

LinkedIn

“Social media gives more people a voice and provides a powerful tool for value creation and competitive differentiation.”

- *Advanced Human Technologies, 2010*

Digital Scholarship Services
University of California Irvine Libraries
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Why should Scholars use LinkedIn?

- ★ Showcase your work - online portfolio
- ★ Make and maintain connections
- ★ Expand your professional network
- ★ Get endorsements and recommendations
- ★ Get noticed and contacted by recruiters
- ★ Job hunting and application made efficient

- The problem is that LinkedIn is built for business people, not scientists; it's tough to translate the traditional scholarly CV into the business-friendly format imposed by LinkedIn. So most scientists' profiles are dull and lack focus on their most important accomplishments, and their networking attempts are limited to "friending" co-workers.

1: Bust down barriers to finding your profile

- Your first job is to check your “public profile” settings (go to Privacy & Settings > Edit your public profile) to make sure people can see what you want them to.
- What might others want to see? Your past experience, summary, and education, for starters; also include your best awards, patents, and publications. But don’t worry if you haven’t got the right content in place yet; we’ll fix that soon.
- Next, double-check your settings by signing out of LinkedIn completely and searching for yourself on both LinkedIn and Google.

2: Make your Headline into an ‘elevator pitch’

- Describe yourself with the right words: Brainstorm a few keywords that are relevant to the field you’re targeting. Spend a few minutes searching for others in your field, and borrowing from keywords found in their profiles and Headlines.
- Be succinct: Never use two words when one will do.
- Show your expert status: What makes you the “best”? Do you put in the most hours, score the biggest grants, etc.? This is your value proposition—what makes you great.
- Use a tried and true formula to writing your headline: 3 keywords + 1 value proposition = Headline success. So what does that look like? Taking the keywords from (1) and value proposition from (3) above, we can create a Headline.

3: Make yourself approachable with a photo

- Don't tilt your head. Lots of folks do this in photos to look more friendly, but it ends up making you look unassertive instead. Be confident.
- Turn your shoulders; the straight-on post yells "mugshot."
- Try posting an action shot, emphasizing for the viewer what you're good at—for instance: public speaking, fieldwork, coding.

4: Hook 'em with your Summary section

- Your Summary is an opportunity to provide a 50,000 foot view into your career and studies to date. Don't just use this section to repeat information found elsewhere on your profile. Instead, write a short narrative of your professional life and career aspirations, using some of the keywords left over from writing your Headline. Here are three tips to help:

Be Specific

- Don't use technical jargon, but do provide concrete details about your research and why it matters. Make yourself a person, not just another name in a discipline.

Be up-front about what you want

- Don't beat around the bush when it comes to your professional goals. If you've done your job right, future employers, reviewers, students, and collaborators are probably reading your profile. Great. Now, what do you want to do with them?

Prove your value

- Finally, use your Summary section to describe what you've done and why it matters.

5: Give the scoop on your best work

If you're a recent graduate or junior academic, it can be tempting to put all of your work experience on your LinkedIn profile.

Don't do it!

- So include only the jobs that are relevant to your career goals. Mention a few specifics about your most important responsibilities and what you learned at those jobs, and save the gory details about your day-to-day work for your full CV.
- A good rule for more senior researchers to talk mostly about your last 10-15 years of experience. Listing all of your past institutions will make for a monster profile that will turn readers off with too much detail.

6: Brag about your best awards and publications

- Keeping it short and sweet also extends to discussing awards and publications on your LinkedIn profile. Highlight your best publications (especially those where you're a lead author) and most prestigious awards.

7. Add some eye-catching content

- Nonetheless, with a little ingenuity you can make the site great for showcasing what scientists have a lot of: posters, slide decks, and figures for manuscripts.

- If you've ever given a talk at a conference, or submitted a figure with a manuscript for publication, you can upload it here, giving viewers a better taste of your work. Add links, photos, slideshows, and videos directly to your profile using the Upload icon on your profile's Summary and Experience sections. Consider also adding a link to your Impactstory profile, so you can show readers your larger body of work and its popular and scholarly impact.

Measure Your Research Impact

Author Impact Indices & Other Tools

a host of social networking platforms designed specifically for scholars abound



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Questions?