How to make
LinkedIn
work for you

A GUIDE FOR ECU RESEARCHERS

CONTENTS

Why LinkedIn?

- There are 1.9 million academics listed on LinkedIn from across the world.
- Researchers are using LinkedIn as an effective peer-to-peer networking tool. It's a vehicle for promoting your research, staying up to date on other people's research and industry developments, and even conducting research.
- Research-specific LinkedIn groups are an efficient way to share knowledge with other academics in your field. They may be public (open discussion) or private (not visible to others).
- It's very easy to update your CV on LinkedIn (eg when you publish a new paper).
- It's an easy way to stay informed about developments in your research area.
- LinkedIn tends to be more "polite" than other platforms, such as Twitter (fewer trolls and spamming).
- LinkedIn gives you more characters to use than Twitter when posting and sharing.

Make your profile count

YOUR PICTURE

DID YOU KNOW? LinkedIn profiles with a picture are 21 times more likely to be viewed.

WHICH PICTURE? A professional headshot is the best option. For the background picture, you may choose something that aligns with your research area (eg an ocean background if you're a marine ecosystems researcher).

Find a balance between 'personal' and 'professional'.
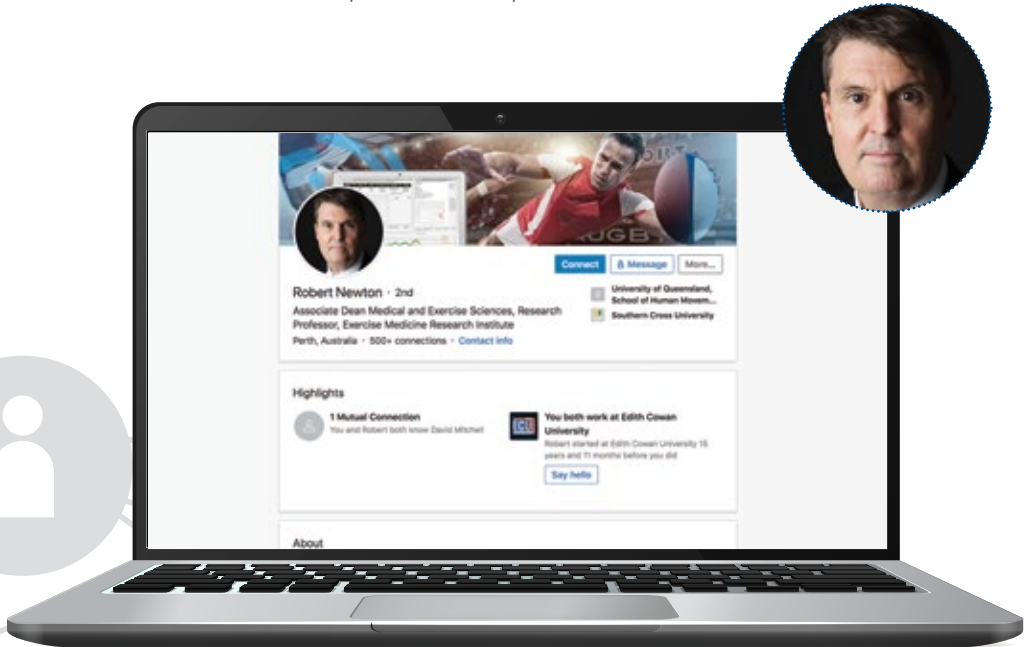
YOUR TAGLINE

WHAT IS IT? Also known as a 'headline', your tagline is the wording directly underneath your name. This isn't simply a label – it's an important branding field that should entice the reader to click through for more. LinkedIn will automatically use your current employment position OR you can customise it (eg Exercise Science Researcher, Passionate About Global Collaboration to Grow Evidence-Based Knowledge).
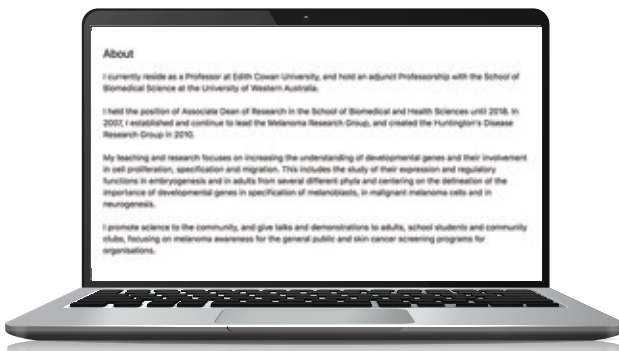
KEEP IN MIND: Along with your profile picture, your tagline will show up under your byline on every article.

YOUR SUMMARY

WHAT TO INCLUDE: Your professional experience, expertise and interests. Keep it clear and concise. Consider writing it in the first person.

WHAT TO AVOID: Buzzwords, jargon, false claims.

Building your LinkedIn network

BE SELECTIVE, BE SMART

When it comes to establishing and growing a LinkedIn network, the more selective you are, the more valuable your network will be.

A good starting point is to upload your email contacts into LinkedIn. Go to the 'My Network' tab and then click on 'Add personal contacts'. Work through your contacts one by one to ensure you're linking with trusted contacts.

Seek out key people in your field of research and related industries. Look for strong connectors, posters of valuable material and respected experts. In short, link well!

As your network grows, you'll start to receive regular invitations to connect. Use discretion about whether you accept these or not – it's important to control the quality of your network. Accepting every invitation that comes your way may dilute your network's value.

LinkedIn groups are a great way to find valuable new connections. Some of them are moderated better than others, so do your research. Don't use groups for marketing yourself – just for discovering and connecting with the right people for your smart network.

Be patient and consistent. It takes time to build up a valuable LinkedIn network and feel part of a community. Indeed, LinkedIn is a lot like a marriage – it needs a little bit of love on a regular basis.

Posting on LinkedIn

WHY POST?

One of the biggest mistakes people make on LinkedIn is thinking that having a profile is enough. In fact, that approach is a wasted opportunity.

Posting regular, relevant, interesting content creates trust with your connections and helps you to be seen as an expert in your area.

WHAT TO POST?

Industry events. You attended a conference and gained some great insights – share them.

Inside knowledge. You read a book and learned something other people in your network might like to know. Post a summary.

Inspiration. If you see a relevant quote or hear a story that inspires you, share it with your connections.

Looking for advice. Need some ideas for recruiting your next study participants? Ask your network.

REMEMBER: It pays to use clear, conversational language that reflects your personality while also being professional.

BE VISIBLE AND VISUAL: Use photos (good ones!), links and videos.

USE HASHTAGS: See 'Using hashtags and @' on page 8.

'Liking' on LinkedIn

Be strategic about 'liking' and 'sharing'

Building a strong network is not just about making connections but also maintaining them.

Every time you go on LinkedIn (ideally every few days), you should take a moment to 'like' or 'share' a few recent posts in your newsfeed. Be purposeful about it – don't simply 'like' everything.

If you really like something or find it useful, be sure to add a comment under the post.

Engaging with other people's posts ensures:

• You stay relevant in people's minds because your name is appearing regularly in your connections' newsfeeds.
• You show up as an active LinkedIn member. Remember that when you interact with interesting content, it shows up in your 'activity' section.

Using hashtags and @

HASHTAGS

A hashtag is a word, phrase or acronym with the hash symbol (#) in front of it. They're used on social media to identify posts about a specific topic, making it easier for you to find posts on a topic, "listen" and contribute. For example, #sportscience #melanoma

Hashtags are a recent addition to the LinkedIn platform and not used as prolifically here as on, say, Twitter. But their use will likely increase and LinkedIn itself is encouraging this.

Using hashtags helps you increase your LinkedIn reach and get your posts in front of people outside of your immediate LinkedIn network without needing to be connected.

You can search for hashtags in the LinkedIn search tool at the top left-hand corner of the page.

TOP HASHTAG TIPS:

- Use relevant hashtags in your summary and posts.
- Use relevant hashtags when you comment on other people's posts.
- Be specific (eg #filmtourism) but not too specific (eg #filmtourismsouthkoreapostmodernist).
- If you attend a conference or event, find out what the chosen hashtag is (don't assume the wording).
- Don't go 'hashtag crazy' (aim for a maximum of three in each post).
- Hashtags can't contain punctuation characters or special characters.

GENERAL RESEARCH HASHTAGS:

#research, #exercise, #PhD, #medicine, #healthy, #NHMRC

ECU HASHTAGS:

#edithcowanuniversity, #ecuresearch, #ecustudentsuccess, #worldready

ECU School of Arts and Humanities	#artshumecu
ECU School of Business and Law	#ecusbl, #ecubusinessandlaw
Edith Cowan Centre for Global Issues	#globalissues, #humanities
Exercise Medicine Research Institute (EMRI)	#vario
Electron Science Research Institute (ESRI)	#esri
ECU Security Research Institute	#ecusri
Australian Indigenous HealthInfoNet	#healthinfonet

Centre for Communications and Electronics Research (CCER) #ccer

Centre for Exercise and Sports Science Research (CESSR) #cessr

Centre for Innovative Practice (CIP) #cip

Centre for Marine Ecosystems Research (CMER) #cmer

Centre for Research in Entertainment, Arts, Technology, Education and Communications (CREATEC) #createc

Centre for Schooling and Learning Technologies (CSaLT) #csalt

Fogarty Learning Centre #fogarty

Sellenger Centre for Research in Law, Justice and Social Change #sellenger

Systems and Intervention Research Centre for Health (SIRCH) #sirch

Centre for Research in Early Childhood #crec

Centre of Excellence for Alzheimer's Disease Research and Care #adrc

@ MENTIONS:

You can tag a person or group on LinkedIn by typing the @ symbol immediately followed by their name. This is also known as a "mention".

The @ symbol won't show up on your post, however the name will appear in bold. This lets you know you've tagged correctly.

If you've tagged correctly, the person you tagged will be notified.

Why tag? You might want to mention another LinkedIn member to thank them, acknowledge something they've written or perhaps highlight their contribution to an event or conference.

Tagging connections in this way can encourage engagement with your posts and draw your connections' attention to your update.

ECU @S:

News/media @EdithCowan

Future students @EdithCowanUni

School of Arts and Humanities @cglobal_ECU, @newsvineWA

School of Nursing and Midwifery @CNMHSR_ECU

School of Science @ECUSRI, @CMER_ECU

Glossary of LinkedIn terms

1st Degree Connections – Your 1st degree connections are your direct connections on LinkedIn. You can interact with and message these connections as you please.

2nd Degree Connections – Your 2nd degree connections are your 1st degree connection's connections.

3rd Degree Connections – People who are connected to your 2nd degree connections. You'll see a 3rd degree icon next to their name in search results and on their profile.

Fellow members of your LinkedIn Groups – These people are considered part of your network because you're members of the same group. You'll see a group icon next to their name in search results and on their profile. You can contact them by sending a message on LinkedIn or using your group's discussion feature.

Advanced People Search – Advanced People Search is a search function within LinkedIn that allows you to search LinkedIn's member database in a variety of ways. This includes job title (past or present), keyword, seniority level, postal code, company, etc. This tool is valuable when doing research on the best ways to reach your ideal prospects.

Mention – Using an @mention (person or company page) can directly tag a company or person in your post. They will be notified that you have mentioned them in your status. This is great for acknowledging research collaboraters and industry partners.

Post – Also known as a 'status update', a post is when you share your thoughts, ideas, articles, pictures etc on your LinkedIn page to be seen by your network.

Profile – Your profile is where you display your skills, experience and professional background. This is your identity on LinkedIn.

LinkedIn Headline – Your headline is the most important part of your LinkedIn profile. It sits just below your name.

LinkedIn Recommendation – A recommendation is a comment written by a LinkedIn member to recognise or commend you. It's considered best practice to offer a recommendation before asking for one yourself.

Skill Endorsements – Skill endorsements are a great way to recognise your 1st-degree connection's skills and expertise with just one click. They also let your connections validate the strengths found on your own profile. Skill endorsements are a simple and effective way of building your professional brand and engaging your network.

LinkedIn Groups – LinkedIn Groups provide 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.

For general advice about using LinkedIn, visit the platform's Help Centre.

You can find copies of ECU's Social Media Policy and Media Policy by searching the ECU website.