

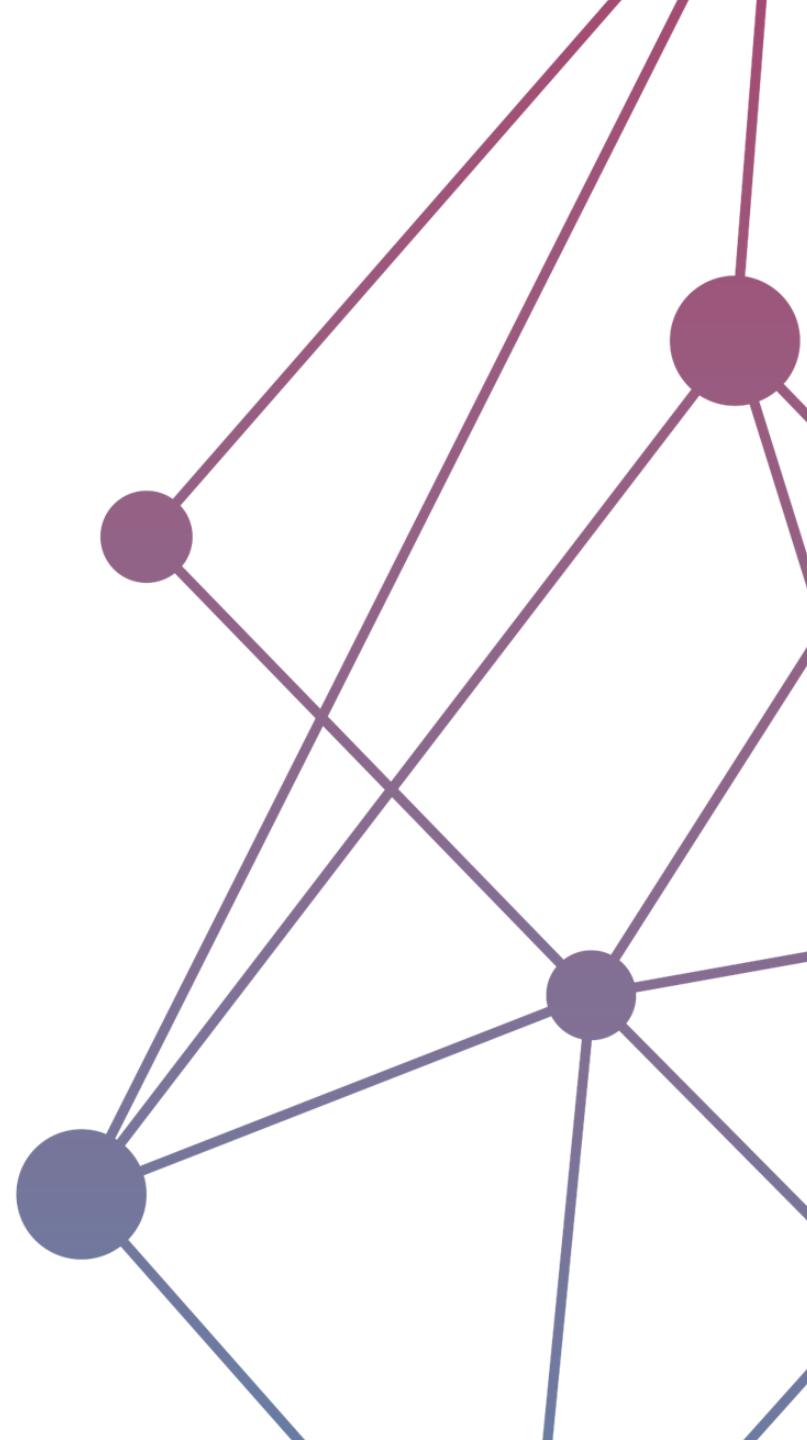


DAFNI

Data & Analytics Facility
for National Infrastructure

LinkedIn for researchers

Build relationships, global reputation and create opportunities



Progression & Reach

LinkedIn®

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Email:

Over 150 million professionals use LinkedIn to exchange information, ideas and opportunities



Stay informed about your contacts and industry



Find the people & knowledge you need to achieve your goals



Control your professional identity online

2012

“The biggest social networking site for professionals” +
your online CV



About LinkedIn

Welcome to LinkedIn, the world's largest professional network with more than 1.3 billion members in more than 200 countries and regions worldwide.

2026

“The world’s largest professional network”

“The mission of LinkedIn is simple: connect the world’s professionals to make them more productive and successful.”

Increasingly powerful news network

Recruitment site

B2B sales

Learning tools/education

Natural search language (keywords

AI at the back and front end

Why use LinkedIn today?

LinkedIn is a strategic platform for researchers seeking greater visibility, impact, funding opportunities and professional networks.

For individuals in academia:

- Online address book with photos and details of connections
- Follow collaborators or potential connections/targets
- Increasingly powerful news platform
- Self-publish your articles & news
- Job hunts/contracts
- Visibility

For companies/organisations:

- Company page for organisations
- LinkedIn newsletter
- Showcase pages
- Create and cement connections with stakeholders, influencers, potential staff

The UK research environment

- REF increasingly values demonstrable research impact and engagement
- Research England and UKRI encourage wider dissemination and stakeholder engagement
- Researchers need channels beyond journals to reach non-academic audiences

The UK research environment

- Citations remain important but often take years to accumulate – use altmetrics
- Policymakers, practitioners, industry and charities are unlikely to discover research via journal databases alone.
- LinkedIn enables researchers to communicate findings directly to non-academic audiences.
- Increased visibility can lead to invitations to speak, collaborate, advise and contribute to policy discussions.

***Altmetrics track**

- News coverage
- Policy document citations
- Social media mentions
- Blog posts
- Wikipedia references
- Online discussion and engagement

Dissemination & engagement

- Share findings in accessible language
- Connect with potential collaborators, policymakers, industry and community groups
- Identify experts across institutions and disciplines
- Connect with international collaborators
- Join discussions around emerging research themes
- Demonstrate evidence of engagement and influence

Tip: hashtags are no longer as important, natural language search works well



Jim Hall ✓ • 1st

Professor of Climate and Environmental Risks at University of O...
4mo • 🌐

Jasper Verschuur and I started researching global shipping to understand the potential economic and trade impacts of climate risks at ports around the world. That analysis is now being used for many different purposes, most recently to analyse the impacts of disruptions at maritime chokepoints including the Strait of Hormuz. Thanks to **Gallagher Re** for their support for our research, to **Johannes L.** who's doing lots of the analysis, and to the **International Monetary Fund** who have adopted the work in the <https://portwatch.imf.org/> platform. PortWatch is an open platform designed to monitor and simulate disruptions to maritime trade flows. The platform helps policymakers and the public assess the impact of realized and future trade shocks based on real-time data.



Environmental Change Institute (ECI), University of Oxford

11,606 followers
4mo • 🌐

Tensions in the Strait of Hormuz highlight how vulnerable global trade is to chokepoint disruptions. ...more



Funding and grant opportunities

- Follow UKRI Councils, funders and foundations
- Spot calls and partnership opportunities
- Build visibility with potential collaborators before bids are submitted
- Funded courses

e.g. on my feed today -

<https://www.linkedin.com/posts/forthcoming-horizon-europe-call-africa-eu-share-7479883554194255872-ekhB/>

 **The Innovation Bridge Portal** 1d • 

FORTHCOMING HORIZON EUROPE CALL | Africa-EU CO-FUND Action on Climate

Climate change is one of the defining challenges facing both Africa and Europe. Addressing it will require more than individual research projects it demands long-term scientific partnerships, coordinated investment and joint innovation.

To support this ambition, the European Commission has announced a forthcoming Horizon Europe Programme Cofund Action that will strengthen collaborative climate research between the European Union and the African Union.

The programme will support collaborative initiatives that advance climate adaptation, resilience, climate risk reduction, climate services, data sharing and evidence-based policymaking, while strengthening Africa's contribution to global climate science.

Who should start preparing?

This opportunity will be particularly relevant for:

- ➔ National research funding agencies
- ➔ Government departments
- ➔ Universities
- ➔ Research institutions
- ➔ Climate research centres
- ➔ Meteorological agencies
- ➔ Innovation agencies
- ➔ Development organisations
- ➔ Civil society organisations
- ➔ International organisations
- ➔ Private sector innovation partners

Consortium Requirements
As a Horizon Europe Programme Cofund Action, proposals are expected to be submitted by large international consortia bringing together organisations from Europe and Africa.

Career development & recruitment

- Academic posts and fellowships are frequently promoted on LinkedIn
- Discover secondments, advisory roles and consultancy opportunities
- Build a professional profile that supports career progression

Tip: Follow institutions of interest

Tip: Search and filter by higher education (under 'industry')

Tip: Use the search function and filter by jobs

(this only works if the job is listed on LinkedIn as a job)



Yue Lin ✓ • 3rd+

Assistant Professor of GIS @ University of Illinois Urbana-...

2d • Edited •

Fully Funded PhD Position in GeoAI, Fall 2027, University of Illinois
paig
... more

The Geospatial Computing and Society Lab studies how geotechnologies are designed, deployed, and governed, with a focus on
geocompsoc.web.illinois.edu



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#1 the bare minimum

Create and populate your profile

Tip! When creating your profile, try to claim your name in the public profile URL if it's available (or as close to as you can)

e.g. <https://www.linkedin.com/in/catherinedhanjal/>

Add a professional photo!

Check your visibility in settings & privacy

Check your email visibility

Check your discoverability by email (especially important if your name is a common one e.g. David Smith)

#2 enhancements

Add your skills, specialisms, experience, qualifications

Showcase your research – use plain English as well as the technical terms

Showcase your publications, media coverage, talks given etc

Add a link e.g. to your Google Scholar or ResearchGate

Tip: Search for people you know or want to know (filter by ‘people’, organisation, location, etc) and send a connection request with a note if the connection is tenuous (or follow)

LinkedIn algorithm

What gets most traction i.e. comments, reposts, likes

Why create your own post (article, document, photo-led) vs reshare

Reshares with comments

Beware: Presents you with posts and people it thinks will interest you

The AI behind the algorithm is more and more sophisticated. Authenticity is valued. Thoughtful genuine content (not AI generated). Real world experiences, research, lessons learnt

Tip: You may hear about engagement pods where people agree to post at a certain time on a certain day and everyone in your pod comments on the posts within the first hour. LinkedIn is now clever enough to spot that people are trying to 'game' the algorithm.

What to post

- Research highlights
- Conference takeaways
- Project milestones
- Impact stories
- Collaboration opportunities
- Student success stories

Tip: Content from LinkedIn ranks highly on Google

Images and graphics

People love pictures of people

Videos

Animals

Colourful imagery

What you might call ‘thoughtful comments’ will gain you more traction than shorter, less developed ones.

For example, nice work!

vs: I was really interested in your work on quantum physics, would love to collaborate with you in the future, bringing my geoAI background together with your transport research background

i.e. bringing in your expertise and helping move forwards

Worth using a variety of media e.g. post with a single photo, post with a PDF link, adding native video, multi-image posts

#3 proactive use

1. Create short posts on your profile – ideally with photos – once a week
2. Spend a short time a couple of times a week (or more) on your feed – like/comment on/share other people's content
3. Engage with organisations you belong to (your firm, your memberships, etc)
4. Follow funders, research organisations, universities etc that you're interested in
5. Search for topics of interest to you, comment on an article or post from someone you don't know but would like to get to know
6. Draft and publish your own LinkedIn article (longer form reading) on a topic that's work-related (and suitable for the public domain)
7. Publish the slides/deck from a recent talk you gave
8. Add your LinkedIn profile URL to your email sign off, business card, etc (your LinkedIn profile is yours, even when you change job)
9. Use the messaging feature to reach out to connections

The LLM can now recognise value add in a post in a very sophisticated way, so it's worth spending time creating a quality post

Write your own posts – you need your LinkedIn persona to match to your in-person

#4 LinkedIn IRL

Follow up from conferences and meetings by sending a connection request via LinkedIn

Use the QR code on your mobile phone feature for easy connections

Send a quick LinkedIn message after connecting (where you met, what you enjoyed about meeting them, next steps)

Tip: The QR code is available on the mobile app. Open the app. Click in the search bar and a little QR code icon will show on the right. Show it to your new acquaintance and they can point their camera at it to open it on their device and request to connect.

You can also download your QR code to add to business cards, etc and share it

Still need convincing?

Don't be invisible online. Your reputation and research needs your skills and expertise to be evident.

LinkedIn is not simply a networking platform. It is a research dissemination, engagement, collaboration and impact-generation tool that supports the wider objectives of REF, Research England, UKRI and modern academic careers.

Your LinkedIn profile can support:

- Connections and collaborations
- Speaker invitations
- Job offers
- Funding opportunities
- Raises the visibility of your research outputs
- International opportunities
- & more...