LINKEDIN STRATEGY
FACULTY THOUGHT LEADERSHIP AND PERSONAL BRANDING

Profile Optimization

The recommendations below will help ensure that your updated LinkedIn presence is aligned with platform best practices around profile, content, and back-end settings. These updates should take ~15 minutes to complete.

☐ New LinkedIn profile URLs often include a mix of numbers and letters. Customize the profile URL to create a personalized, professional link. We recommend changing your link to linkedin.com/in/first name-last name.

1. Click the *Me* icon at the top of the LinkedIn homepage, then click *View profile*.
2. Click *Edit public profile & URL* in the upper-right.
3. You'll be redirected to the *Public profile settings* page.
4. Under *Edit your custom URL* in the upper-right, click the pen icon next to the public profile URL. It will be an address that looks like www.linkedin.com/in/name.
5. Type the last part of the new custom URL in the text box.
6. Click *Save*.

☐ Add a high-quality, professional headshot for the profile picture.

1. Ensure that security settings allow users that do not follow you to view your profile picture.
2. This can be done in tandem with the link editing step by going to *Edit public profile & URL* under *Settings & Privacy*.
3. Turn *Your profile's public visibility* on.
4. Ensure that *Profile Photo* is set to *Public*.

☐ Update the header image to a University of Miami-related picture. The size should be 1400 x 425px.

1. Click the *Me* icon at the top of the LinkedIn homepage, then click *View profile*.
2. Use the pen icon above the header image to upload a new image.
3. Choose your own or select one from HERE
4.. The size should be 1400 x 425px.
5. When you are happy with the image, click *Apply* to save.

□ Ensure your role reflects your correct title and start date. This will update in your profile headline.

□ Add a bio to your Summary section of the profile. Ideally aim for 550 characters or less to captivate users.

    1.   Click the *Me* icon at the top of the LinkedIn homepage, then click *View profile*.
    2.   Use the pen icon by the *About* section to add a bio.
    3.   When you are happy with the section, click *Save*.

□ Turn on Creator Mode

Having Creator Mode turned on means you will have increased visibility and more tools and performance data available to you on the platform. You can also add conversation topics to clue followers in on what's important to you and what you want to talk about. These can be updated at any time.

    1. Click the *Me* icon at the top of the LinkedIn homepage, then scroll to *Resources* on the profile page.
    2. Turn Creator Mode "*on*" under *Resources*.
    3. Add topics to talk about, if ready.
    4. Click *Turn On*.

□ Create a Featured Section

The "Featured" section is used to draw special attention to posts, articles, and other materials that you are particularly proud of. Third-party materials (including links, photos, and files) are available for use, so consider adding any positive coverage surrounding you and your research and then add significant posts to this section.

    1. Click the *Me* icon at the top of the LinkedIn homepage, then click the *Add* profile section button.
    2. Click *Recommended* dropdown and click *Add Featured* from the dropdown.
    3. Click the *+ Add* icon on the upper right of the Featured page, select the pieces you'd like to feature, and click Save.

☐ Follow Company, Media, and Influencer pages of personal and professional interest. This will allow more content of interest to appear in your feed for you to meaningfully interact with.

1.   Simply click their links, then click *Follow*.

☐ Ensure your security settings are up to date.

1. Click the *Me* icon at the top of the LinkedIn homepage, then click *Settings & Privacy*.
2. Click *Visibility*.
    a.   Under Profile viewing options, click *Private Mode* so you're an anonymous viewer of others' profiles.
    b.   Under *Who can see or download your email address*, click *Only visible to me* to protect your email.
    c.   Under *Notify connections when you're in the news*, toggle on to make your content discoverable on Google.
3. Click *Data Privacy*.
    a.   Under *Messaging Experience*, turn off *Read receipts and typing indicators* to ensure you can respond to messages as appropriate.

Content Creation – Establishing Thought Leadership

1. Create a content calendar with 2-3 topics you want to be known for to establish posting cadence and facilitate content creation.
2. Regularly share research insights, opinions, and observations.
3. Craft well-written articles on trending topics in your field.
4. Utilize images, infographics, and videos to enhance engagement.
5. Share relevant news articles with your perspective.
6. Share behind-the-scenes glimpses of your work and research.
7. Celebrate milestones, research publications, and accolades.
8. Showcase your involvement in conferences or speaking engagements.
9. Share updates about university events, achievements, and projects.
10. Showcase collaborations with other faculty members and departments.

Networking

1. Connect with Peers:
    a. Connect with colleagues, industry professionals, and alumni.
    b. Engage with their content to foster relationships.
2. Engagement with current trends:
    a. Participate in discussions about industry news.
3. Engagement in Groups:
    a. Join and participate in LinkedIn groups relevant to your field.
    b. Contribute to discussions and showcase your expertise.
4. Respond to Comments:
    a. Engage with those who comment on your posts.
    b. Encourage discussions and respond to queries.
5. Cross-Promotion:
    a. Collaborate with other faculty members on joint projects or content.
    b. Share and comment on each other's posts to increase visibility.

Analytics and Reflection: Measuring Impact

1. Track Engagement Metrics:
    a. Monitor post views, likes, comments, and shares.
    b. Analyze the performance of different types of content.
2. Adjust and Refine:
    a. Based on analytics, refine your content strategy.
    b. Adapt to changing trends and audience preferences.