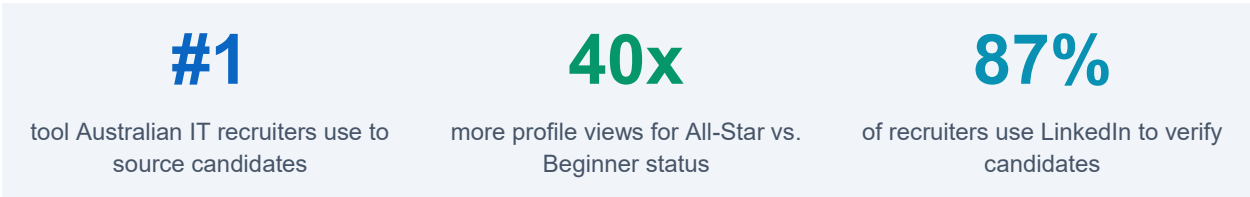


Mastering AI for LinkedIn Optimisation

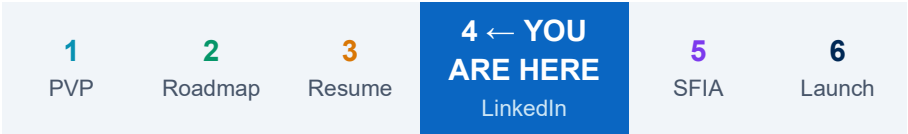
The 7-Section All-Star Blueprint · SFIA-Aligned Skills · PVP-First Workflow

PREREQUISITE: Complete the Personal Value Proposition prompt first (Prompt 3 on the event web page). Paste your PVP output into every section of this guide. It is the foundation of your entire LinkedIn strategy.

Why LinkedIn All-Star Status Matters



Where LinkedIn Fits in Your 6-Step Career System



The LinkedIn All-Star Blueprint — 7 Sections

LinkedIn's algorithm awards **All-Star status** when all 7 sections are complete. Each section below has an AI prompt to help you build it from your PVP.

#	SECTION	WHAT TO BUILD (with AI)
1	 Headline	220 characters. Formula: [Role] [Value Prop] [Differentiator]. The first thing recruiters and AI search bots see. Target 3+ keywords.
2	 About Section	2,600 characters. Structure: Hook → Journey → Value → CTA. Written from your PVP. LinkedIn's highest-weight text for search ranking.
3	 Featured Section	Pin 3 items: your PVP document, your best project or achievement, and the event resource page (expertaiprompts.info/acs).
4	 Experience	STAR-format bullets for each role: Situation → Task → Action → Result. Quantify every outcome. Not a job description — a proof record.
5	 Skills & SFIA	Add top 20 skills using exact SFIA 9 skill names (e.g., SCTY, DTAN, REQM). Recruiters using SFIA-based ATS systems find you instantly.
6	 Recommendations	Request 3 recommendations using AI-drafted scripts. Specify what you'd like each person to highlight — always make it easy for them.
7	 Content Calendar	3 posts/week for 4 weeks. Hooks, formats, hashtags. Consistent posting builds algorithm visibility and positions you as an IT voice.

The Master LinkedIn All-Star Prompt

Copy the prompt below (or use the interactive version at expertaiprompts.info/acs). Paste your PVP into the Context field before sending.

ROLE	Act as an expert LinkedIn strategist, personal branding coach, and IT career specialist with deep knowledge of LinkedIn's algorithm and the Australian technology sector.
TASK	Transform my Personal Value Proposition into a complete LinkedIn All-Star profile strategy covering all 7 sections.
CONTEXT	[PASTE YOUR PERSONAL VALUE PROPOSITION HERE] LinkedIn URL: [your URL or 'not yet created'] Career Stage: [Student / Graduate / Early Career / Mid Career / Senior Professional] Target Roles: [Insert 2–3 job titles you want LinkedIn to surface you for]
FORMAT	(1) Headline — 220-char formula (2) About — 2,600 chars: hook → journey → value → CTA (3) Featured — 3 items to pin (4) Experience — STAR-format rewrites (5) Skills — top 20 with SFIA 9 codes (6) Recommendations — 3 request scripts (7) Content Calendar — 3 posts/week for 4 weeks with hooks and hashtags
TONE	Professional, authentic, and searchable. Optimised for LinkedIn's algorithm while sounding like a real person, not generated text.
GOAL	Achieve LinkedIn All-Star status. Rank in top search results for my target roles in the Australian IT market. Include the 5 primary search keywords that will maximise my profile visibility.

Section-by-Section Quick Prompts

Use these targeted prompts for refining individual sections after running the master prompt.

1. Headline — 5 Variations

Act as a LinkedIn headline specialist. Based on my PVP: [PASTE PVP] and target roles: [list 2-3 roles], generate 5 headline variations (max 220 characters each). Each must include: primary keyword + value statement + differentiator. Include my SFIA level if L3 or above.

2. About Section — Hook Generator

Write 5 alternative opening hooks (2-3 sentences each) for my LinkedIn About section. Base them on my PVP: [PASTE PVP]. Hooks should: (a) open with a bold claim, (b) challenge a common assumption, (c) start with a vivid outcome, (d) ask a provocative question, (e) lead with a career inflection moment.

4. Experience — STAR Bullets

Rewrite these resume bullets for LinkedIn using STAR format: [PASTE 3-5 BULLETS]
Role: [Job Title] at [Company]. Focus on: broader impact, collaboration, and measurable results. Add a 1-sentence role intro and a closing impact statement. Map the core skills to SFIA 9 codes. Keep each bullet under 80 characters.

5. Skills — SFIA-Mapped Top 20

Based on my PVP: [PASTE PVP] and target role: [role], suggest my top 20 LinkedIn skills. For each skill: (a) LinkedIn skill name, (b) SFIA 9 skill code if applicable, (c) my estimated SFIA level (L1-L7), (d) whether I should seek endorsements now. Split into: Technical Skills (12) and Soft/Professional Skills (8).

6. Recommendations — Request Script

Write a personalised LinkedIn recommendation request to [Name], who knows me as [relationship, e.g., uni supervisor / team lead / project collaborator]. Reference a specific project: [project name or brief description]. Suggest they highlight: [2 specific skills from my PVP]. Keep the message under 250 words. Tone: genuine, not transactional.

7. Content Calendar — 4-Week LinkedIn Plan

Build a 4-week LinkedIn content calendar for [career stage: student/graduate/professional] in [target industry/role]. 3 posts per week. For each post provide: Week, Day, Topic, Hook (first line), Format (text/image/poll/video), Hashtags (3-5). Include 1 post referencing SFIA skills, 1 about the ACS, and 1 about IT Jobs Formula. Tone: professional but approachable. Goal: grow visibility as an emerging IT voice.

Strategic Networking & Job Discovery

AI-powered prompts to grow your network purposefully and target the right roles.

Connection Requests — Personalised at Scale

Write a LinkedIn connection request (under 300 characters) to [Name], a [their role] at [company]. We [met at / share an interest in / both follow] [context].
Reference one specific insight from their profile or content.
Do not use: 'I'd like to add you to my network'. Sound like a real person.

Follow-Up After Connecting

Write a 1-2 paragraph follow-up message to send 7 days after connecting with [Name], a [role] at [company]. My goal: [learn about their career path / explore collaboration / request an informational interview]. Offer genuine value first.
Tone: warm, direct, no pitch. End with one low-friction ask.

Job Search Targeting — Role Discovery via IT Jobs Formula

Before running job searches, explore itjobsformula.com to identify exact role titles. Specific titles produce better LinkedIn search results.

Generate 5 advanced LinkedIn job search strings for: [Target Role from IT Jobs Formula] in [industry] in [Australia / Queensland / Townsville / Remote]. Use Boolean operators (AND, OR, NOT) and include: experience level, work type (hybrid/remote), company size. Also suggest 3 related role titles I may not have considered from my skill set.

Job Application — Tailoring Your Profile Before Applying

Given this LinkedIn job posting: [PASTE JOB DESCRIPTION]
and my current LinkedIn headline and About section: [PASTE CURRENT TEXT],
identify: (1) 5 keywords missing from my profile that appear in the posting,
(2) 3 SFIA skills I should add or highlight, (3) specific edits to my headline and About to improve ATS match score before I apply. Keep my voice authentic.

Thought Leadership — Post Drafting

Draft a LinkedIn post (200-250 words) about [topic relevant to my target role].
Format: (1) Bold hook sentence, (2) brief personal context, (3) key insight or framework in 3-5 lines, (4) closing takeaway, (5) engagement question.
Tone: professional but conversational. Include 4 relevant hashtags.
Align the insight to my PVP: [PASTE PVP SUMMARY — 2 sentences].

SFIA on LinkedIn — Your Global Skills Passport

SFIA 9 (Skills Framework for the Information Age) is the global standard used by ACS, Australian employers, and the government to define IT skills. **Using exact SFIA skill names on LinkedIn makes your profile searchable by recruiters running SFIA-based searches.**

LVL	SFIA LEVEL	TYPICAL ROLES	LINKEDIN ACTION
L1	Follow	Student · Intern	<i>Add skills + certifications as you earn them</i>
L2	Assist	Graduate · Junior	<i>Add portfolio links to Featured section</i>
L3	Apply	Developer · Analyst	<i>Seek endorsements; ask uni supervisors and team leads</i>
L4	Enable	Senior · Tech Lead	<i>Publish posts; engage with industry content weekly</i>
L5	Ensure/Advise	Specialist · Consultant	<i>Write LinkedIn articles; apply for speaker roles</i>
L6	Initiate	Principal · Architect · Manager	<i>Creator Mode on; build thought leadership presence</i>
L7	Set Strategy	CTO · CISO · Director	<i>Board connections; keynote speaking; industry panels</i>

Quick Tip: When adding skills on LinkedIn, search for these SFIA-aligned terms: Information Security (SCTY) · Data Analysis (DTAN) · Software Development (PROG) · Business Analysis (BUAN) · Stakeholder Management (RLMT) · Systems Design (DESN) · Cybersecurity (INAS) · Project Management (PRMG). These exact terms match what SFIA-trained recruiters search for.

SFIA Skills Audit Prompt

Based on my PVP: [PASTE PVP] and current experience level [L1/L2/L3/etc.], provide a SFIA 9 skills audit: (1) My current skills with SFIA codes and levels, (2) 5 skills I should develop to reach the next SFIA level, (3) the exact LinkedIn skill names I should add now, (4) which skills I can realistically move up one SFIA level in the next 6 months and how. Map each to itjobsformula.com role titles.

Key Resources for This Event

Event Resources & All Prompts

Prompts + PDFs: expertaiprompts.info/acs

Expert AI Prompts: expertaiprompts.com

IT Jobs Formula: itjobsformula.com

Professional Standards

ACS Membership: acs.org.au

ACS Student Membership:
membership.acs.org.au/individual/student-graduate.html

SFIA Framework: sfia-online.org/en

AI Tools

Claude (Anthropic): claude.ai

ChatGPT (OpenAI): chatgpt.com

Gemini (Google): gemini.google.com

Your 5 Do-This-Today Actions

1. Scan QR / visit expertaiprompts.info/acs
2. Run the PVP prompt — stay in the session
3. Open LinkedIn — update your headline today
4. Add 5 SFIA-aligned skills to your profile
5. Join ACS Student Membership (free)

