

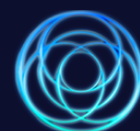
AIS

## LinkedIn for Elite Athletes

STAGE  
**02**

Prepare LinkedIn Profile

In conjunction with



FUTURE  
CAREER DESIGN

# LINKEDIN LEADS TO SUCCESS

Use LinkedIn to showcase your brand and impress your community, giving you access to people, jobs and opportunities that drive your career development both inside and outside sport. This workbook will guide you end-to-end in creating a high-quality LinkedIn profile for Elite Athletes that increases your value now and in the future.

## THE BENEFITS OF THIS WORKBOOK

Show you how to make smart choices on content and keywords as an Elite Athlete, meaning you will get noticed and found by people who will drive your career.

Empower you to stand out from the crowd, represent your team, sport and sporting organisations with great content, images and headlines.

Enable you to prepare for life after sport and achieve your personal goals by leveraging your brand now as an Elite Athlete.

Increase your current and future net worth by showcasing your story, goals and transferable capabilities in ways valued by employers.

## COMPLETE ALL THREE STAGES FOR LINKEDIN SUCCESS



STAGE 1

### SETUP LINKEDIN ACCOUNT

Get up and running with LinkedIn and choose the right settings for you.



STAGE 2

### PREPARE LINKEDIN PROFILE

Personalise your LinkedIn account with some great content.

Time you will need:

**60 – 120 Minutes**

YOU ARE HERE



STAGE 3

### USE THE LINKEDIN PLATFORM

Learn how to connect with people who can help you now and in the future.

## WHY INVEST TIME CREATING A GREAT LINKEDIN PROFILE?

- Get noticed and found by search optimising your LinkedIn profile.
- Enhance your image and value of your brand.
- Share your achievements, humbly.
- Showcase your story so people can relate and be inspired by you.
- Impress employers and sponsors.
- Leverage your skills, training and qualifications for future career opportunities.

### WORKBOOK CONTENTS

PART 01	PHOTO	CURRENT
PART 02	ABOUT	
PART 03	EXPERIENCE	
PART 04	OTHER SECTIONS	
PART 05	HEADLINE	
PART 06	CONNECT ADDRESS BOOK	



**AIS**

LINKEDIN FOR ELITE ATHLETES | STAGE 02: PREPARE LINKEDIN PROFILE

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## BEFORE YOU START

- Complete the 'Stage 01: Setup LinkedIn Account' module before Stage 02: Prepare LinkedIn Profile'.
- LinkedIn update their application all the time so be aware that things in this workbook may change or move.
- Use LinkedIn's online help to find answers if you are stuck.



## PRO TIP

When writing content for LinkedIn, always use spell check to make sure your work is perfect. Choose UK English spelling instead of US English. If you don't have access to a word processing application (Word, Pages) you can use a free service like [www.grammarly.com](http://www.grammarly.com) to access spell check and grammar tools.

# LinkedIn for Elite Athletes

STAGE

01

Photo

On LinkedIn, your photo can act like a handshake and is the foundation for a first impression. A professionally taken photo or "headshot" is a great investment and looks fantastic on LinkedIn. If you want to choose an existing photo, or create a new one, here are some tips to get the best result.

## PROFILE PHOTOGRAPHY TIPS

### FORMAT

Your LinkedIn profile photo will have a square shape. Maximum size 8Mb.

### BACKGROUND & COMPOSITION

A good portrait photo will bring the focus just to you. Head and shoulders is best with a background that is free from distractions. The best way to compose is to use the rule of thirds, which is imagining a tic-tac-toe board on the frame of the picture, and then placing the eye line on the top horizontal line.



### SMILE!

People want to meet and spend time with other people who look friendly and approachable.

### CAMERA TRICKS

Use your camera's flash (even in daylight) to reduce shadows and make lighting even. Stand back and use the zoom to make the background distant and out of focus.

### EXPERIMENT AND TEST

Shoot lots of photos, pick the best ones (4-5) and ask your friends and family to vote – you might be surprised at the result!

### WHAT TO WEAR

As an Athlete, your uniform is a good choice, or something that you would wear in a workplace. Choose smart and appropriate attire that will impress your next boss.



**AIS**

LINKEDIN FOR ELITE ATHLETES | STAGE 02: PREPARE LINKEDIN PROFILE

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# UPLOAD YOUR PROFILE PHOTO

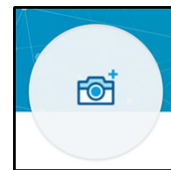
**STEP 01** From the LinkedIn home page ([www.linkedin.com/feed](http://www.linkedin.com/feed)) click on the drop-down arrow, next to "Me" in the top right-hand corner. Click on **View profile**.



**STEP 02** On the right-hand side of the screen click on the pencil icon next to the 'More' button.



**STEP 03** Click on the camera icon and choose the image to upload.



# UPLOADING A BACKGROUND PHOTO

You can upload any photo as your background image – it should be professional. If you are searching for a photo online, be mindful of copyright rules – you need to have permission to use the image.

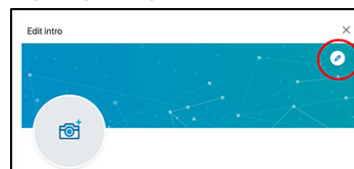
**STEP 01** From the LinkedIn home page ([www.linkedin.com/feed](http://www.linkedin.com/feed)) click on the drop-down arrow, next to "Me" in the top right-hand corner. Click on **View profile**.



**STEP 02** On the right-hand side of the screen click on the pencil icon next to the 'More' button.



**STEP 03** Click on the small pencil icon in the top right-hand corner and choose the image you have selected



## LinkedIn for Elite Athletes

### STAGE 02 About

#### WORKBOOK CONTENTS

PART 01	PHOTO
PART 02	ABOUT
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PART 04	OTHER SECTIONS
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This section is one of the most important in your LinkedIn profile as it highlights your key skills, achievements and what opportunities you are looking for in terms of employment, sponsorships, partnerships etc. Once someone has found you on LinkedIn, this is how you get your key messages and story across to your audience.

There is no one-size-fits-all approach to LinkedIn, but there are patterns that can be followed which will fit most people. It's important to focus on your own goals for having a LinkedIn profile.



## IMPORTANT

Select the types of content building blocks that suit your needs – you don't need all of them. Create a Personal Value Proposition first – this is the minimum your About section needs.

Quality over quantity – it is better to slowly create great quality content and add it to your LinkedIn profile over time. Start with the basics and build it up. Get feedback from people you trust and gain ideas from other profiles.

## ABOUT SECTION: CONTENT BUILDING BLOCKS

CONTENT CATEGORY	DESCRIPTION	PURPOSE
1. Professional Value Proposition	A 2-3 line statement that outlines your personal brand.	Introduce yourself and describe what you do – your 'elevator pitch'.
2. Key Achievements	Bullet point list of key achievements in athletic and/or professional careers.	Impress your reader.
3. Personal Story	A 3-5 line statement that outlines your personal story and what you believe in.	Describe your values, beliefs, and the story of your journey to where you are today and where you want to go in the future.
4. Competency Value Propositions	Bullet point list of key professional skills.	Describe your skills and competencies to employers.
5. Work Status	A 2-4 line statement that outlines what you would be open to doing, for example, sponsorship, events, part-time work etc.	Describe your availability and priorities for engaging for paid or volunteer work.
6. Call to Action	Description and/or bullet point list about how to engage with you.	Make it easy for the reader to take the next step. Tell them how to connect with you – this could be social media, contacting your manager or your sports organisation, visiting a website or emailing you.

## ABOUT SECTION: BUILDING BLOCK EXAMPLES

CONTENT CATEGORY	EXAMPLES
1. Professional Value Proposition	<p>Administration Assistant with 4 years of experience. Skills include using Microsoft Office to create reports and presentations, as well as financial data entry in Xero for invoices and payments.</p> <p>Champion Australian swimmer, Olympic gold medalist, brand ambassador, author and professional speaker.</p> <p>Netball player with 6 years competing at a state and national level including 4 seasons in the Victoria Under-17s and Under-19s state teams, winning a national title in 2018.</p>



## 2. Key Achievements (Sports)

- ▶ Victoria Under-17s State Team (2018-2019) – National Title 2018
- ▶ 30+ Matches for NSW State Team
- ▶ 2010: Gold medal at Australian Rowing Championships
- ▶ 2km Individual Pursuit Junior World Record Holder
- ▶ Australian Swimming Team (2016 – 2019)
- ▶ Competed at the World Games (2017)
- ▶ 9 Goals in National Youth League, Newcastle Jets (2017-18 Season)
- ▶ 4 Commonwealth Games Medals (2014, 2018)
- ▶ Australian Long Jump Record (7.05m) (2016)

## 2. Key Achievements (Community, Awards)

- ▶ Winner People's Choice Award (2020)
- ▶ Awarded Keys to the City of Melbourne (2017)
- ▶ Young Victorian of the Year (2020)
- ▶ Leadership Committee Member: Australian Swim Team (2017 - 2020)
- ▶ Nominated for Young Australian of the Year (2019)

## 2. Key Achievements (Professional)

- ▶ Employee of the Year at Acme (2017)
- ▶ Exceeded sales targets for 2 years in a row (125% of target in 2018, 147% in 2019)
- ▶ Launched a successful website with over 25,000 unique visitors in 2019
- ▶ Coached 3 state track and field titlists and 1 national record holder
- ▶ Project managed a fundraising event with 300+ people raising \$42k

## 3. Personal Story

After a successful career as a BMX rider in Australia, moved to the US and spent the last 5 years competing in elite North American competitions, becoming a well-known figure in the sporting community through consistently winning competitions and being involved in high profile brand promotions including Nike. Planning to retire after the next Olympics and move back to Australia into a high-performance corporate business in sales and marketing.

Trained daily since 2014 with a single-minded determination to win gold for Australia in the Olympics and Commonwealth Games. Current focus is winning gold at Tokyo in 2021. Completing a Bachelor of Commerce degree part-time to support a transition into a finance career further down the track.

Born in Ballarat, Victoria, competed in track and field events at a national and international level for 10+ years. Learnt valuable lessons about self-discipline, developing a high-performance mindset and personal wellbeing. Passionate about sharing knowledge and experience with others - provides mentoring and support to young, up-and-coming athletes.

Born into a sports-mad family, played everything and anything as a child until developing a talent and passion for hockey in high school. Captain of high-school teams throughout school, quickly progressing to join the Under-16s and Under-18s NSW State Teams including a national title in 2019, scoring 6 goals in the competition.



#### 4. Competency Value Propositions (Sports)

- ▶ High-Performance | Competed at the highest level of swimming competitions for 5 years, training full-time with elite coaches for up to 5 hours per day.
- ▶ Mental Resilience | 15 years of experience in high-pressure competitions, requiring a positive mindset and the resilience to maintain focus and motivation in the face of adversity.
- ▶ Team Player | 9 years as a member of a high-performance sports teams, training, connecting and bonding with athletes from all walks of life, working under extreme pressure.
- ▶ Coaching | Experience coaching 3 junior teams over a 5-year period including one-on-one and group skill development, fitness training, mentoring, developing mental focus, maintaining motivation and building a positive and supportive team culture.
- ▶ Training | Conducted research and worked with industry-leading coaches and sports science professionals to implement worldwide best-practice fitness and performance training techniques. Attended high-performance sports-clinics in Australia and internationally.

#### 4. Competency Value Propositions (Professional)

- ▶ Office Administration | 4 years for two small businesses including preparing documents in Word, updating customer records and payments in Xero.
- ▶ Marketing | 3 years of experience in social media marketing in the hospitality sector across Facebook, Twitter, and Instagram. Ran advertising campaigns with Facebook and Google Ads.
- ▶ Retail | 4 years in retail including customer service, cash handling and stock management.
- ▶ Sales & Customer Service | 3 years in retail and customer service for Rebel Sport.
- ▶ Account Manager | As an Account Manager and Business Manager with Acme, grew company sales from \$3m to \$8m over a 3-year period.
- ▶ Event Management | Assisted in planning and operations management for 2 product launches with 50 guests.
- ▶ Motivational Speaking | Spoken in 10 countries to thousands of people on the topics of high performance, mental resilience and mindfulness.
- ▶ Wellness Coaching | Coached 50 private clients on how to achieve better health including weight loss, gaining more energy and improving lean muscle.
- ▶ Marketing Consultant | 3 years of experience creating and implementing marketing initiatives across television, print media, radio and social media platforms.
- ▶ Fundraising | 4 years of experience planning and organising fundraising events including engagement with community groups and local businesses.

#### TOPIC SUGGESTIONS

Teamwork	Design	Office Administration
Communications	Learning	Workshop Facilitation
Problem Solving	Charity Work	
Coaching	Educational Programs	
Administration	Filming	
IT Skills	Mentoring	
Program Management	Swimming Clinics	



## 5. Work Status

### WANT TO MAXIMISE YOUR TEAM'S POTENTIAL?

Currently available for opportunities with corporates and universities to deliver health and wellbeing programs. Passionate about empowering the next generation to achieve their goals and maximise their potential.

### YOUR NEXT BRAND AMBASSADOR

Need a brand ambassador passionate about supporting your products and organisation? Make contact to find out more today.

### AVAILABLE FOR PART-TIME & FLEXIBLE SALES ROLES (BRISBANE)

Seeking a flexible business development and/or account management role, preferably in the sports and wellbeing industry, with the ability to scale-up and scale-down during periods of peak training and competition.

### NEED A FREELANCE MARKETING CONSULTANT?

Freelance marketing consultant who specialises in growing businesses within the health and wellness sector with innovative and effective marketing and digital solutions. Contact me to find out how I can grow your business.

## 5. Call to Action

✉ Sponsorship & Brand Ambassadorship Enquiries: [example@mail.com](mailto:example@mail.com)

✳ Visit my website to find out more: [www.mysite.com](http://www.mysite.com)

📞 For sponsorships, public speaking, events or other opportunities please contact Murray on 03 1234 1234 or email to [mymanager@email.com](mailto:mymanager@email.com)

✉ Please email me directly to discuss job opportunities: [example@mail.com](mailto:example@mail.com)

➔ Visit <https://www.mysite.com> for services, rates and how to get started.

Connect on LinkedIn and send a message to discuss working together.

All Enquiries: [example@mail.com](mailto:example@mail.com)



# ABOUT SECTION: CONTENT WRITING TIPS

Here are some guidelines on writing LinkedIn content that is compelling and engaging in your profile's "About" and "Experience" sections.

## LESS IS MORE

LinkedIn is there to engage and inform your audience. It is not a complete record of everything you have ever done. You are not going to be able to tell the reader your entire story – the goal is to impress them with your brand and engage them to connect with you to learn more. That might be to send you a LinkedIn connection request, a phone call, a coffee catchup, a job interview or an email. The goal could also be to get them to visit your website or contact someone you work with.

## PAST TENSE

How people performed in the past is the best indicator of how they will perform in the future. Use the past tense to demonstrate something happened in the past and is not an "unsubstantiated claim" of what is going to happen in the future.

## AVOID USING "I" OR "MY"

Try not to use "I" or "my", and don't use your name (talking about yourself). For example, don't say "I ran a marathon..." or "Sean ran a marathon...", instead you could say "Ran a marathon in 2:25:03".

## ACTION VERBS

Start sentences with the good stuff - use the action verb to start a sentence to give it some "oomph". Instead of "Responsible for managing three staff" use "Managed three staff".

### Examples:

- Delivered
- Achieved
- Won
- Succeeded
- Contributed
- Learnt
- Created
- Managed
- Led
- Overcame



## CONCISE

The fewer words you can use to describe something the better. When you have finished your first draft, go back and see if you can take out any words.

### Examples:

“Exceeded all sales targets for two years in a row” becomes “Exceeded sales targets (2012, 2013)”  
“Coached a high performing team that went to the London 2012 Olympics winning 2 bronze and 1 silver medal” becomes: “Top Coach: 2012 London Olympics winning 2 x Bronze, 1 x Silver”

## STRIVE FOR PERFECTION

Your grammar and spelling needs to be perfect. Create your content in a word processing application such as Microsoft Word, Pages (Apple), or Grammarly (online). **IMPORTANT:** make sure you use UK English (maximise, not maximize) – most applications will default to US English including the free service Grammarly. Software applications are not perfect – sometimes their recommendations are not correct. Try to get your content reviewed by a trusted friend or colleague.

Using a software application can also help you keep track of character limits. Your LinkedIn content is limited in certain areas. 2500 characters (including spaces) is the limit for your About section.

## SPECIAL CHARACTERS

Using special characters and symbols can increase the visual appeal of your profile and make it stand out. Make sure to check the character appears correctly in web browsers and mobile.

<https://www.linkedin.com/pulse/symbols-making-your-linkedin-profile-stand-out-karen-tisdell>

Here are some examples to get you started:



## SECTION DIVIDERS & TITLES

Use a line and titles to divide your content sections and improve the visual layout.

### Examples:

---

KEY ACHIEVEMENTS

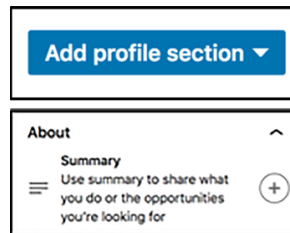


# ABOUT SECTION: UPDATE LINKEDIN

**STEP 01** From the LinkedIn home page ([www.linkedin.com/feed](http://www.linkedin.com/feed)) click on the drop-down arrow, next to "Me" in the top right-hand corner. Click on **View profile**.



**STEP 02** In the middle of the screen, click on **Add profile section** then go to **About** and click on the + symbol.



**STEP 03** Copy and paste the content for your About section into LinkedIn. There is a limit of 2500 characters for this area of LinkedIn (including spaces). Click on **Save**.

## ABOUT SECTION – EXAMPLE 1

Track and field athlete with 4 years competing at a state and national level, with the goal of competing internationally and winning gold for Australia. Coaches and mentors young athletes. Professional experience includes 3 years of customer service and sales in retail with specialist knowledge of high-end athletics brands.

---

### KEY ACHIEVEMENTS

- ★ Junior VIC State Record for 100m (2017)
  - ★ Junior VIC State Track & Field Team – National Competitions (2016, 2017)
- 

Born in Ballarat, Victoria, competed in track and field events throughout high school, going on to represent Victoria in junior and senior teams in national competitions. Learned valuable lessons about self-discipline, developing a high-performance mindset and managing stress through a balanced personal life and training schedule. Passionate about supporting young, up-and-coming athletes in the local community.

---

- ▶ Coaching | 2 years coaching young athletes including one-on-one and group skill development, fitness training, mentoring, and developing mental focus.
  - ▶ Training | Conducted research and worked with Victoria's leading coaches and sports science professionals in fitness and performance training.
  - ▶ High-Performance | Competed at a state and national level, training with top coaches for up to 5 hours per day. Years of experience in performance and fitness training.
  - ▶ Customer Service | Three years of experience at Rebel Sport working part-time and full-time in customer service and sales. Provides specialist advice on product lines for track and field athletes with training and product knowledge gained in top supplier products.
- 

### AVAILABLE FOR PART-TIME & FLEXIBLE CUSTOMER SERVICE ROLES (VICTORIA)

Seeking a flexible sales or customer service role, preferably in the sports and wellbeing industry, with the ability to scale-up and scale-down during periods of peak training and competition.

---

✉ Please email me directly to discuss job opportunities: [example@mail.com](mailto:example@mail.com)



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LINKEDIN FOR ELITE ATHLETES | STAGE 02: PREPARE LINKEDIN PROFILE

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# ABOUT SECTION – EXAMPLE 2

Hockey coach and player with seven years playing Hockey at club and state level includes representing NSW as a member of the state senior's team for the last two years. Captain of club Under-18s and Under-21s teams for 3 years.

---

## KEY ACHIEVEMENTS

- ★ 14 Caps for NSW Team (2018 – 2019)
  - ★ National Title 2018, Runners Up 2019
  - ★ State Champs (2017)
  - ★ MVP State Final (2017)
- 

Born into a sports-mad family, played everything and anything as a child until developing a talent and passion for Hockey in high school. Captain of high-school teams, progressing to captain club Under-18s and Under-21s teams before gaining a place on the NSW State team for the national competitions in 2018 and 2019.

---

## CHAMPION HOCKEY PLAYER & HOCKEY COACH

- ▶ Coaching | 3 years of experience coaching junior teams in local competitions including one-on-one and group skill development and fitness training.
  - ▶ Training | Trained with some of Australia's top Hockey coaches and fitness trainers.
  - ▶ Team-Player | Competed with a high-performing team achieving a national title - supported teammates, motivated others to achieve goals and helped to maintain morale.
- 

## ADMINISTRATION & IT SKILLS

- ▶ Office Administration | 3 years working part-time and full-time in office administration includes managing payments (invoices, purchase orders, month-end reports) and supporting managers with document writing, presentations, organising meetings and events.
  - ▶ IT Skills | 5 years of experience with Microsoft Word, 3 years using PowerPoint and Outlook. Prepared customer facing presentations and reports and handled calendars for three managers. Basic experience with Xero in data entry and running reports.
- 

## HOCKEY COACHING

- ▶ ONE-ON-ONE & TEAM COACHING (VICTORIA)
- ▶ SKILLS DEVELOPMENT CLINICS (AUSTRALIA-WIDE)

Tailored and flexible coaching programs for individuals and teams of all levels.

---

- ✉ Contact me to discuss coaching opportunities: [example@mail.com](mailto:example@mail.com)



# LinkedIn for Elite Athletes

## STAGE 03 Experience

### KEY CONCEPT

Set up entries in LinkedIn to show your relationships with your sport, the AIS, employers, organisations, learning institutions or sponsors. Build these relationships on LinkedIn by setting up an entry in the Experience section.

There are no rules or restrictions. You can setup a connection with any company using any job title. You can even create your own companies and unique job titles.

Setting up a “Job Title” and “Company” doesn’t have to mean you have a paid job at that company. It just connects you on LinkedIn.

### WORKBOOK CONTENTS

PART 01	PHOTO
PART 02	ABOUT
PART 03	EXPERIENCE <small>CURRENT</small>
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### PRO TIP

#### Dos & Don'ts

- Do search for and associate yourself with your sporting organisation(s)
- Don't create job titles if a suitable one already exists
- Do associate yourself with current and past employers
- Don't be shy - set things up and see how it looks, delete it if you don't like it

### IMPORTANT

When you add a new job to the Experience section, the default setting for “Update my headline” is ticked YES.

We recommend you untick the box to change this to NO (otherwise your existing headline will be replaced by the new job's Title and Company).

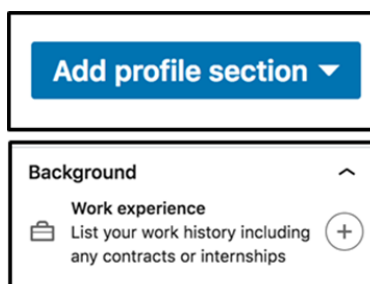
 Update my headline

## EXPERIENCE SECTION: ADD A ENTRY

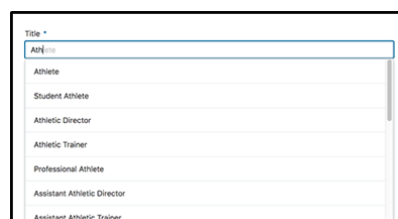
**STEP 01** From the LinkedIn home page ([www.linkedin.com/feed](http://www.linkedin.com/feed)) click on the drop-down arrow, next to “Me” in the top right-hand corner. Click on **View profile**.



**STEP 02** In the middle of the screen, click on **Add profile section** then go to Background and click on the + symbol next to Work experience.



**STEP 03** Copy and paste the content for your About section into LinkedIn. There is a limit of 2500 characters for this area of LinkedIn (including spaces). Click on **Save**.

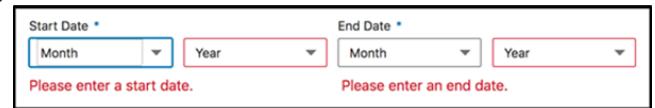


**STEP 04** Enter a **Company** name. Search and try to locate any organisation or company that already exists on LinkedIn.



A screenshot of a LinkedIn search interface. The search bar contains the text 'Cycling Australia'. Below the search bar, a list of search results is displayed, including 'Cycling Australia Sports' and 'Cycling South Australia Sports'.

**STEP 05** Enter a **Start Date** for this entry in LinkedIn.



A screenshot of LinkedIn date selection fields. The 'Start Date' field is highlighted with a red border and contains the text 'Please enter a start date.' The 'End Date' field is also highlighted with a red border and contains the text 'Please enter an end date.'

**STEP 06** Enter a **Description** for this role.



A screenshot of a LinkedIn description text area. The text area is empty and has a placeholder text 'Description' at the top left.

**STEP 07** Click on **Save**, then **Done**.

## DESCRIPTION EXAMPLES

**Title: Athlete**

**Company Name: Swimming Australia**

Demonstrated high levels of personal drive, leadership and teamwork whilst competing nationally and internationally as an elite swimmer for 11 consecutive years.

Represented Australia nationally and internationally resulting in the following:

- ▶ 3 time Olympian with 7 medals: 1 Gold, 3 Silver, 3 Bronze (2004, 2008, 2012)
- ▶ Commonwealth Games with 8 medals: 6 Gold, 2 Silver (2002, 2006, 2010)
- ▶ 9 Individual World Records
- ▶ 6 World Championship Titles
- ▶ 19 National Titles

### ELITE ATHLETE

- ▶ Mental Resilience | 11 years experience competing in high-pressure competitions, requiring a positive mindset and the resilience to maintain focus and motivation in the face of adversity.
- ▶ High-Performance | Trained full-time with elite coaches and trainers for up to 6 hours per day.
- ▶ Team Player | 11 years as a member of high-performance swimming teams, training, connecting and bonding with athletes from all walks of life, working under extreme pressure.



**Title: Corporate Sales Executive**  
**Company Name: Acme Events**

Managed sales of corporate and small business memberships, corporate box hospitality, season memberships and much more.

---

## KEY ACHIEVEMENTS

★ Met and exceeded sales targets each year from 2013 - 2019

---

## SALES & SERVICE

- ▶ Sales & Customer Service | Built relationships with 100+ corporate and small business clients to successfully grow memberships, sponsorships and overall revenue for the team.
- ▶ Presentations & Proposals | Developed and presented 30+ presentations and proposals for senior executives in the corporate sector and small business owners.

**Title: Athlete**  
**Company Name: Cycling Australia**

9 years as part of the Australian Olympic team including competing in two Olympics.

## BEIJING 2008

- ▶ 2 x Gold Medals in Individual Pursuit and Team Sprint
- ▶ Australian Flag Bearer at Closing Ceremony

## LONDON OLYMPICS 2012

- ▶ 1 x Bronze Medal (Individual Pursuit)

**Title: Motivational Speaker**  
**Company Name: Inspire Australia**

Motivational keynote speaker and authentic storyteller. Engages audiences with stories and lessons learned as an elite athlete on the world stage for 10+ years.

## INSPIRATIONAL & ENTERTAINING STORYTELLING

- ▶ Four years of motivational speaking for corporate events, product launches, celebrations, workshops, team building events and conferences.
- ▶ Presented and facilitated at 65+ conferences and industry events with experience as an MC, panel presenter, facilitator and keynote speaker.



# LinkedIn for Elite Athletes

## STAGE 04 Other Sections

LinkedIn has a variety of profile sections that help showcase skills, accomplishments, awards, education and certifications. The most important ones are listed below. These are grouped into categories such as 'Background' and 'Accomplishments'. Go through the steps below to add a profile section and you'll see all the available categories.

OTHER SECTIONS	DESCRIPTION
Background   Education	Enter your education details, degrees, diplomas etc.
Background   Licenses & Certifications	Include any certifications.
Background   Volunteer experience	Showcase any volunteering work that you have participated in.
Accomplishments   Courses	Include any training courses.
Accomplishments   Honors & Awards	This is an ideal location to showcase sporting achievements in terms of: Records Medals Team and squad selections Awards Speaking events Being a guest at formal functions

### WORKBOOK CONTENTS

- PART 01 PHOTO
- PART 02 ABOUT
- PART 03 EXPERIENCE
- PART 04 OTHER SECTIONS **CURRENT**
- PART 05 HEADLINE
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## PRO TIP

If you would like viewers of your profile to prominently see important achievements, like winning a competition, setting a record or being selected for a top team, we suggest also describing these important achievements in the About and/or Experience sections of LinkedIn. This is covered in Part 02 and Part 03 of this document. This is because the entries in sections such as 'Honors & Awards' are a little hard to find on LinkedIn.



# ADDING PROFILE SECTIONS

**STEP 01** From the LinkedIn home page ([www.linkedin.com/feed](http://www.linkedin.com/feed)) click on the drop-down arrow, next to "Me" in the top right-hand corner. Click on **View profile**.



**STEP 02** In the middle of the screen, click on **Add profile section**.

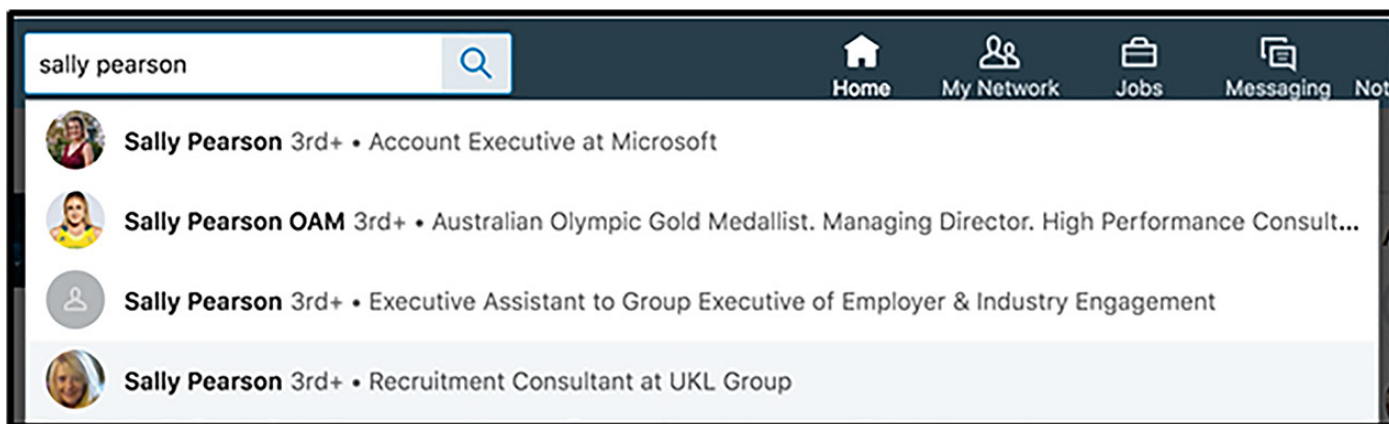


**STEP 03** Choose the relevant profile section. If you change your mind, any profile section can be removed by following STEP 01 then clicking on the pencil icon next to the section you want to remove. In the dialog box click on the **Delete** button.

## LinkedIn for Elite Athletes

### STAGE 05 Headline

Your headline on LinkedIn is critical to help you stand out from the crowd and identify your profile among others with the same or similar names to you.



## CONTENT IDEAS FOR YOUR HEADLINE

### Achievements

Examples are: "2 x World Record Holder", "2 x WR Holder", "Olympian", "Australian Record Holder"

### Goals & Events

Examples are: "Tokyo 2021 Olympics", "Commonwealth Games", "X Games"

### WORKBOOK CONTENTS

PART 01	PHOTO
PART 02	ABOUT
PART 03	EXPERIENCE
PART 04	OTHER SECTIONS
PART 05	HEADLINE
PART 06	CONNECT ADDRESS BOOK



## Teams & Associations

Examples are: “2 x World Record Holder”, “2 x WR Holder”, “Olympian”, “Australian Record Holder”

## Qualifications & Professional Competencies

Examples are: “Bachelor of Sports Management”, “BSc (Sports Science)”

## Opportunities

Examples are: “Public Speaking”, “Seeking Sponsorships”, “Ambassador”

## Key Messages

“Winning Gold for Australia since 2013”

“Helping great brands like Coles and Target reach new audiences”

“Bringing communities together with public speaking and event facilitation”

## Special Characters ♦ ▶ 🇦🇺 🏆 🌐 🏅 🌟 🏆

Using special characters can increase the visual appeal of your headline on LinkedIn.

# LINKEDIN HEADLINE EXAMPLES

Office Administrator ▶ Microsoft Office, Xero, Invoicing, Executive Support, Record Keeping

🌟 Helped 100+ athletes compete at a state, national and international level

Retail Assistant | Sales Assistant | Customer Service ♦ Cyclist aspiring to represent Australia

Professional Athlete ♦ Track & Field ♦ NSW Title Holder ♦ 100m NSW Record Holder

Sales & Account Manager 🌐 Training for Tokyo 2021 🇦🇺 Australian Rowing 🏆 Professional Athlete

# UPDATING YOUR LINKEDIN HEADLINE

**STEP 01** From the LinkedIn home page (www.linkedin.com/feed) click on the drop-down arrow, next to “Me” in the top right-hand corner. Click on **View profile**.



**STEP 02** On the right-hand side of the screen click on the pencil icon next to the ‘More’ button.



**STEP 03** Copy and paste in the headline you’ve created. Note that there is a 120 character limit.



**STEP 04** Click on **Save**.



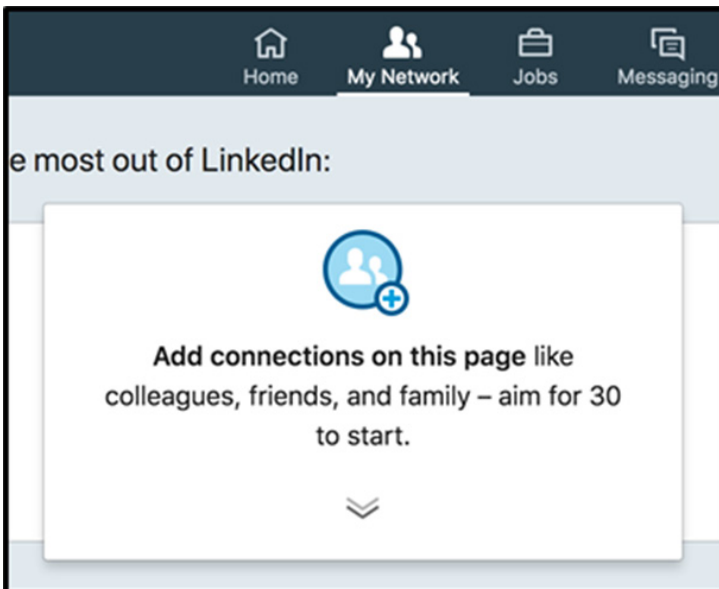
# LinkedIn for Elite Athletes

## STAGE 06 Connect Address Book

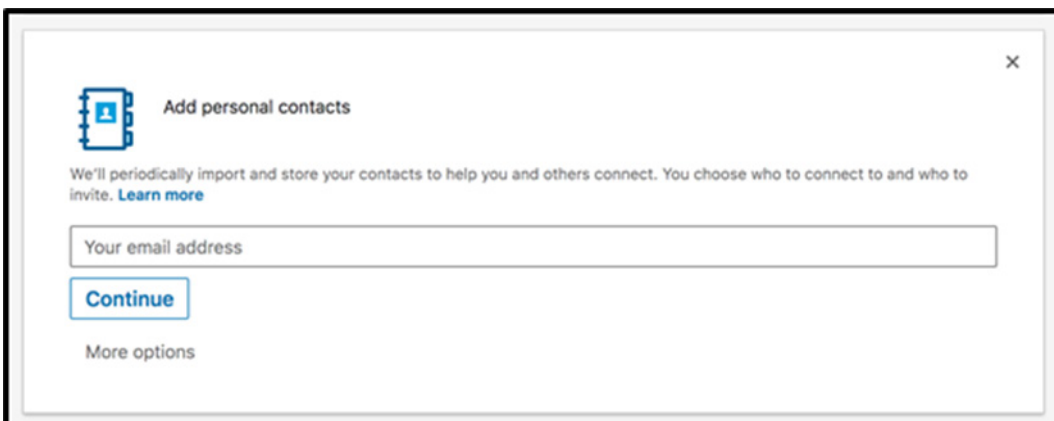
**STEP 01** From the LinkedIn home page ([www.linkedin.com/feed](http://www.linkedin.com/feed)) click on the **My Network** button.



**STEP 02** Click on the **Add connections on this page** option as shown below.



**STEP 02** Enter your email address and follow the prompts to connect to your email account and retrieve contacts automatically from your address book.



### WORKBOOK CONTENTS

PART 01	PHOTO
PART 02	ABOUT
PART 03	EXPERIENCE
PART 04	OTHER SECTIONS
PART 05	HEADLINE
PART 06	CONNECT ADDRESS BOOK



## INTELLECTUAL PROPERTY & CONFIDENTIALITY AGREEMENTS

Elite Athletes and AW&E Managers may be bound by agreements with respective sport bodies and must abide by the terms of these contracts, including intellectual property (IP), confidentiality and the right to promote their personal sponsors. If they wish to film or post components of their training, they will require clearance from their NSO and/or NIN first.

The E-safety Commissioner has the following link <https://www.esafety.gov.au/key-issues/esafety-guide/linkedin> which can provide further guidance on how to 'report safety concerns, inappropriate content or block communication and protect personal information'.



### More questions about LinkedIn?

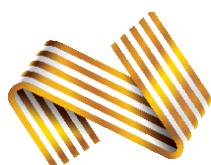
Have questions about LinkedIn not covered in this program?

Visit the LinkedIn Help Forum at <https://www.linkedin.com/help/>

## Non-Affiliation Disclaimer

*We are not affiliated, associated, authorised, endorsed by, or in any way officially connected with LinkedIn, or any of its subsidiaries or its affiliates.*

## CONTACT DETAILS



# AIS

Careers and Education - Athlete Wellbeing and Engagement

Australian Institute of Sport

PHONE: +61 2 6214 1111

OFFICES: Leverrier Street, Bruce ACT

<https://ais.gov.au/career-and-education>



# AIS

LINKEDIN FOR ELITE ATHLETES | STAGE 02: PREPARE LINKEDIN PROFILE

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