



# LinkedIn Guide

For UZH Staff



# LinkedIn: Tips for UZH Staff

## Using LinkedIn in your role as UZH member

LinkedIn is a powerful platform that allows you, as university staff, to share your expertise, connect with global audiences, and highlight the impact of your research and work. By engaging on LinkedIn, you not only showcase your professional achievements but also contribute to the broader reputation and visibility of our university. Every post you share has the potential to inspire, inform and engage a wide range of audiences – including prospective students, collaborators and the public. Remember, as a representative of our institution, your voice reflects our shared values and commitment to excellence. Use LinkedIn to be a thought leader in your field and an ambassador for the university community.

## Professional profile

A complete and appealing profile is the foundation for effectively showcasing your research:

- **Profile picture:** Use a recent, professional photo with a neutral background.
- **Headline:** Clearly describe your role, e.g., “Professor of xy at the University of Zurich | Research focus on xy”
- **About section:** Write a concise, accessible description of your work and interests, focusing on its impact and societal relevance.
- **Experience and positions:** Keep your information up-to-date and precise. Highlight key projects and their outcomes.
- **Custom URL:** Adjust your LinkedIn URL to something like [linkedin.com/in/firstname-lastname](https://www.linkedin.com/in/firstname-lastname).

## Recommendations for your posts

Making your research accessible and interesting for a non-specialist audience requires a clear and engaging style:

- **Use visual elements:** They act as scroll-stoppers. Use simple, clear visuals that are immediately understandable. Authentic, real images have a stronger impact than staged or generic stock photos. Example: Photos of you working in the lab, conducting field research, or attending conferences.

- **The first sentence Counts:** Start with an attention-grabbing sentence, such as a thought-provoking question, an intriguing fact or a memorable short story. Lead with the highlight (e.g., surprising research result, inspiring quote) and add background information later (e.g., information about the paper, a conference).

The visual and the first sentence determine whether readers will click on “more” and read your whole post or keep scrolling.

The following tips will help you create a professional post and grow your visibility:

- **Focus on your audience:** Use simple language and avoid jargon. Format your text in sections for easier readability.
- **Highlight relevance:** Explain why your research matters and how it impacts others’ lives.
- **Call-to-action (CTA):** Where suitable, encourage interaction, e.g., by asking questions or inviting feedback (“What are your thoughts on...?”).
- **Use tags:** Tag relevant people and institutions in your post by using the @-symbol to increase the reach of your post.
- **Post regularly:** Whether regularly means once per week or once a month depends on your capacity. Regular posts will help you to stay at the top of people’s minds in your area of expertise.
- **Interact with your network:** Commenting on and sharing posts from your network are another option to increase your visibility besides publishing your own posts. Acknowledge and respond to reactions and comments on your posts. Actively connect with colleagues, alumni and industry experts.

## Contact

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