Social Media For Researchers

**Core services: CVs**

A3: Using LinkedIn

**What is it?** LinkedIn provides an online CV.

**Why bother?** Having a LinkedIn account raise the visibility of your professional activities, research publications, etc. Note LinkedIn profiles are easily found on Google.

Exercise 1: Familiarisation

A3.1 View an example of a LinkedIn profile at <http://uk.linkedin.com/in/ukwebfocus> (shown in Figure 1).

A3.2 Use Google to search for individuals and include the name of an institution e.g. ‘*John Smith University of Edinburgh*’. Notice how LinkedIn profiles often occur in the first page of search results.

A3.3 Click on a LinkedIn profile. How comprehensive is the information? Does it give an indication of the creator’s professional activities, responsibilities and profile?

Exercise 2: Registering

**Figure 1: LinkedIn profile**

A3.4 Go to [http://www.linkedin.com/](%20http%3A//www.linkedin.com/) and sign up for a LinkedIn account.

Exercise 3: Populating

A3.5 Click on the *Edit Profile* option to create your LinkedIn profile. You can provide details of your current and previous positions, publications, projects, honours and awards, etc.

Exercise 4: Browsing

A3.6 Use the search facility to search for your own institution. How many colleagues have a profile?

A3.7 View the endorsements for *Skills and Expertise* and *Testimonials* for a number of LinkedIn profiles. Is such feedback useful? Would you welcome such feedback from your LinkedIn contacts?

A3.8 See a visualisation of your network using the visualisation service at <http://inmaps.linkedinlabs.com/>

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Creating a LinkedIn Account

How easy was it to create a LinkedIn account? Why would you wish to create and use LinkedIn?

Limitations

What limitations do you feel LinkedIn has?

Questions and Comments

Make a note of any questions and comments you have about LinkedIn.

Further Information and Useful Links

For further information on LinkedIn see:

* *LinkedIn*, Wikipedia, <https://en.wikipedia.org/wiki/LinkedIn>
* *Paper Accepted for OR12: Can LinkedIn and Academia.edu Enhance Access to Open Repositories?*, B. Kelly, UK Web Focus blog, 3 Jul 2012, <http://ukwebfocus.wordpress.com/2012/07/03/paper-accepted-for-or12/>
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* *Visualize Your Network*, LinkedIn, <http://inmaps.linkedinlabs.com/>