

AIS

LinkedIn for Elite Athletes

STAGE
03

Use LinkedIn Platform

In conjunction with



FUTURE
CAREER DESIGN

LEVERAGE THE POWER OF LINKEDIN

LinkedIn is the world's largest and most powerful professional social network, with 85% of the Australian workforce using it to find jobs and develop careers and 87% of recruiters using it daily. As an Elite Athlete, regular use of the LinkedIn platform can drive short and long-term career success. This workbook will show you how to leverage the power of LinkedIn.

THE BENEFITS OF THIS WORKBOOK

Strengthen your brand by being seen as an authority, contributor and high-performing team member.

Build and nurture career communities inside and outside sport to get more job opportunities and enable long-term career success.

Explore career and job opportunities so you can make informed career decisions.

Learn new skills and gain knowledge that helps drive your career footprint.



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.



STAGE 3

USE THE LINKEDIN PLATFORM

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

Time you will need:

30 - 60 Minutes

YOU ARE HERE

WHY SPEND TIME ON LINKEDIN?

- Increase your net worth
- Learn new skills and acquire new knowledge
- Research roles and career paths
- Get noticed by employers and partners
- Access the hidden job market
- Win interviews for great jobs
- Be seen as an authority in your field
- Research organisations and managers
- Connect with future colleagues, peers and managers

WORKBOOK CONTENTS

PART 01	STRENGTHEN PERSONAL BRAND	CURRENT
PART 02	BUILD CAREER COMMUNITY	
PART 03	NURTURE CAREER COMMUNITY	
PART 04	FIND JOB OPPORTUNITIES	
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LINKEDIN FOR ELITE ATHLETES | STAGE 03: USE LINKEDIN PLATFORM

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BEFORE YOU START

- Complete the 'Stage 01 - Setup LinkedIn Account' and 'Stage 02 - Prepare LinkedIn Profile' modules before 'Stage 03 - Use The LinkedIn Platform'.
- LinkedIn updates 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. <https://www.linkedin.com/help/linkedin>

PRO TIP

LinkedIn's Social Selling Index (SSI) measures how effective you are at establishing your professional brand, finding the right people, engaging with insights, and building relationships. Aim to be in the top 1%! To find your SSI, login to your account and go to <https://www.linkedin.com/sales/ssi>

LinkedIn for Elite Athletes

STAGE
01

Strengthen Personal Brand

Think about what you bring to potential employers, not as an athlete seeking employment. LinkedIn is the best platform for creating a personal brand that is attractive to employers, enabling people to command more money and access better job opportunities, including those in the hidden job market. By posting and publishing content on LinkedIn, people highlight and strengthen what is valuable about their personal brands.

“Personal branding is the practice of people marketing themselves and their careers as brands... essentially the ongoing process of establishing a prescribed image or impression in the mind of others” - [Wikipedia](#)

IMPORTANT

LinkedIn is your professional social media profile and everything you do on LinkedIn should make you look like a great employee. Don't post content you would not show to your boss or colleagues.



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PERSONAL BRANDING

The key to having an attractive personal brand is to be seen as a trusted authority and contributor by one's career community. A career community is made up of people both inside and outside sport. It will include potential employers, work colleagues, industry peers and influencers, fellow students, other athletes, recruiters, sponsors, partners and more.

Defining who should be in your career community starts with your career plan and goals. Ask yourself:

- Who are the employers that you want to work for in the future?
- What skills, experience and values are these employers looking for?
- Which of these skills, experiences and values could you be seen as an authority in?
- What are potential managers and recruiters looking for when they assess your LinkedIn profile?

PRO TIP

On LinkedIn people are judged harshly on the quality of their spelling, grammar and writing skills. One must ensure that every single time a post is made, spelling and grammar are perfect. Use software such as Grammarly (www.grammarly.com) and, when possible, ask someone else to proofread it. Consider using professional proofreading and editing services, which can be found by searching "proofreading services" on the web.

STORY VIDEO

People are curious to learn more about their connections. Sharing a story on video allows people to really understand an individual and their brand, furthering relationships with connections. Stories build authenticity and awareness in brands. Great video ideas to consider include a story behind your success, a quick explanation about how you got started, or any volunteer work you do to give back to others. Whenever there is a story to tell, consider sharing it with your connections to highlight your work as a sporting role model.

PRO TIP

Videos posted on LinkedIn earn an average of three times the views over text posts and 87% of LinkedIn video marketers say it's been an effective channel for them. Video is favoured by LinkedIn's algorithm, so there is a better chance of videos reaching the top of a person's feed.



PROMOTIONAL VIDEO

Use video on LinkedIn to promote skills, experience and values that make you an authority in your area. Promotion videos might be how-to videos, demonstrations, answering frequently asked questions, or sharing information about upcoming events. Something that inspires people and informs them.



PRO TIP

You only have about six seconds to grab a browser's attention so ensure your first few sentences are strong, solid and to-the-point. You need to hook them in quickly.

SHORT-FORM POST

These are 1-4 line posts which are funny, inspirational or talk about something a career community already believes in.



PRO TIP

Using images with posts is shown, on average, to triple the number of views you'll get.



APPRECIATION POST

This is thanking people for the impact they've had. Make it believable. Use before-and-after pictures, thank you screenshots, and other forms of credibility.



PRO TIP

Tag other LinkedIn connections into posts. Do this by typing "@" before starting to type the name. Then choose their profile from a drop down and they will be alerted to the tag. They may then like or respond again, increasing the number of people who see the post.



LONG-FORM POST

Long-form posts on LinkedIn are longer than 4 lines and usually tell a lesson. Focus on just ONE learning outcome, as any more will confuse the message. Posts should start with a hook (a sentence that provokes interest) and make use of white space and short sentences to make it easy to read.



PRO TIP

Adding hashtags helps people discover posts. All hashtags start with a # sign, followed by a keyword or phrase. Examples include #Sports, #Careers, or #Olympics. Recommended hashtags will automatically be suggested when you compose your hashtag.

ENGAGEMENT POST

This is asking for advice or requesting recommendations on LinkedIn. These posts should be short with only ONE question. All comments should be responded to even if it's a thank you or agreement. Sometimes it's good to explain why the request is important.



PRO TIP

LinkedIn loves posts people engage with. The quicker people engage, the more LinkedIn's algorithm will promote the post. To encourage engagement with posts, a Call To Action (CTA) can be added to each one. CTAs prompt an immediate response from readers and are usually in the form of a question or a link to click on.

PUBLISH ARTICLE

Publishing on LinkedIn is a powerful way to be seen as an authority and a contributor. It helps grow LinkedIn networks and increases each profile's search optimisation.

- Choose topics that are of interest to career communities.
- Keep to 800-2000 words (the sweet spot).
- Try to keep paragraphs to 1-3 sentences and add sections to break it up and add white space.
- Ensure it contains keywords for search optimisation.





PRO TIP

The headline is the most important part of any article because it is the main reason people click the link. Basically, an unattractive headline means no one will read the article. For tips on how to craft a compelling headline, search 'best linkedin article headlines' on the web.

BROADCAST ON LINKEDIN LIVE

LinkedIn released LinkedIn Live in 2019, which allows individuals and organisations to broadcast video content to their network in real time. LinkedIn is currently testing this feature, so only a select group of members and pages have access. The application form can be found by logging into the account and searching for 'linkedin live application form' on the web.

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STAGE 02 Build Career Community

Personal brands need to be communicated to career communities, which are made up of four types of people. These are listed below in the order of importance.

1. Managers – people who could be your next manager (or your manager's manager).
2. Peers – people who could be part of your next team.
3. Colleagues – people who work in companies that you want to work for (but won't be in your team and won't be your manager).
4. Recruiters – people who could facilitate the hiring process.

SYNC YOUR ADDRESS BOOKS

The quickest way to find and connect with contacts on LinkedIn is by importing and syncing mobile address books and email contacts. Contacts can be selected on an once-off basis and syncing can be turned off, or the contacts can be added on an ongoing basis. Users can also select who they'd like to invite to join LinkedIn.

Find out how to sync contacts by going to LinkedIn Help (<https://www.linkedin.com/help/linkedin>) and search for "sync contacts".

Find out more about how this data will be used by LinkedIn and its subsidiaries and affiliates, including Microsoft, by checking out the LinkedIn User Agreement (<https://www.linkedin.com/legal/user-agreement>)

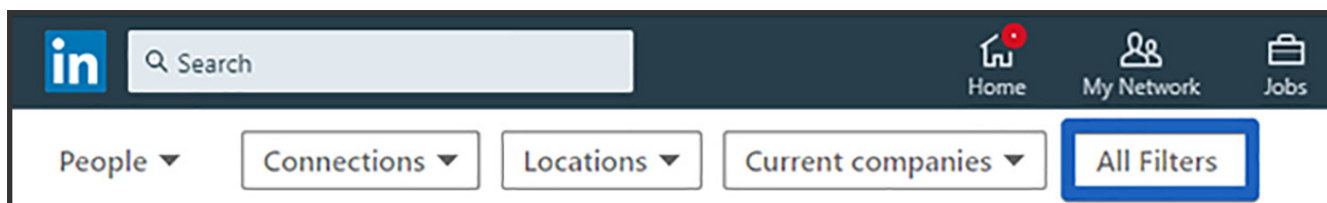
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FIND YOUR CAREER COMMUNITY

LinkedIn is where professionals find, connect and communicate with their career community. To find community members, use LinkedIn's All Filters search function. To access this, click in the top Search bar, select People and click on All Filters. Powerful filters to narrow search results include "Location", "Current companies", "Past companies" and "Title".



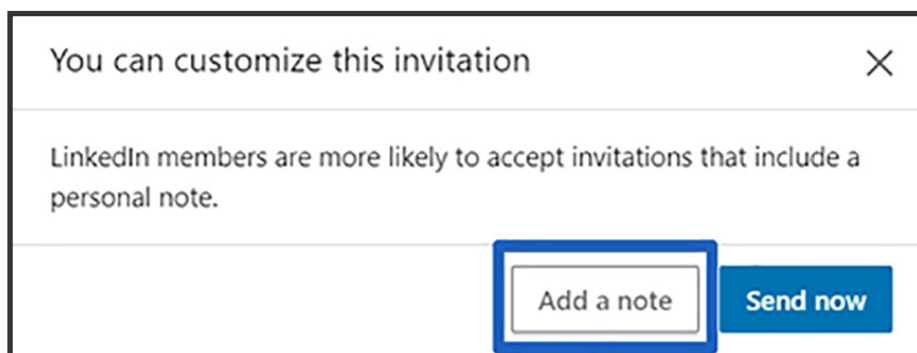
PRO TIP

LinkedIn allows Boolean search, which is a type of search allowing a combination of keywords with operators (or modifiers) such as AND, NOT and OR to produce more relevant results. For example, a Boolean search could be "manager" AND "sports". This would limit the search results to only those results containing the two keywords. To find out more, search "boolean search" on the web.

CONNECT WITH CAREER COMMUNITY

Statistically, people are more likely to have a stranger accept an invitation to connect if people add a note to the LinkedIn invitation. The key to a good note is to mention something in common with the connection and to keep in short. For example,

- I'm a full-time athlete and part-time brand ambassador and see we both work in Melbourne's sports community so I'd like to add you to my professional network.
- I see you are interested in sport so I thought it would be good to connect.



IMPORTANT

LinkedIn does not like spammers. People who send a flood of invitations to strangers that are not accepted may find their accounts restricted (i.e. required to add a person's email before sending them an invitation request). To avoid this users should be selective about which strangers they send invites to and add a note to improve the invite acceptance rate.





PRO TIP

If someone accepts a request to connect, it is a great opportunity to start a conversation and deepen the relationship. A simple 'Hi Jane, Great to connect. What's happening in your world?' can do wonders for creating more meaningful and memorable connections.

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STAGE 03 Nurture Career Community

There are many ways you can nurture your career community. When considering what to contribute, remember the objective is to gain trust. The only way to do this is being honest and authentic in your contribution. You often need to give before you can take.

LIKE CONTENT

When a post is liked the “like” and the post appear in feeds of 1st-degree connections. This keeps active users at the top of mind within the career community and shows what interests they hold.

COMMENT ON CONTENT

When commenting on someone else’s post, the comment and the post appear in the feed of 1st-degree connections. This will help get a profile noticed by communities, and the comment may inspire additional comments, increasing engagement. LinkedIn loves it when users comment and this increases a profile’s search rankings.

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PRO TIP

Good practice is to personalise comments by adding a person’s name. E.g. Commenting “I agree, Ben. Good point” to a helpful comment or “Thanks for the great post, Ben” when someone posts something good.

SHARE CONTENT

Sharing is caring. To gain the attention of and impress connections, share content they have published on LinkedIn (and send a personal message to the connection thanking them for the content). Sharers should be careful that it is quality content aligned with their personal brand. Another strategy is sharing news or relevant content published outside of LinkedIn with a call-to-action to encourage engagement (e.g. “Do you agree?”).



PRO TIP

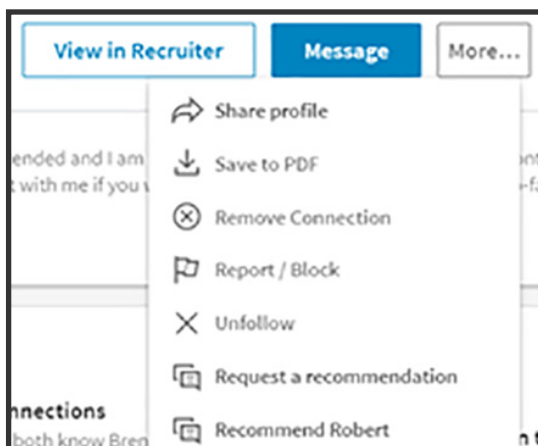
Every comment made builds profile activity - even if the comment is only a few words, the grammar should be perfect and the content related to your personal brand.

RECOMMENDATIONS

Recommendations from your sport, fellow athletes, managers, peers and clients build trust in your brand. Recommendations from suppliers and customers are also valuable as they showcase relationship building ability. It is great to ask for recommendations as soon as something good has happened, but going back to ask past colleagues is also a good strategy - the more recommendations gained, the better.

To ask for a recommendation

1. Go to the person's LinkedIn profile home page.
2. Click on the "More..." button.
3. Select "Request a recommendation".
4. Follow the steps and use the script below as the message.



Script – LinkedIn Recommendation Request

Dear <Name>,

I hope you've been happy with <insert reason like "the quality of my work">. If you have a spare five minutes, I'm hoping you can write a brief recommendation of my work that I can include on my LinkedIn profile?

Testimonials are one of the most important ways to build a professional LinkedIn profile and I would really appreciate your endorsement of my work.

Let me know if you have any questions.

Thanks very much in advance.

Kind regards,

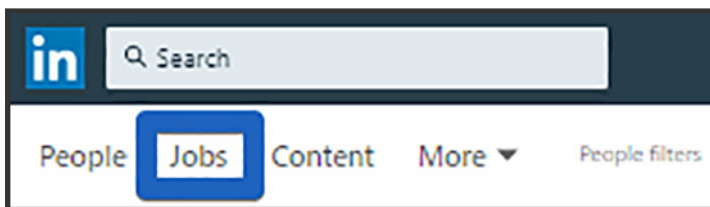


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STAGE 04 Find Job Opportunities

LinkedIn also functions as a job board. Searches for jobs are made using the search field on top of the LinkedIn homepage or directly via the Jobs page. Alerts can be set up to receive email notifications about suitable jobs.

1. Click the Jobs icon at the top of your LinkedIn homepage.
2. Click the Search jobs field and enter keywords or a company name.
3. Enter the job location that you prefer in the Search location field and click Search.
4. Use the filters options at the top of the search results page to filter the results.



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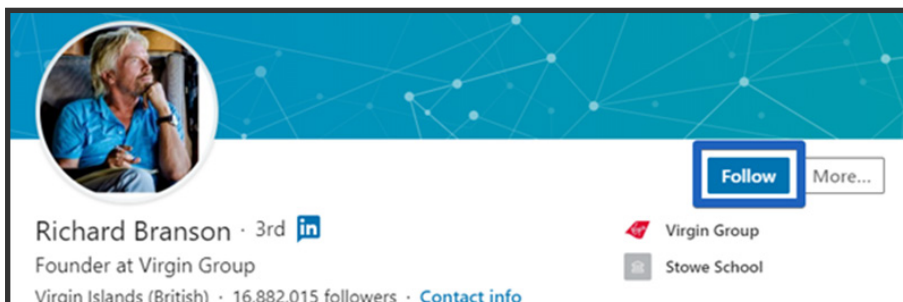


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STAGE 05 Learn New Skills

FOLLOW INDUSTRY EXPERTS AND INFLUENCERS

Industry experts and influencers often publish content regularly to cement their reputation as an authority and contributor. When people on LinkedIn follow influencers and industry experts, their posts will also appear in their feed.

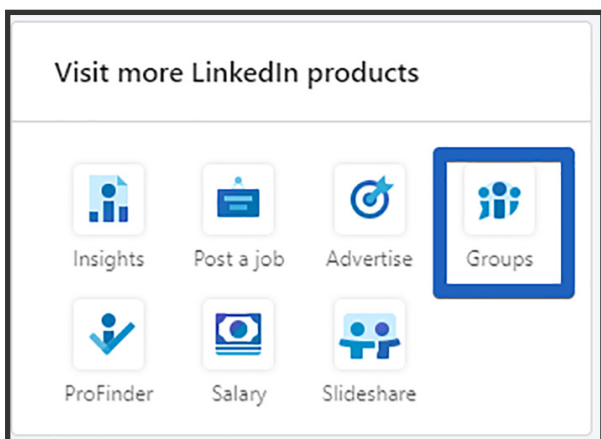
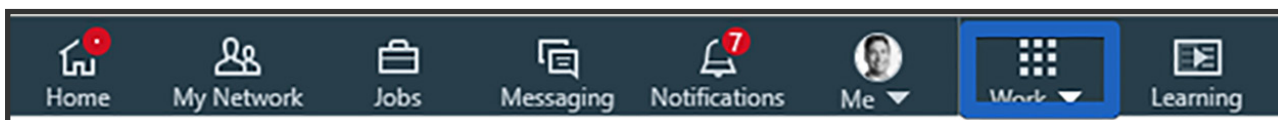


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JOIN GROUPS

LinkedIn Groups are virtual communities providing a “place for professionals in the same industry or with similar interests to share content, find answers, post and view jobs, make business contacts, and establish themselves as industry experts.” Group members post articles and events, discuss trends, and offer advice to each other. Note that LinkedIn Groups do not have a great reputation as many are filled with self-promotion and spam rather than valuable discussions and meaningful interactions. There are good ones out there, it just requires an investment of time to find them.



PRO TIP

Finding groups that career community members belong to is a good starting point; click on the profile of a career community member and scroll down to where the list of the groups they belong to is displayed. Conversations can be joined and questions posted.



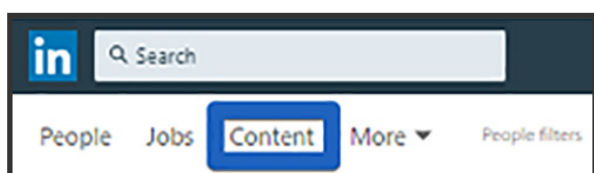
LINKEDIN LEARNING

LinkedIn Learning offers over 15,000 video courses taught by industry experts in software, creative, and business skills. There are a limited number of free courses which can be accessed for 'free' by having a paid Premium subscription or by registering for the LinkedIn Learning free trial, which will provide 1-month free access to all premium courses. Completed courses can be added to profiles.



SEARCH LINKEDIN POSTS

Thousands of posts are published daily on a wide range of topics. LinkedIn offers the ability to search for content, although the functionality and filters are not great. A better tactic is to find influencers and experts and search their articles and posts.



DOWNLOAD GUIDES AND WHITE PAPERS

Key influencers in career communities may offer free white papers and guides in exchange for adding names and email addresses to their mailing list. Many valuable resources are available from people/organisations who are reputable. Unsubscribing later is always an option.

ASK YOUR NETWORK

A great way to conduct research is to ask networks for help. LinkedIn allows posting of status updates, which can be used to ask members in networks for help or advice. Private messages to connections or InMails can be sent to anyone (if you have a premium account).



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?

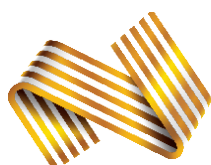
Have questions about LinkedIn not covered in this program?

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

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