



THE UNIVERSITY OF
MELBOURNE

LinkedIn for Researchers

**Build your profile.
Share your work.
Grow your network.**

Taylah McLean
Social Media Advisor
23 June

Acknowledgement of Country

The University of Melbourne acknowledges the Traditional Owners of the unceded land on which we work, learn and live: the Wurundjeri Woi-wurrung and Bunurong peoples.

We acknowledge and are grateful to the Traditional Owners, Elders and Knowledge Holders of all Indigenous nations and clans who have been instrumental in our reconciliation journey.

We recognise the unique place held by Aboriginal and Torres Strait Islander peoples as the original owners and custodians of the lands and waterways across the Australian continent, with histories of continuous connection dating back more than 60,000 years. We also acknowledge their enduring cultural practices of caring for Country.

We pay respect to Elders past, present and future, and acknowledge the importance of Indigenous knowledge in the Academy. As a community of researchers, teachers, professional staff and students we are privileged to work and learn every day with Indigenous colleagues and partners.

8/24/2025

SBS EMCRA Association

LinkedIn

Workshop



In this session, Taylah McLean, Social Media Advisor for the Faculty of Medicine, Dentistry and Health Sciences, will guide you through how to use LinkedIn to build your academic profile. From crafting a compelling headline to sharing your research in accessible ways, this workshop will offer practical tips for showcasing your professional identity and connecting with the broader research community.

Followed by morning tea and networking.

Where: Ian Potter Auditorium, Kenneth Myer Building (Building 144, Parkville campus)

When: Monday 23rd June 10-11:30am (Workshop), 11:30-12pm (Morning Tea)



The University of Melbourne acknowledges the Traditional Owners of the unceded land on which we work, learn and live: the Wurundjeri Woi-wurrung and Bunurong peoples (Burnley, Fishermans Bend, Parkville, Southbank and Werribee campuses), the Yorta Yorta Nation (Dookie and Shepparton campuses), and the Dja Dja Wurrung people (Creswick campus).

The University also acknowledges and is grateful to the Traditional Owners, Elders and Knowledge Holders of all Indigenous nations and clans who have been instrumental in our reconciliation journey.

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Agenda



 Icebreaker: who does the internet say you are?

 Why LinkedIn matters for academics

 What makes a good LinkedIn profile

 LinkedIn vs. other social platforms

 Profile deep dive

 Tips for posting and engaging

 Tools & examples

 ♀ Q&A

Let's warm up!

If someone Googled you today, what do you *wish* they would find?

1. Search your name on Google
2. What's the first thing that comes up?
3. Jump into your LinkedIn profile
4. What impression would somebody get, meeting your online-self?

You have the power to shape your digital presence 🧐



Taylah McLean (@ta...

Posts

Replies



Taylah McLean @taylah_mclean87 · Jul 9, 2009
with moniquee.





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Why LinkedIn matters for researchers

-  1 billion+ global users, 13 million+ in Australia
-  49 million users browse LinkedIn for jobs every week
-  Number 1 platform for "thought leadership"
-  Builds your discoverability in Google
-  Trusted space for professional content
-  Low noise compared to other platforms



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Why people use LinkedIn

-  Finding experts and collaborators
-  Showcasing research and impact
-   Building professional reputation
-  Staying across trends in your field
-  Career development
-  Following academic and industry updates

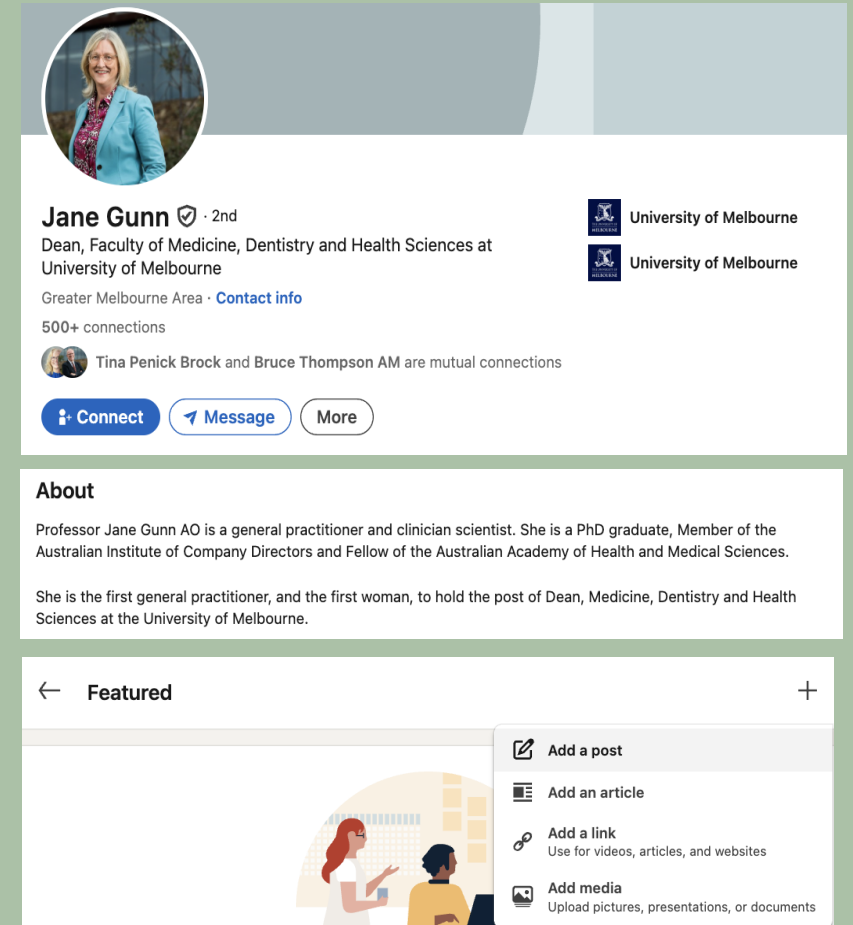
How LinkedIn compares

Platform	Purpose	Vibe	Audience
LinkedIn	Professional networking and thought leadership	Professional, helpful	Researchers, industry, media
Instagram	Visual storytelling	Aspirational, playful	Students, alumni, public
Threads	Conversations and memes	Casual, chatty	Students, Gen Z
Bluesky	Experimental academic chatter	Early adopters	Researchers, scientists, techies
Facebook	Community and event promotion	Community, mixed	Alumni, public

What makes a great LinkedIn profile?

Section Tip

Headline	Doesn't just have to be your title, include your field or purpose
About	Short, clear bio in first person: who you are and why your work matters
Experience	Use keywords that align to your industry
Education	Add relevant programs, certifications and awards
Publications	Highlight select papers or media coverage
Featured	Pin media, articles, or presentations



The screenshot shows a LinkedIn profile for Jane Gunn. At the top is a circular profile picture of a woman with blonde hair wearing a blue blazer. Below the picture, the name 'Jane Gunn' is followed by a verified badge and '2nd' degree. Her current position is 'Dean, Faculty of Medicine, Dentistry and Health Sciences at University of Melbourne'. To the right of the text are two 'University of Melbourne' logos. Below this, it says 'Greater Melbourne Area · Contact info' and '500+ connections'. A section for mutual connections shows 'Tina Penick Brock and Bruce Thompson AM are mutual connections'. At the bottom of the profile header are three buttons: 'Connect', 'Message', and 'More'. Below the header is the 'About' section, which contains a paragraph about her as a general practitioner and clinician scientist, a PhD graduate, and a member of the Australian Institute of Company Directors and the Australian Academy of Health and Medical Sciences. It also mentions she is the first general practitioner and the first woman to hold the post of Dean, Medicine, Dentistry and Health Sciences at the University of Melbourne. At the bottom of the screenshot is the 'Featured' section, which has a left arrow, the word 'Featured', and a right arrow. Below this is a large illustration of two people talking. To the right of the illustration is a dropdown menu with the following options: 'Add a post', 'Add an article', 'Add a link' (with a subtext 'Use for videos, articles, and websites'), and 'Add media' (with a subtext 'Upload pictures, presentations, or documents').

Your 'about' section

Start strong. Write like you talk. Make it count.

Bio checklist:

 ♀ 3–5 sentences in first person

 Explain what drives your work

 Describe the impact or goal of your research

 End with a human detail (why you love your work, what motivates you)

About

Writer, producer and organiser of various things. Big fan of ginger cats 🐱



What works well on LinkedIn

- ✓ New research / plain English explainers
- ✓ Upcoming or recent events
- ✓ Behind-the-scenes: team wins or research culture
- ✓ Reflections on reading, teaching or mentoring
- ✓ Sharing a news story with your take
- ✓ Commenting on sector news or policy

What makes a great LinkedIn post

- 🔗 Start with a hook
- 🖼️ Share context and why it matters
- 👤♂️ Add value, your insight, reflection or key takeaway
- 📎 Link or image if relevant
- 🏠 Clear ending or next step

Let's draft a LinkedIn post

Post ideas:

-  Recap an event or conference you attended
-  Share a research update or milestone
-  Share a comment or insight on trending news topic in your industry

Formula:

Hook + context + insight + creative (image or link)

Can AI help you write posts?

- 💡 Use Spark (UniMelb's free AI tool)
- 🧠 Prompt with key points, purpose, and audience
- ✏️ Always edit for voice and clarity
- 🚫 Watch for generic or cringe lines

Make your content pop

- 👍 Use the link preview thumbnail (if good)
- 👤 Create a graphic in Canva or turn a create a few and turn them into a PDF carousel for swipecy info
- 📺 Videos <1 min can work well

Photography:

- ✅ Bright, clear photos with people or faces
- ✅ Beautiful buildings or fieldwork settings
- ✅ Fun selfies (yes, really!)
- ❌ Blurry group shots of suits
- ❌ Speaker at a podium with a projected slide

Engagement + visibility

- 💜 Like and comment on others' posts
- 🎉 Congratulate peers, share insights, be generous
- 🗣️ Join conversations in your field
- 🤝 Follow and tag your School, Faculty or Uni
- 📅 Add a reminder to your calendar: 30 minutes a week is all it takes!

Q&A

 Let's chat!

Thanks for having me! 🙌

💙 Visit our space on [Staff Hub](#) for resources, guidelines and support

🎥 Check out the awesome resources on offer from the [Learning](#)

[Environments team](#)

03/24/2025

SBS EMCRA Association 2025 Seed Grants now OPEN!

Scan here to register for our networking event
to connect with potential collaborators!



The poster has a light blue and green geometric background. At the top right is the EMCRA logo. The title "SBS EMCRA NETWORKING AFTERNOON TEA" is in large, bold, blue-outlined letters. Below it, in smaller black text, is "FOR EARLY-MID CAREER ACADEMICS FROM DAP/DBP/DMI". To the left of the date is an illustration of three people (two men and one woman) sitting at a red table with green legs, talking and drinking. Above them are two white speech bubbles. To the right of the illustration, the date and time "Monday 7 July 1-2.30 pm" are listed. Below that is the location "GM002 Seminar Room Mezzanine Level Peter Doherty Institute". Further down, in green italicized text, is "Snacks provided!". At the bottom, separated by dashed lines, is the invitation "Join your colleagues for afternoon tea and seek out potential collaborators for an SBS-EMCRA Seed Grant application". At the very bottom, the contact email "contact: sbs-emcra@unimelb.edu.au" is provided.

SBS EMCRA
NETWORKING
AFTERNOON TEA
FOR EARLY-MID CAREER
ACADEMICS FROM DAP/DBP/DMI

Monday 7 July
1-2.30 pm

GM002 Seminar Room
Mezzanine Level
Peter Doherty Institute

Snacks provided!

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