LinkedIn Tips & Tricks

Use LinkedIn to:
- Manage/grow your personal brand and network
- See what other people (researchers, professors, policy makers and other stakeholders) in your field/organisation are up to
- Keep tabs on what's happening in your fields of interest,
- Ensure you are easy to find and approachable for those outside your organisation (e.g., other researchers, media, etc.).

<u>Optimise your profile</u>
- Ensure it's always up to date
- **Choose a clear and concise personal headline.** [Here is some inspiration.](#)
- Use a recent, **professional profile photo**
- Make a **personal summary**
  - ➢ Be specific, keep it short, don't use jargon. Instead stick to concise details about your research and why it matters.
  - ➢ Explain who you are, what you've done, and why it matters.
- If you want, **highlight awards, publications, and achievements** and keep it up to date via the "add profile section" button at the top of your profile.

Tip: LinkedIn ranks completed profiles higher in search results

<u>LinkedIn Posts and Articles</u>
- Make posting a **habit**. That way you will steadily build an audience. Once per month is a great start, once every two weeks is a good pace.
- Keep your posts **short**: posts between 1,900 and 2,000 words perform the best.
- Depending on what you want to achieve with our posts, you can source from the suggestions below:
  - o LinkedIn is a great medium for **ideas, discussions**. Have something to say? Spark the discussion on the topic you like.
  - o Add a **link** to an article, a website, if you want people to give some more in-dept information. This is not a must.
  - o Ask your audience a **question**. What are their thoughts on this topic? Tag the people you really want to engage with
  - o Use **bullet points**, maybe even an emoji to make the text 'snackable'.
  - o Add a **visual component**. Do you have a relevant picture or a short video to share?
  - o The **first sentence** is key: spark interest, maybe even some controversy. Remember that only the first 120 characters of your post are visible.
  - o Don't blur your post with different messages or ideas: **one post is one idea.**
  - o **Personal stories** never fail. If you want people to relate to you and your thoughts, you have to share a bit of yourself. A 'behind the scenes' post from a conference is always a good idea for example
- Do you need **more space**? For an opinion piece or an article for example? Hit the 'Write Article' tab on top of your feed. Aim for 1500-2000 words for optimal engagement.
  - o Make sure to create a post where your briefly promote and discuss the article, and includes a link to the article.

Tips and ideas for posts
- You just published a new paper on your research, and you want to share the key take-aways for relevant stakeholders.
- You've been interviewed for an article: what was the most important message you gave?
- You'll participate on a panel, lead a workshop, speak at an event: what will the topic be? Maybe tag other people that will join to already start the conversation.
- You received a grant, have reached some sort of milestone: who do you want to give thanks to? What is the purpose of this grant? What do you want to achieve?
- The faculty or university accomplishes something or reaches a milestone: did you have a contribution? Who else contributed? What was the impact?
- Job openings in your department or on your team: always a good way to showcase what your team or department is working on.
- Share updates that are linked to IDE students (e.g., winning awards), your colleagues, or the faculty.
- You just defended your PhD thesis: is there a personal story behind it? What is next for you?

Hashtags
- Hashtags can help your content reach specific audiences.
- Don't exaggerate with the number of hashtags. Use #DelftDesign for example or #Mobility or #Health

Mentions
- If possible, tag 3 relevant people in a post by using @theirname.
- If you have tagged someone correctly, the '@' will disappear and the name will be bolded and in blue. If the '@' remains, that means your tag did not work.
- Make sure to tag the TU Delft and the faculty:
    - **Account IDE**: https://www.linkedin.com/school/idetudelft/
    - **Account TUDelft**: https://www.linkedin.com/school/tudelft/

Commenting
Respond to comments on your post: this will boost the amount of people who will see your post. But always be careful. If this person has a negative comment, make sure not to spark an online fight. Always take the high ground or choose to ignore or when the comment is too severe, consider removing it or even blocking this person. If you are not sure what to do, contact IDE Communications.

Frequency and timing of posts/articles
Try to post something every two weeks. But only if you have something relevant to share.
When should you publish a post or article? Keep time zones in mind.

- Tuesdays between 7:00 – 8:30 am & 5:00 – 6:00 pm
- Wednesdays between 7 am – 12:00 & 5:00 – 6:00 pm
- Thursdays at 9 am & between 1-2 pm
- Fridays at 9 am

Do you have any questions?
Please contact the Communication team: communication-io@tudelft.nl or stop by our office.