LinkedIn tips and tricks

4 December 2023

LinkedIn is a place to showcase your profile professionally and is a great avenue to engage with colleagues and industry. The Social Media team is working towards providing more in-depth training and resources around LinkedIn for University of Adelaide staff.

In the meantime, here are some general beginner tips and tricks to get you started:

Professional profile best practice

Profile branding

- Make sure that your profile picture is an up-to-date professional looking headshot
- Download and use an approved branded LinkedIn profile banner image here: https://adelaideuni.co/2023LinkedIn
- List the official University of Adelaide account as your current employer (our logo will automatically populate if you have selected the correct profile)


'Follow' vs. 'Connect' button

If you are a high-profile member of the University and/or industry community, we recommend that you switch your profile's default option from 'connect' to 'follow'. This allows new people to 'follow' you by default rather than connect, meaning they can view your posts and content but that you do not have to mutually connect back. However, people can still access the option to connect with you if they would like.

To change your default button from 'connect' to 'follow', please follow the below steps:

1. Click your profile picture in the top right corner ('Me')
2. Click into 'Settings & Privacy' from the drop-down menu
3. Click into 'Visibility' in the left-hand navigation
4. Scroll down to the 'Visibility of your LinkedIn activity' section
5. Click into 'Followers'
6. Toggle the 'Make follow primary' option to 'Yes'
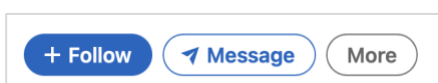
Verified employee

As a 'verified employee', you will have access to a range of helpful tools including 'recommendations from the University of Adelaide' and 'trending co-worker content'. You will have to manually request to become a verified employee of the University of Adelaide as this is not automatic when you add the University of Adelaide as an employer.

To check if you are already a verified employee:

1. Click over to the University of Adelaide's page: https://www.linkedin.com/school/uniofadelaide
2. Click the 'My Employer' tab
3. If the page says "Welcome to your employee-only experience", you are already a verified employee

If you are NOT a verified employee, please follow the below steps:

1. Click the 'Verify email address button'
2. Confirm your work email address
3. Enter the code sent to your email and unlock your employee-only experience

Posting and content best practice

Images

Always post high quality images – your iPhone in good lighting will do just fine! People on LinkedIn love to see you with your colleagues (tag them!), and selfies of yourself in interesting places at work. Keep it professional but show some of your human side and personality – have some fun!

The Social Media team loves group photos! If you're away on business, signing a new partnership, or speaking at a University event, take a group photo and we may just repost it to the University of Adelaide's page!

Tagging profiles

Make sure to **@University of Adelaide** so that we get notified about your post and can interact with you! If you are mentioning any other companies, institutions, or people, tag their LinkedIn accounts too to get them engaging with your post.

Hashtags

Utilise our key hashtags of **#UniOfAdelaide**, **#UAMakeHistory**, or **#AdelaideUni** to be more likely to be featured on our LinkedIn home page. Note, make sure that you are a 'verified employee' to have your content picked up!
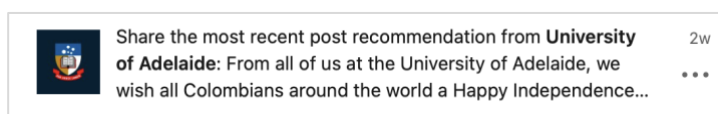
Recommendations from the University of Adelaide

If you are a verified employee, you will receive post recommendations from the University of Adelaide account. This means the Social Media team can craft posts with text, images, and relevant hashtags already included and all you would need to do is to click 'post'!

When there is a new post recommendation, you will receive a LinkedIn notification that lets you know you can create your own post, like the below:

You can also view our latest post recommendations under the 'My Employer' tab of the University of Adelaide's LinkedIn page:
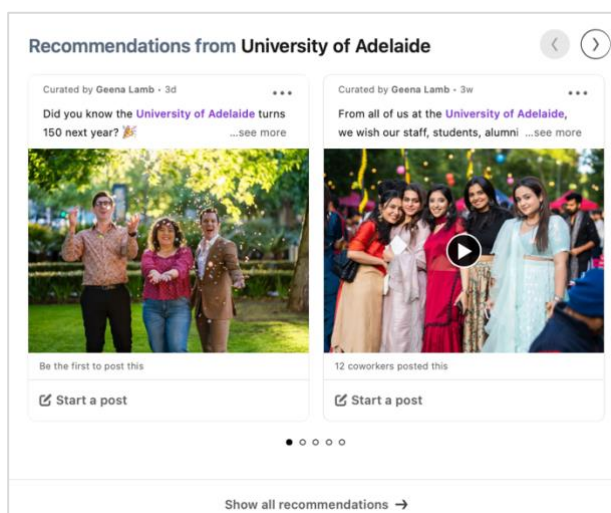
These posts will always appear natively in your own feed – as if you've written it yourself – and it can save you a lot of time. This is a quick and useful feature to utilise to share the University's achievements and brand messaging with your followers. Keep an eye out!

Further enquiries

If you need any further advice around LinkedIn best practice, please don't hesitate to contact the Social Media team below.

Email: interact@adelaide.edu.au