

How to promote on LinkedIn

LinkedIn is a professional networking site that allows you to promote yourself and your work to your peer network. Posts are typically formal in tone and have the best reach when they appeal to your network. You can promote yourself and your publication on LinkedIn whether you have just a few minutes or time for an ongoing commitment.

LinkedIn tips

- 1 Make connections, including colleagues from your institution, peers who have a similar research interest, and people that you have worked with in the publication of your research, including:
 - co-authors,
 - contributors,
 - and editors.
- 2 Follow industry leaders.
- 3 Engage with content that is of interest to you and your audience. This could come from peers, your institution, or a journal you're associated with. Ensure that you tag people, institutions, societies, and journals when appropriate.
- 4 Join groups to engage with others, like institutional or subject-area networks.
- 5 Keep your information up to date, including your job title and affiliation. Ensure that you include your experience at any academic journals as an editor, reviewer, or contributor.

How to promote your work

Add your publication to your personal profile.

Navigate to your profile and click "Add profile section" then "Publications." Click "Add publication," and fill in the data for your article.

Where appropriate, share links to your research with your network. For example, comment on a post with your article link if it adds to the discussion, or share a link on a group post if it adds to the discussion.

Generate posts. Whether sporadic or on an ongoing basis, discuss your research directly or spark conversations about it by highlighting related developments in your chosen field.

