

How do I...

USE LINKEDIN TO BUILD MY RESEARCH PROFILE

WHY IS LINKEDIN VALUABLE FOR GRAD RESEARCHERS?

LinkedIn is the leading professional social media platform. Researchers and companies use LinkedIn to stay alert to research developments, share insights, and discover compatible partnerships and opportunities.

WHAT CAN I USE LINKEDIN FOR?

- Stay up to date with research in your field
- Discover career, funding, publication, and speaking opportunities
- Build connections with potential collaborators.
- Recruit research participants
- Promote your research findings to a global audience
- Grow your identity as an expert in your field.

HOW DO I GET STARTED?

- Start with a **professional photo**: no casual attire, sunglasses, pets, kids, or distractions.
- Include a concise and relevant **headline**: role, workplace, location, field of research.
- Complete the **About** section with one paragraph that conveys your professional brand “core”: authentic professional experience, commitment and goals.
- Set up your **profile foundation** with professional experience and education.
- Add relevant personal experiences and skills, e.g. projects and volunteering.
- Use **relevant keywords** throughout your profile so researchers, funders, and potential employers can find you.

HELP: I'M NERVOUS ABOUT POSTING!

Self-doubt is normal! But the good news is that the advantages of being a “natural extrovert” are neutralised on LinkedIn. Introverts can engage at their own pace that allows thoughtful insights to convey clear, authentic meaning.

Like all networking, LinkedIn isn't a forum for bragging but about connecting with others who have common or complementary professional interests or expertise to add value to each others' work.

- Join **Groups** connected with your research field or institutions to gather insights around the topic and current state of play

- **Follow** institutions, researchers, or prominent people in the field. Following establishes one-way connections; you will get updates from people you follow but they will not get yours.
- **Connect** with people you want to build a two-way relationship with. Send a meaningful message when connecting that highlights mutual interests and a rationale for connecting.
- **Re-post** other research professionals' content. On reposts, post a short note with your insight or why you think it's important.
- **React to or comment on** others' posts and announcements, showing your sustained interest in others' work and your willingness to stay connected

WHAT MAKES A GOOD LINKEDIN POST?

Content: Showcase research, conferences, grants, collaborations and teaching. Write a compelling **headline** with searchable **keywords**. Engaging posts are brief, authentic, conversational, narrative, and accompanied by **images**. Learn by following others you admire.

Conversation: Use a few consistent **hashtags**; tag people, conferences and accounts; add external links to a comment that immediately follows your post to keep the LinkedIn algorithm onside.

Consistency: Post regularly. Tuesday-Thursday between 8am-2pm can maximise the algorithm.

Courtesy: Always get consent before posting photos of people. Acknowledge and thank people who mention you in their posts and comment on your posts.



[Stock image]

Prepared by Dr Chris Bilsland, August 2026