How to optimize your personal LinkedIn profile

The University of Geneva has a LinkedIn page https://www.linkedin.com/school/university-of-geneva as well as numerous schowcase pages.

Having a LinkedIn profile will allow you to promote your work, your research, exchange on your research areas, expand your network by interacting with peers, (former) colleagues or partners.

What is LinkedIn?

A networking tool that you can use to:
• Enhance your image as an expert in your field
• Expand your professional network
• Look for clients, candidates, etc.

A communications tool to:
• Share its professional projects and accomplishments
• Highlight its work and its partners
• Share information about your company

A marketing tool to:
• LinkedIn Marketing Solution

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❶ Create or update your personal profile

Title and personal details

• Select one or more titles for your profile
For example: Lecturer | Conference speaker | Data specialist | Science
• Select your region and your sector
• Add your contact details: email, phone number
• Customize your profile's URL

🔗 **Edit your custom URL**

Personalize the URL for your profile.

www.linkedin.com/in/anne-laure-payot ✏️

Enter your CV

• Use a good lead and be precise – and keep it to just a few sentences
• Say who you are and briefly describe your ambitions
• Mention the highlights of your career, your skills and your areas of expertise
• If you're looking for a job, say what role you'd like to take on and what field you'd like to work in

Set out your professional experience

• Describe your career path – your current job and your previous ones
• Use key words to describe your experience
• Provide examples of your achievements (without including confidential information)

Your training and education

• Describe your education – schooling, university, continuing education
• Set out your achievements – degrees, certifications, prizes and awards, languages, publications, etc.
• Select an appropriate, professional photo

Your skills and expertise

• Use the Skills function to list your expertise
• Get your contacts to endorse your skills

❷ If you already have a profile, make sure it's up to date

• Add a link to your website if you have one
• Mention any associations or specific projects (e.g., charity or humanitarian work) you're involved in or have been involved in
• Add media content to your profile: videos, presentations, articles, etc.
• Enhance your reach by adding links to your websites, blogs, and Facebook and Twitter accounts

Tips

• Link your experience with the company or institution concerned, if it has a corporate LinkedIn page
• Use key words to describe your skills so that you can easily be found
• Put the most important information at the top of the page by changing the order of your profile sections

Change your settings

• Set the frequency of emails and notifications sent by LinkedIn
• Select the language for your interface
• Decide what information – photo, job title, experience, etc. – you'd like to be public under "Settings & Privacy"

≡ **Edit Content**

This is your public profile. To edit its sections, update your profile.

Edit contents

👁 **Edit Visibility**

You control your profile's appearance for people who are not signed in to LinkedIn. The limits you set here affect how your profile appears on search engines, profile badges, and permitted services like Outlook.

Learn more

Privacy

Set your privacy settings. Here you can manage which information you want to make public or not.

Account	Privacy	Ads	Communications

How others see your profile and network information

How others see your profile and network information

How others see your LinkedIn activity

How LinkedIn uses your data

Job seeking preferences

Blocking and hiding

Edit your public profile — Change
Choose how your profile appears to non-logged in members via search engines or permitted services

Who can see your email address — Change
Choose who can see your email address on your profile

Who can see your connections — Change
Choose who can see your list of connections — Connections

Viewers of this profile also viewed — Change
Choose whether or not this feature appears when people view your profile — Yes

Who can see your last name — Change
Choose how you want your name to appear — Full

Representing your organization and interests — Change
Choose if we mention you with content about your employers or other content you publicly expressed an interest in — Yes

Profile visibility off LinkedIn — Change
Choose how your profile appears via partners' and other permitted services — Yes

Microsoft Word — Change
Choose whether work experience descriptions from your LinkedIn profile can be shown in Resume Assistant, a feature within Microsoft Word — Yes

Your profile's public visibility — On

Basic (required)
- Name, number of connections, and region

Profile Photo
- Only 1st-degree connections
  LinkedIn members directly connected to you.
- Your network
  Your connections, up to three degrees away from you.
- All LinkedIn members
- Public
  All LinkedIn members on or off LinkedIn. Your content could be visible in search results (Google, Bing, etc.).

Headline	Show
Summary	Show
Articles & Activity	Show
Current Experience	Show
Details	Show
Past Experience	Show
Details	Show
Education	Show
Details	Show
Volunteer Experiences	Show
Languages	Show

❸ Expand your network

- Connect with your friends, (former) colleagues and acquaintances by sending them an invitation
- On the Manage my network page, you can look for contacts in your email address book. You can also send people an email inviting them to join.
- Under My Network, you can see the list of people you may know. If you want to connect with someone you don't know, you may wish to include a message with your request.

❹ Posting and sharing content

• Share information about your company, your research, your achievements, your interests, etc.
• You can also write articles directly on LinkedIn.

• Don't forget to tag people and partner institutions in your posts. That will make it easy for them to share and/or comment on your posts. Just put @ before the person or institution's name.
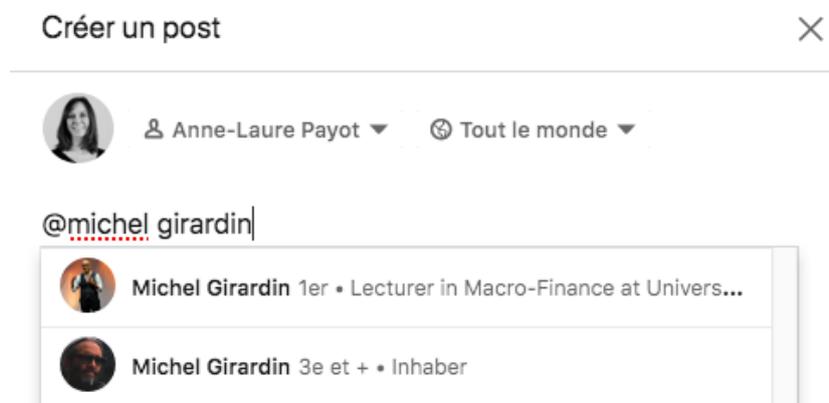
• Like and comment on content that you enjoyed or found interesting.
• Everything you do will be visible in your profile. Someone who's interested in your profile will be able to view your activity.
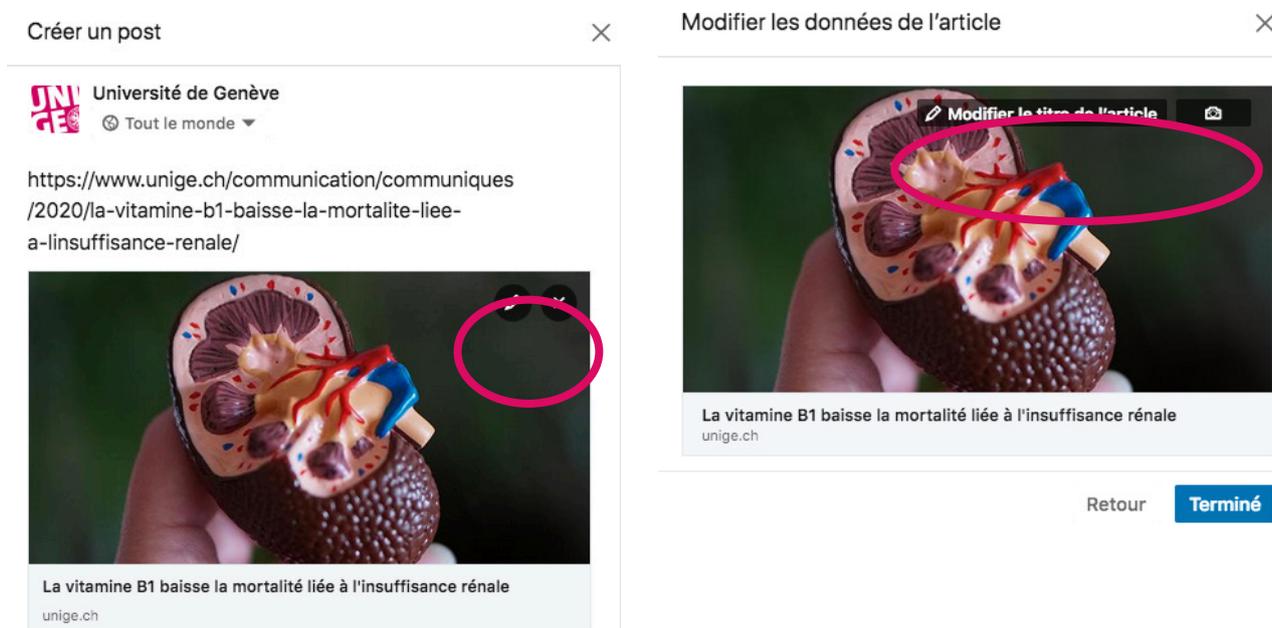
❺ Photos and videos

Images

Adding an image (flyer, photo, etc.) to your post will make it more attractive. 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.

Videos

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 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.