LinkedIn advice

The University of Geneva has a LinkedIn page https://www.linkedin.com/school/university-of-geneva. A number of departments, units and centers also have their own schowcase page.

You can submit a request to create a **schowcase page** for your department, unit or center to the Communications Department. The page will then be linked to the main UNIGE page.

Please be aware that **moderating a social media is a daily process**.

You are free to manage the content of your page. However, to ensure consistency across University accounts, there are some elements we ask you to include:

1 **Creating a showcase page**

2 **Profile pictures**

3 **Promoting your page**

4 to **5** **Boosting its posts**

6 to **7** **Image rights and copyright**

8 to **9** **Advertising and Algorithm**

Please note that you are responsible for the content of your page and for updating it. You must remain **courteous** and apply good manners at all times, as you would anywhere else.

Your LinkedIn page must be used **legally** and **ethically** and in keeping with the principles and values of academic freedom.

All posts must comply with the law, be morally upstanding, and not harm the reputation of the University or its members. In particular, there must be no posts of a slanderous, defamatory, insulting, racist, sexist or pornographic nature.

❶ Creating a showcase page

The showcase page will be created by UNIGE's social media manager.

Choose a title for your page, such as your department or unit's acronym (FTI, ISE, etc.). It should be in the following format: Structure_UNIGE.

Administration page: Several people can be administrators. To do this, you must have a LinkedIn account and be connected with the social media manager on LinkedIn. The social media manager will give you access rights so that you can manage the page, add administrators, modify data, etc.
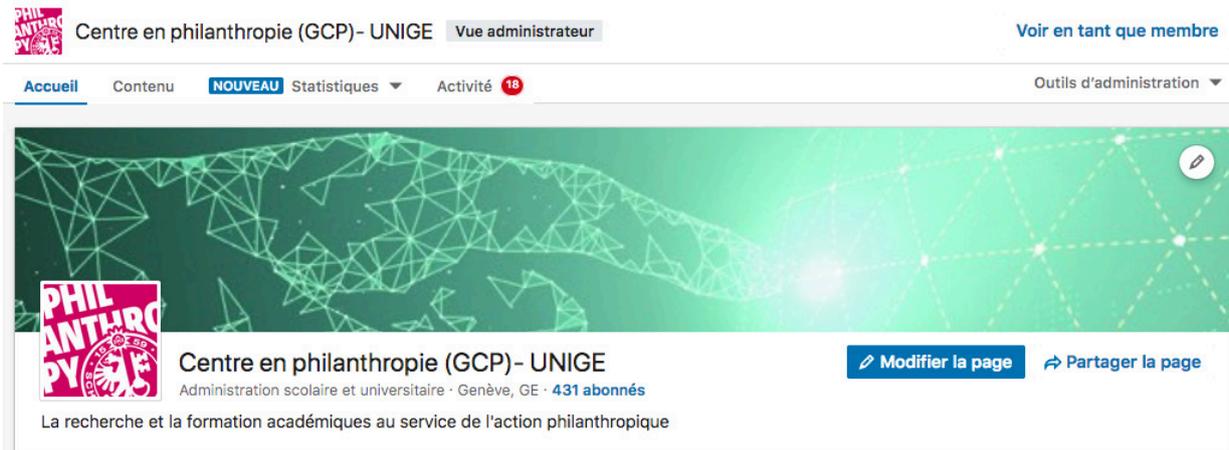
The showcase page is linked to the institutional company page. The other pages showcases are visible under the heading Affiliated pages.
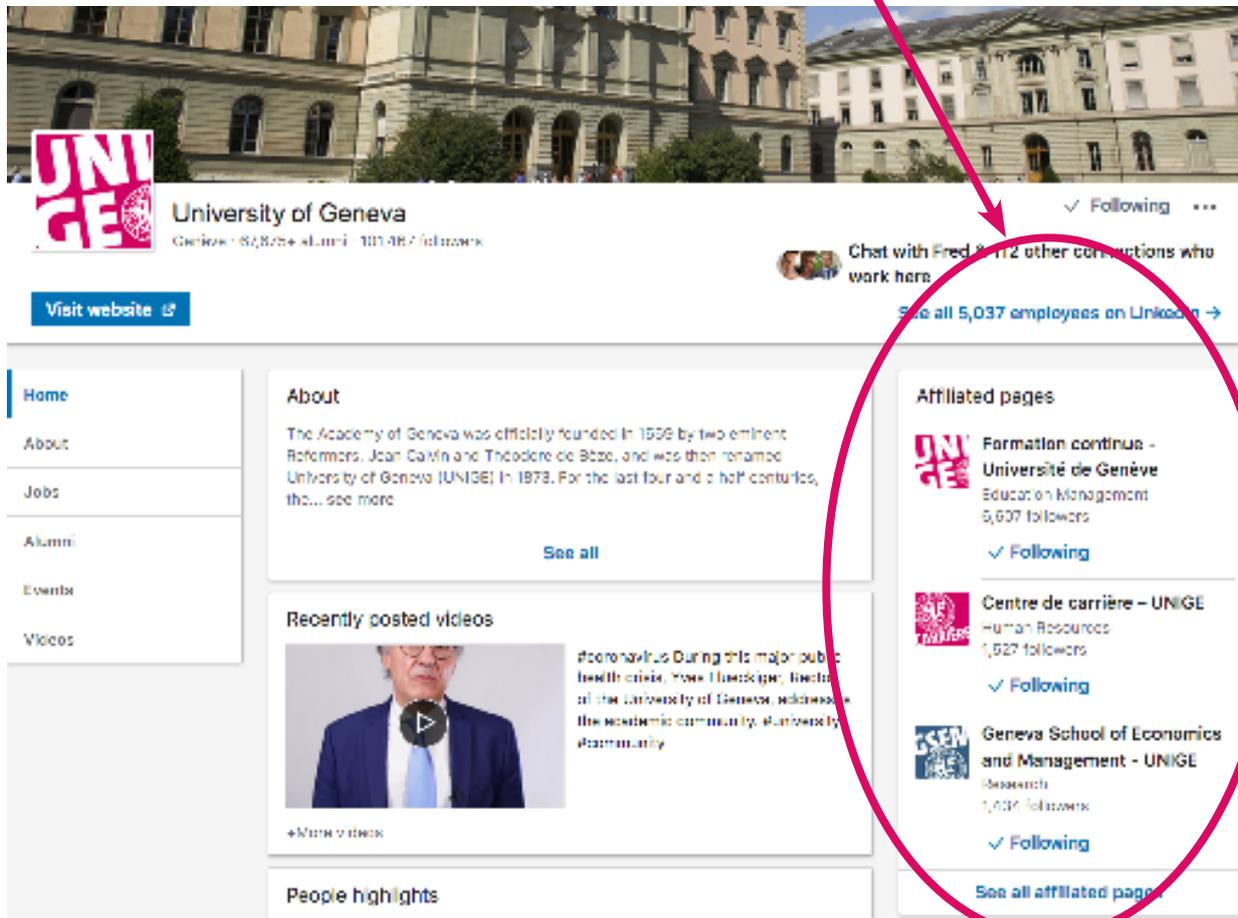
Once the showcase page has been created and the URL sent to the Communications Department, complete the profile and click on Edit page. Add a description, a website, a location, a phone number.

You have the possibility to customize the action buttons (Visit website, Learn more, Contact us, etc.) and to translate your profile into several languages.

❷ Profile pictures

To make your department, unit or institute easily identifiable, use a customized UNIGE logo. You can request one from the graphic designers: **graphistes@unige.ch**.

Then choose a cover picture.

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❸ Spreading the word

Tell your colleagues, your students the Communications Department and the general public about the page.

Share it on your website, on your other social networks, in your newsletter or in your email signature.

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❹ Posts

LinkedIn is the go-to social media platform for professionals. Do not hesitate to highlight the achievements, distinctions and research of your colleagues and students. Also share any news about your department or unit.

In order to create synergies, it is important to tag services and partners in your posts. They will then be able to share your content more easily.

## How to do this?

All you have to do is put **@** before the name of the person or institution. You will then see a scrolling list of suggestions. A full list of UNIGE's accounts is available online.

Please note that account names are written normally, with spaces.

If you have problems finding an account, check the URL on LinkedIn and write the name of the institution with hyphens.
Example: www.linkedin.com/showcase/centre-philanthropie-unige/
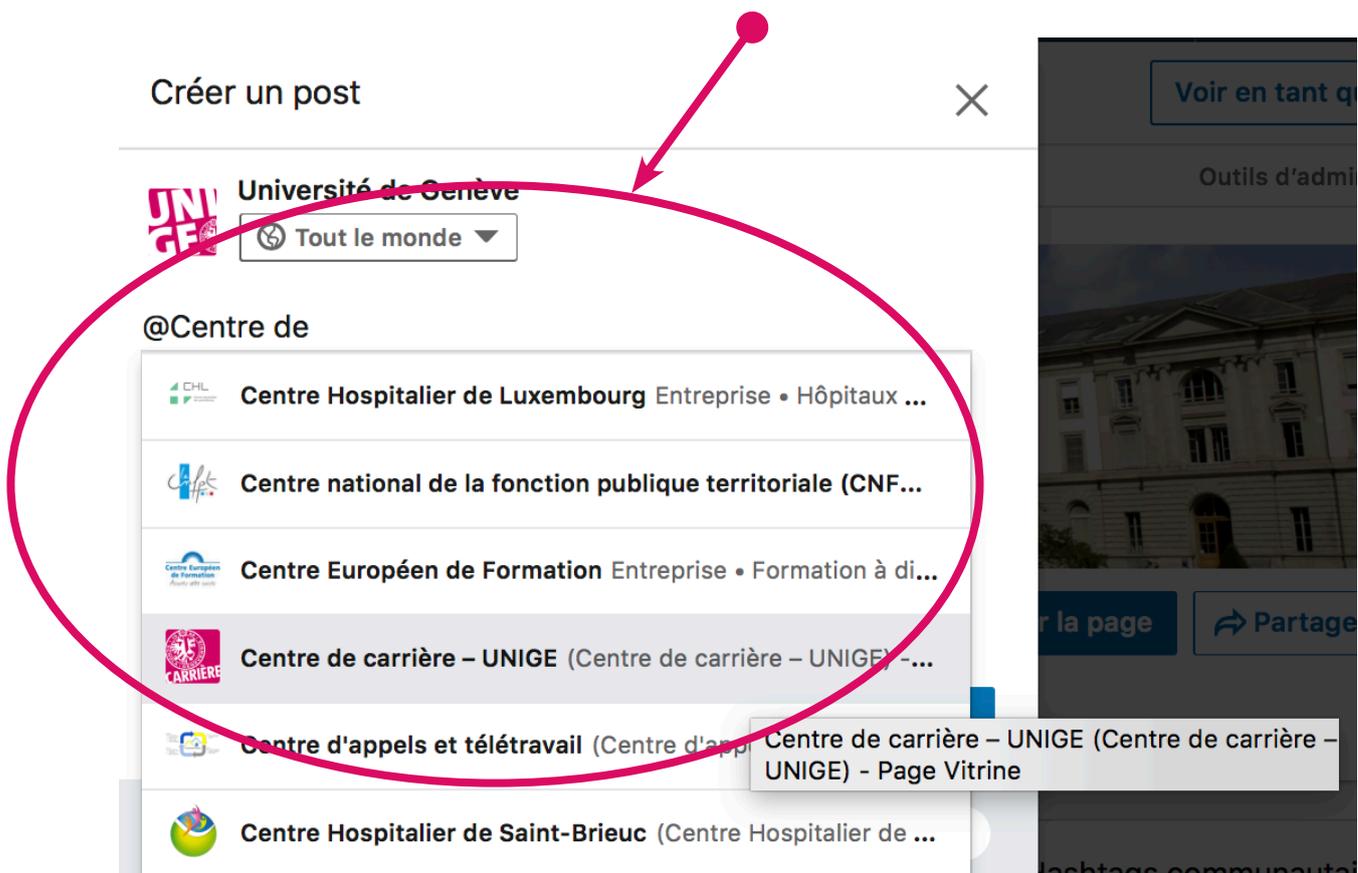
❺ Photos and videos

Images

Adding an image (flyer, photo, etc.) to your post will make it more attractive. If you work with a graphic designer to create a poster, ask them for a social-media-friendly version of the image. You can also easily create LinkedIn-compatible images at **www.canva.com**

Please note that URL links automatically generate a preview of the link with an image. It's possible to replace the photo and change the title.
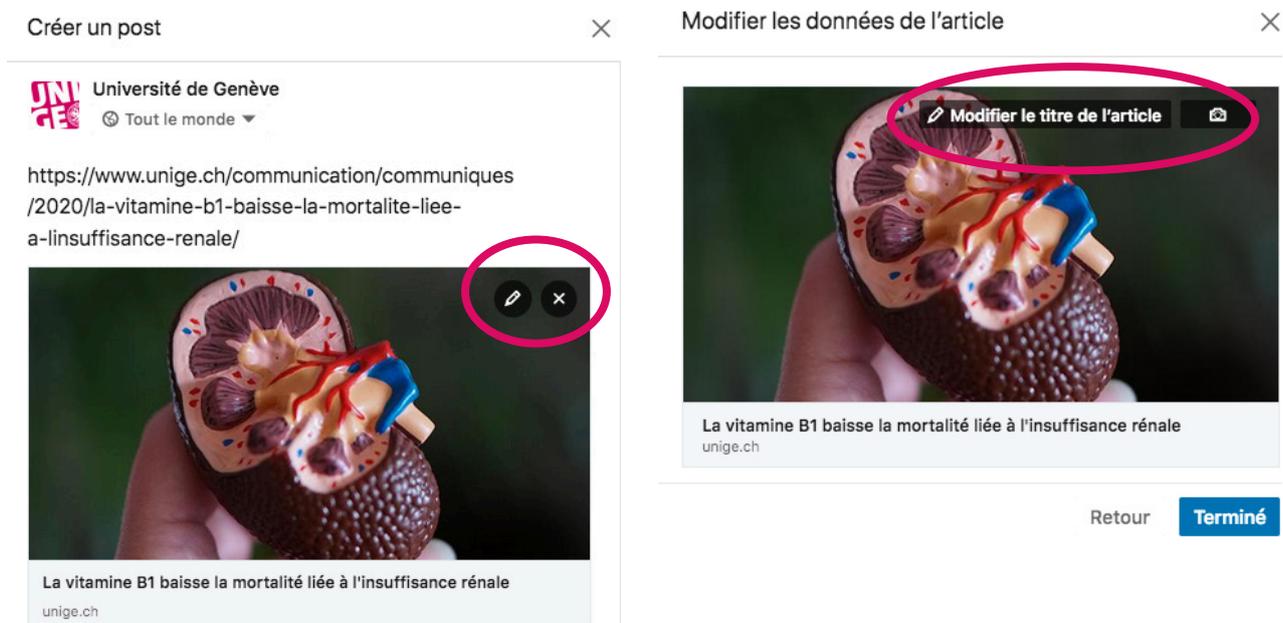
Photo

Share photos of your day-to-day work, including members of your team, your students, your work environment and your events. Your followers will like being able to see the faces of the people you work with and knowing what's going on behind the scenes.

Video

If you make videos, you can upload your video (less than 10 minutes) directly to LinkedIn or add links to platforms such as YouTube or Vimeo.

If you make a video, don't forget to inform the Communications Department and your partners before publishing it on social media. That will help to increase the video's reach.

❻ Image rights

Make sure you get permission from the people in your photos (if they are recognizable) before sharing them on social media.

Sharing a photo without someone's consent could be a breach of their privacy.

However, if the individual is in the background or not a main part of the photo, it is not considered a breach of their privacy.

You don't need to obtain consent if:
- the image is of a public figure or sports person
- the image is of a public event, as people should be aware that there may be photographers present. Please note: Photos taken in this context should not focus on one individual and should be used to illustrate the event and be for information purposes only.

It's better to inform participants if photos are likely to be taken as part of the event.

❼ Copyright

Be sure to comply with copyright rules when using photos.
Make sure that any images or photos you use are not subject to copyright.

Just because you find an image online doesn't mean it isn't subject to copyright.

Keep in mind that some photos and images cannot be used for advertising or marketing purposes.

❽ Advertising

LinkedIn ads will allow you to reach a wider audience than just your followers. If you want to promote content on LinkedIn and need advice, contact the social media manager at socialmedia@unige.ch

You can advertise a video or a post. You can also create specific advertising content that won't be visible on your page.

Please note that before posting an ad, it is crucial to determine your objectives and your target audience. To achieve your goals, count on a budget of several hundred francs.

❾ Algorithm

All social media platforms use algorithms to determine how high up in newsfeeds your posts will appear, using ranking signals from profiles and pages. The aim is to ensure that users get valuable and meaningful content in their newsfeed.

The algorithm first ranks each post in terms of content quality: Are the images and videos native? Is the post unique? Does it include a click trap or encourage people to share and like?

The better the content, the more likely the platform is to display it.
The post will first be shown to just 1% of your followers. The algorithm then evaluates users' reactions to it:

Does the post generate likes, comments and shares? Do videos get viewed for at least a minimum amount of time? Or does the post get negative comments, reports, etc.?

The more positive reactions you get in a short space of time, the higher up the post will appear in Facebook newsfeeds, and vice versa.
Advertising is a way to reach a larger number of people, including followers who didn't get to see your post in their newsfeed.