personal Profile
- LinkedIn Groups
- Premium Subscriptions

### Create a winning profile

- Getting Started
- Intermediate
- Advanced

#### ● Put a face to your name

Professional headshots generate more profile views and drive higher overall engagement. Including a photo in your profile brings it to life and lets people know you're for real.

#### ● Create a punchy headline

Your headline is the first thing people look at on your LinkedIn profile. Try describing yourself creatively in one line to capture people's attention.

#### ● Tell your full story

Use the Summary and Experience sections of your profile to showcase your career and accomplishments. These sections are foundational and help establish your brand on LinkedIn.

#### ● Let your network speak for you

Get endorsements and recommendations from colleagues, employers, and customers who can speak credibly about your abilities and contributions. This will help catch the eye of prospective customers and clients.

#### ● Showcase your work

Nothing shows your quality of work to potential business contacts better than rich, tangible examples. Upload or link to your previous work, such as blog posts, presentations, images, and websites, and give people a reason to engage with you.

#### ● Optimize your profile for search

Get found! Add words or phrases throughout your profile that highlight your best skills to improve your visibility in LinkedIn and Google search results.

#### ● Create a unique URL

Choose a personalized URL to improve search engine optimization (SEO) and make it easy for people to find you.

#### ● Link to the rest of your web presence

Maximize opportunities to showcase your work experience by linking your LinkedIn Profile to your websites, blogs, and other social platforms.



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make the right  
connections

# Connections | That Matter

Establish connections not just contacts

When deciding who to connect with, ask yourself the following

- Are you a potential stakeholder or someone who can help me to achieve my goals?
- Are you in a geographic market where I do business?
- Do you share content I care about?
- Do I know you?
- Do I know someone who knows you?
- Do I know your company?
- Can I add value to you or help your business?



# Engaging Your New Connections

- When you send a connect request **explain the reason**.
- **Personalise your message**. Mentioning the person's first name or the day of the week could set you apart.
- When your request is accepted, you will receive a notification. Use this as a reminder to **get in touch** to introduce yourself and collaborate.





# Engaging Your New Connections

"Hi Mandy, I've seen your posts and noticed some of your work. As a fellow advocate for a greener future, I really appreciate your perspectives and would love to connect."

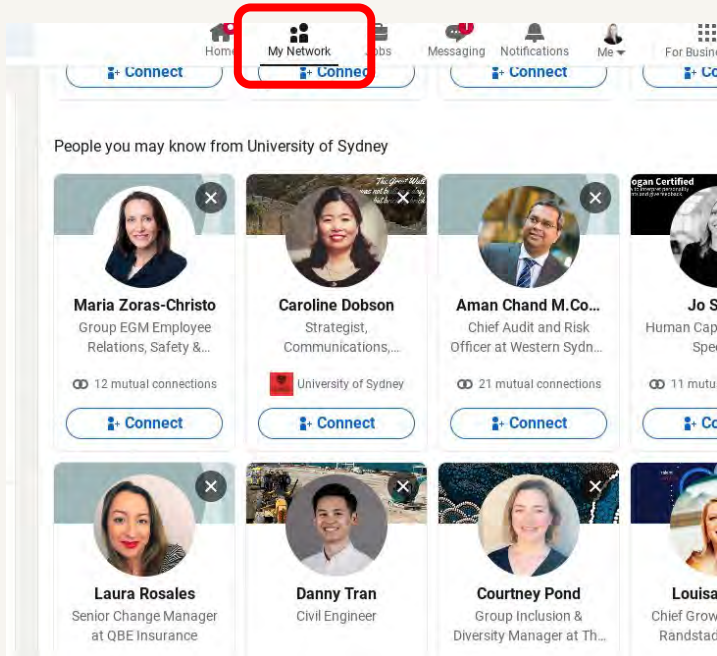
"Hi Mandy, thanks for accepting my connection request. I believe our connection could lead to meaningful collaborations and shared insights. Here is a link to my recent post talking about the project I am currently working on. It's about ...

"I'm glad Carolyn introduced us. Please accept my connection request so we can stay in touch. Next time we run into each other (I'm on campus on Mondays and Tuesdays) you'll have to tell me more about what you do for Enactus. I've always been interested in the sustainability industry."

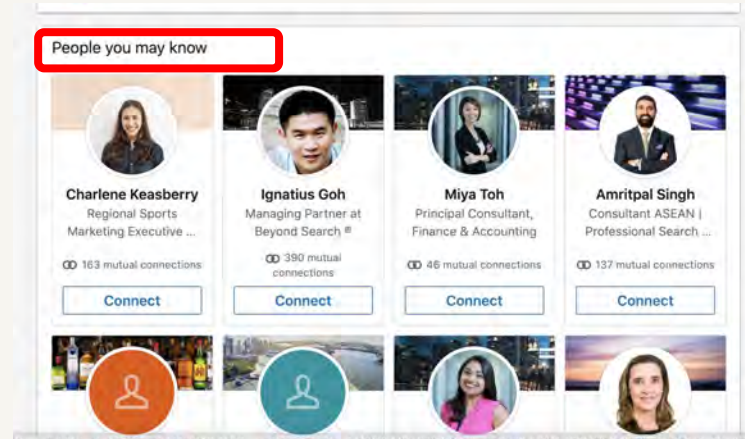
Hi Jo, thank you for accepting my request. When will you be on campus next? Would you be available to catch up for coffee/beer? Here is my number - you can text or call me if you are interested. Speak soon, Caz

# Network Recommendations

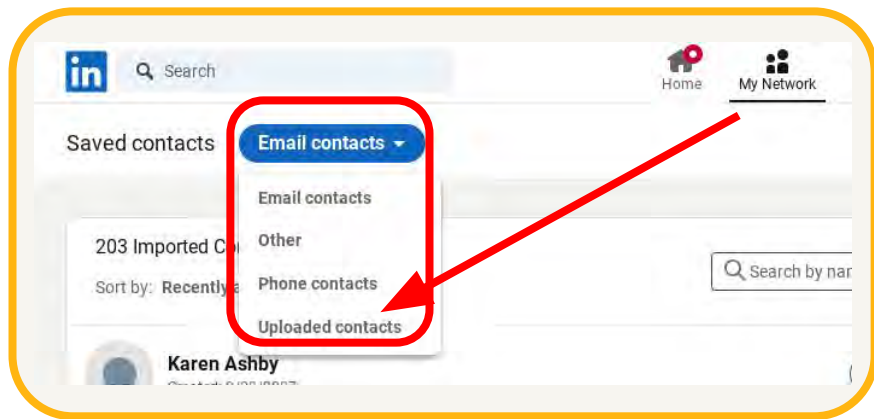
Review connections that are recommended by LinkedIn



**After** accepting a connection request you get recommendations for similar connections



# Sync Email Contacts | Likes & Comments



**Carolyn Wass**  
Sourcing Intelligence | Strategy Development | HR Tech | Coach and Trainer  
3w • Edited • 🌐

When I host free training sessions for our clients (most recently on how to write great job ads), I am often asked; why am I giving this information away? We add value in many other ways. The article below gives insight into why our clients use us.

**what do recruitment agencies actually do**

randstad.com.au • 1 min read  
Companies everywhere are having to adapt to t

Reactions

All 50 🗨️ 47 🏆 2 🍷 1

- Dipti Newaskar** • 2nd  
ASSETS OFFICER
- Michael Toohey** • 2nd  
Owner, UniRecruit
- Viraj Keer** • 2nd  
Operational Risk & Controls Manager at Mercer Australia
- Christopher Lobo** • 2nd  
Finance Director | Financial Advisor | Financial Controller | Head Finance | FP&A
- Theodore Basil** • 2nd  
Clean Energy Specialist | Solar Energy Systems | Solar Solutions Business | Instant Asset Write Off Solutions
- Deepshikha D.** • 2nd  
Global Talent Scout at AstraZeneca
- Maitree B.** • 2nd

send them a connection request and thank them for liking/commenting on your post

# Company based

Randstad Australia  
Staffing & Recruiting · Sydney, NSW · 55,138 followers

We support people and organisations in realising their true potential. Moving them forward. Human Forward.

Visit website

Home  
About  
What We Do  
Jobs  
People  
Videos  
Insights PREMIUM  
Ads

People highlights

334 Connections

16 employees  
University of S...

Emilia, Katie, Anita, Emma & 330 others

Kate, Chelsey, A others

901 recently posted jobs

Principal Project Officer  
Brisbane, AU

Portfoli  
Brisbane

+899 more jobs

# Your connections

human forward.

Message View in Recruiter More...

Melanie (Goldman) Clark · 1st

Develop, deliver & facilitate learning frameworks and content to support and drive skill and competency outperformance.

Sydney, New South Wales, Australia · 500+ connections · Contact info

Robert Vitez · 3rd  
Looking and open for new opportunities

Marie Evans · 3rd  
Talent Acquisition Partner at Scania Australia

Anne Battams · 3rd  
Contract Manager at Maxxia Pty Ltd

Charlie Gracewood · 3rd  
Fleet and Technical Manager at Isuzu...

Carlette Palmer · 2nd  
Group Chief Information Officer

Show more



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# Creating Engagement

# Share Content That Supports Your Goals

Discover and share conversation-worthy updates to create and grow relationships.

- Spark a conversation with an update, a question, your professional opinion
- Share your expertise
- Relevant news articles, industry updates and blog posts.
- Announce events, activities, networking opportunities
- Post photos and updates from events that represent you, your goals and your authenticity
- Like, share, comment on relevant content from potential partners/clients/collaborators
- Write your own articles





**POSTING** is **NOT** enough!

Respond to comments within 1 hour  
→ +20% growth

No penalty anymore for commenting first on your own post #Engagement

Short comments have half the impact of comments that contain more than 12 words

Every comment you receive will increase the reach of your post  
→ 4% in your own network  
→ 3% in the network of the person that commented

Nurture your post after publishing & stick around to engage with other posts

Engage with at least 3 posts from your network → +20% reach

# TAKEAWAYS FROM THE LINKEDIN ALGORITHM REPORT

Late 2022 Edition

by Richard van der Blom & Just Connecting

Edit penalty gone!  
You don't need to wait 10 minutes anymore

SELFIES deliver...  
▷ 3x more engagement  
▷ up to 2.5x more reach

LinkedIn analyses the type of content you are consuming and shows you more of it (videos, polls, document posts...)

## INFLUENCE YOUR FEED

You will see all new posts from new connections for the first two weeks

Liking a post increases the chance of seeing the next post from this author by 30%

Commenting on a post increases the chance of seeing the next post from the same author by 70% (80% for shares)

Aim for 1200-1600 characters per post

@ Use TAGS wisely!  
Any tagged person or company that does not engage slows down the growth of the post

Use more than 3 and less than 10 hashtags and Create a personal hashtag (still relevant!)

## CONSISTENCY is KEY

If you post regularly (minimum 2 posts a week) and you stop posting for more than a month, the first 4-5 posts will receive about 30% less reach than before.

Drawn by Katrin Wietek  
IG: katrin.kristin

LinkedIn will reward you for Comments, shares, likes

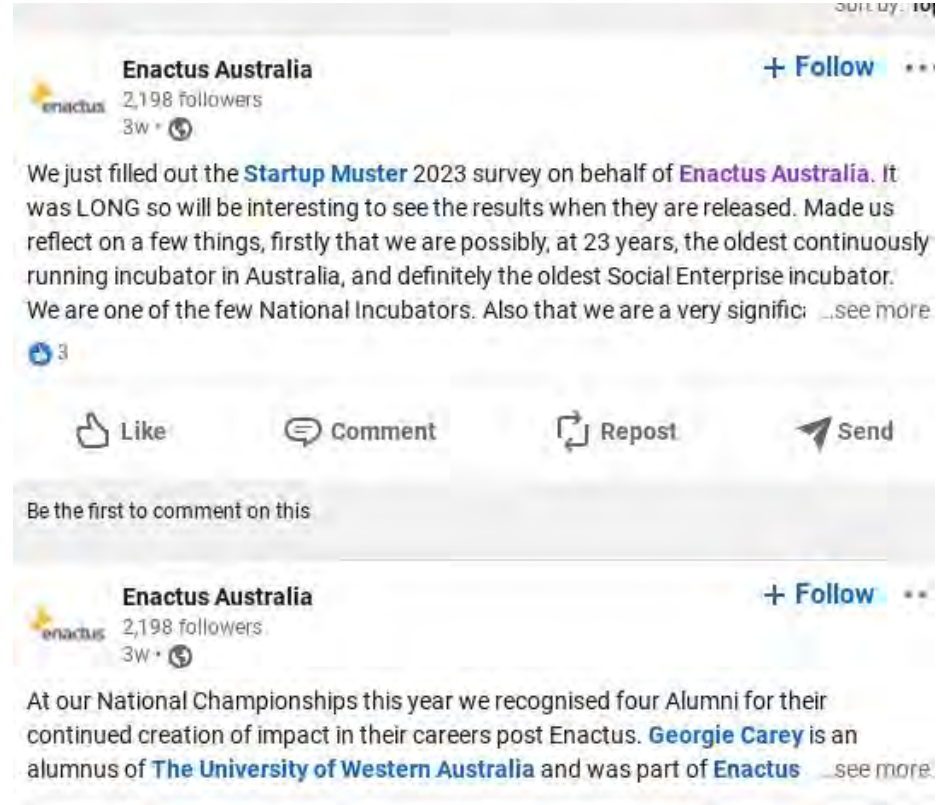
- @colleagues, companies, connections
- add hashtags
- comment on your networks' posts
- regularly add new connections

- Engage: Comment before you like
- Post at times when your audience is commuting or lunch'ing
- Mix your posts up with polls - Use images
- Don't be afraid to post about personal things. It doesn't ALL have to be professional
- Avoid external links
- Consistency is key

# Integrate your brand into updates



# Share Company Updates





# Relevant Articles, Industry Updates and Blogs

**Selena Griffith GAICD FEAD FSSE FIH** (She/Her) · 1st  
Integrating Design, Innovation, Education, Entrepreneurship to deli...  
2w · 🌐

Fantastic to have ENACTUS Australia **Enactus University of the Sunshine Coast** team President **Fien Van den Steen** recognised for her work through the Green Gown awards.

**Australasian Campuses Towards Sustainabili...**  
739 followers  
2w · 🌐

Congratulations to the finalists Sustainability Champion - Student category of the 2023 Green Gown Awards Australasia! They have worked hard at implementing a sustainability project...

Provide commentary  
Share your insights  
@ colleagues  
# relevant topics

# Feature Articles on your profile page

**Highlights**

- Selena is celebrating 3 years at The Centre for Civic Innovation
- Sydney Politics in the Pub  
Selena is attending this event in Sydney, New South Wales

**Featured**

- Post: Reflecting on this years theme Of equity and how lucky I am to b...
- Post: Super excited that I have been accepted into the **Social Impact...**
- Post: Very excited to be part of the Learn to Lead with UNSW series...

**Activity**  
5,921 followers

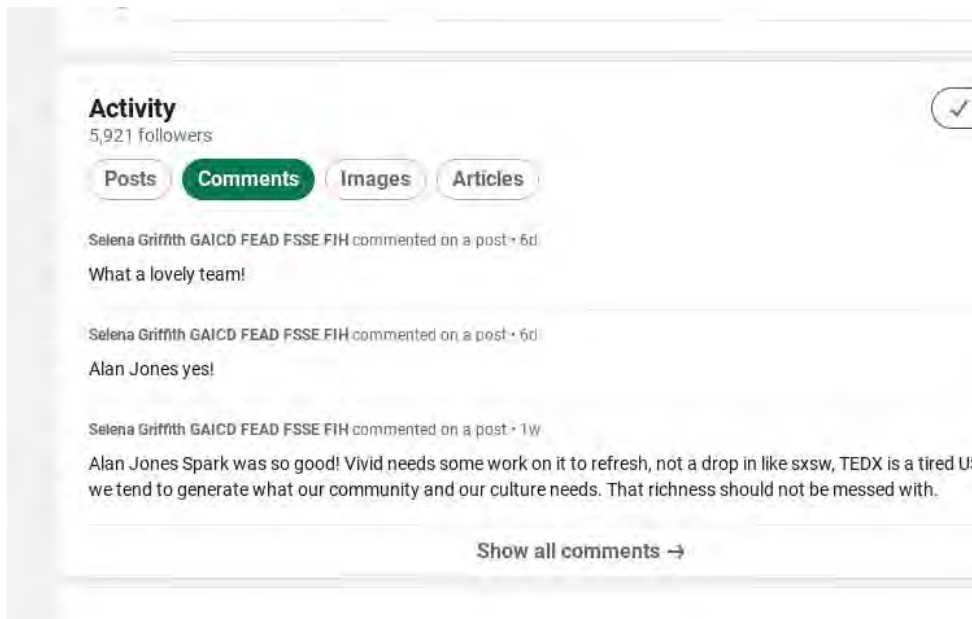
Following

Posts | Comments | Images | Articles

Selena Griffith GAICD FEAD FSSE FIH reposted this · 4d

# Start a dialogue

## Like, share, comment on articles you enjoy



# Write an Article



Aurelie Wen • 2nd  
CEO APAC chez Agorize  
3h • 🌐

Last month, I moved to Hong Kong to take on the role of CEO of [Agorize Asia](#), following the departure of its amazing founder [Mathieu Toulemonde](#).

Honestly, this is the boldest career move I have ever made.

I set foot in Asia one week before the Chinese New Year. And right in the middle of the coronavirus outbreak.

Here are the 3 things that I've learnt.

And you, what did coronavirus teach you? Curious to read about your learning in the comments!

[#startuplife](#) [#coronavirus](#) [#crisismanagement](#)



What coronavirus taught me as a rookie CEO

Aurelie Wen on LinkedIn

"Aurelie, how have you been doing with everything that's happening in Hong Kong right now??"  
Family,...

# Authenticity Enhances Relatability

Sharing personal anecdotes or aspects of your life can make you more relatable to your professional network, fostering deeper connections and trust

 **Selena Griffith GAICD FEAD FSSE FIH** (She/Her) • 1st  
Integrating Design, Innovation, Education, Entrepreneurship to deliver So...  
6mo • 🌐

st Australian Story of the year with **Leigh Sales AM** and featuring my brother **Paul Griffith**. Should be a good watch <https://lnkd.in/gUsWrtqU>



Meet the Australian 'genius' engineer with a plan to electrify everything

 **Selena Griffith GAICD FEAD FSSE FIH** (She/Her) • 1st  
Integrating Design, Innovation, Education, Entrepreneurship to deliver So...  
11mo • 🌐

What an honor to be present at my mother **Pamela Griffith** investiture ceremony for her OAM today. Service to the Arts. She has dedicated her life to creating, educating and supporting. An amazing role model and so generous w ...see more





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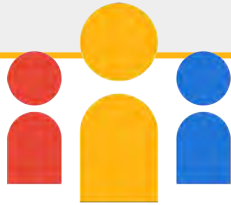
step in front.

Key Takeaways  
To start your  
digital journey

# Key Takeaways

Your personal digital brand allows you to:

- connect with your target audience
- forge meaningful connections with potential collaborators, partners, and supporters
- take control of your online representation
- raise awareness / influence about causes important to you
- showcase your thought leadership through relevant content



Online mindfulness

- stay true to your authentic self
- you cannot control what others say and do online - be kind to yourself
- seek support if you need it

37





# Next Steps | Complete and Review

Use the Profile checklist to complete your linkedin page

## Professional Branding Checklist

Products covered:

- Personal Profile
- LinkedIn Groups
- Premium Subscriptions

### Create a winning profile

- Getting Started
- Intermediate
- Advanced

- **Put a face to your name**  
Professional headshots generate more profile views and drive higher overall engagement. Including a photo in your profile brings it to life and lets people know you're for real.
- **Create a punchy headline**  
Your headline is the first thing people look at on your LinkedIn profile. Try describing yourself creatively in one line to capture people's attention.
- **Tell your full story**  
Use the Summary and Experience sections of your profile to showcase your career and accomplishments. These sections are foundational and help establish your brand on LinkedIn.
- **Let your network speak for you**  
Get endorsements and recommendations from colleagues, employers, and customers who can speak credibly about your abilities and contributions. This will help catch the eye of prospective customers and clients.
- **Showcase your work**  
Nothing shows your quality of work to potential business contacts better than rich, tangible examples. Upload or link to your previous work, such as blog posts, presentations, images, and websites, and give people a reason to engage with you.
- **Optimize your profile for search**  
Get found! Add words or phrases throughout your profile that highlight your best skills to improve your visibility in LinkedIn and Google search results.
- **Create a unique URL**  
Choose a personalized URL to improve search engine optimization (SEO) and make it easy for people to find you.
- **Link to the rest of your web presence**  
Maximize opportunities to showcase your work experience by linking your LinkedIn Profile to your websites, blogs, and other social platforms.

## 10 Second Challenge

Show your completed LinkedIn profile to a friend or colleague

Give them just **10 seconds** only to look at it

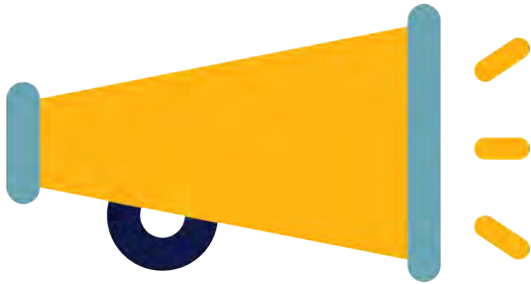
## Ask them what they now know about you?

A successful profile speaks volumes in seconds!

Be able to be scanned to garner the most important info quickly

Communicate your brand clearly

# Next Steps | Connect and Post



## Make connections

### Consider the following activities

- Link to your inbox
- Search for target companies
- Research potential stakeholders
- Connect with colleagues

## Set a timeframe to commit to sharing a post

- Research content such as articles / blogs / websites
- Schedule days/times to focus on LinkedIn
- Tag Enactus
- Tag Colleagues from this call
- Tag Stakeholders



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**Thank you**

**Stay connected**

**Stay authentic**



Prior to session:

Create a LinkedIn account (if you do not already have one)

**Write a blurb for your “about section”.**

Consider what you would like your profile to achieve for you

- Include your value proposition.
- Use the first person and a tone that matches your Identity
- Indicate how you could help your Audience

To assist refer to [LinkedIn Canvas guide](#)