

# LINKEDIN GUIDE

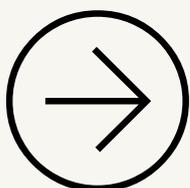
## LINKEDIN CAN BE A POWERFUL TOOL FOR RESEARCHERS & SCIENTISTS TO SHARE YOUR WORK, BUILD PROFESSIONAL CONNECTIONS, AND ESTABLISH A NETWORK

Before engaging on LinkedIn, ensure your profile is well-crafted. Use a brief, professional headline on your profile that showcases your role and area of expertise. For example: "Food Science Researcher / Dairy Chemistry / Analysis Specialist at @AUFOOD". Write a concise summary of your most important and recent work, research focus and special interests in the about section below. Include key achievements and potential goals. Example: "I am a researcher in food science at @AUFOOD, specializing in sustainable food production and nutritional biochemistry. My goal is to advance understanding of food systems to promote health and sustainability."

Include your university position, research projects, publications, and academic or career milestones in your profile's experience & education section.

Highlight relevant skills like fx. "Food chemistry", "Microbiology", or "Sustainability" in your profile's skills section.

Use a clear, professional photo with appropriate attire as your profile photo.



NOW YOU'RE ALL SET! READ ALONG TO FIND OUT WHAT TO POST & HOW TO DO IT

# TIPS: WHAT TO POST ON LINKEDIN



**Share Research Updates:** Highlight your current projects, experiments, and findings. Example: "Excited to share progress from our recent study on plant-based protein alternatives. This research could revolutionize sustainable food systems! (Link to your paper, project site or similar)".

**Promote Published Work:** Share links to journal articles, conference papers, or media features. Attach a brief text that explains the significance of your work. Example: "Thrilled to announce our latest publication in (@where it's published). Add link. Check it out!"

**Engage With Global Issues:** Discuss food science, sustainability, nutrition trends or topics, and innovations. Tie your work to current global challenges or 'hot' topics. Example: "With food security at risk due to climate change, our team at @AUFOOD is exploring drought-resistant grains. What are your thoughts on tackling this challenge?"

**Celebrate Milestones:** Share awards, grants, or new opportunities (e.g. hosting a seminar, workshops, webinar etc.) Example: "Honored to receive (grant name) to support our work on reducing food waste in supply chains. Thank you to (@funding agency) for believing in what we do! #Researchfunding #FoodScience #AUFOOD"

**Personal Stories:** Share your own journey in food science, lessons learned, or impactful mentors or moments.

## ENGAGE WITH OTHERS

### Comment On Relevant Posts

Engage thoughtfully and professionally with other researchers, industry leaders, or organizations. Example: "Interesting study on alternative proteins (tag @ author)! We've been looking at similar data and would love to collaborate/connect."

### Re-share Valuable Content

Share posts from the main @AUFOOD page or from others that align with your research, work area or values. Add your own insights to spark discussion if you'd like. Example: "(Colleagues name or @AUFOOD)'s post on food sustainability is a must-read. Their work inspires much of our lab's approach to reducing waste. What do you think?"

## BUILD CONNECTIONS

**Expand Your Network!** Connect with peers, industry professionals, alumni, colleagues, friends and organizations in food science. If you'd like, you can personalize your connection request: "Hi (name), I'm a food science researcher focusing on (topic). I admire your work on (specific achievement) and would love to connect."

## MAINTAIN CONSISTENCY

**Post 2-3 Times A Month** with meaningful updates. Engage weekly by checking your notifications, expanding your network, commenting, liking and sharing content from others or from @AUFOOD.

## USE HASHTAGS & KEYWORDS

**Include Hashtags** at the end of your post to boost visibility. Examples: #FoodScience #Nutrition #Sustainability #FoodInnovation #Research #AUFOOD. Use keywords that align with your expertise or topics in your post to appear in searches.

## LINKEDIN FEATURES TO KNOW

- **Articles:** Allows you to write detailed posts on key research findings or industry insights. These can serve as mini-articles to publish and showcase your expertise.
- **Events:** Create or join events like webinars, workshops, or conferences in your field.
- **Stories & Videos:** Share short, engaging video clips from your lab, fieldwork, workshops or conferences.

## MEASURE YOUR IMPACT

Regularly check LinkedIn analytics on your posts to see what resonates with your audience. Use this data to refine your content strategy. Example of a monthly schedule:

Week	Activity	Example
Week 1	Post research updates or achievements.	"We just launched our study on reducing food waste in supply chains. Learn more here: (insert link)!"
Week 2	Engage with others' posts.	Comment on a colleague's article on food topics.
Week 3	Share an article or re-share relevant content.	Share a colleague's paper with your insights or thoughts about it.
Week 4	Post personal career milestones or lab process video or pictures.	"Our lab is thrilled to welcome (new researcher name)! We're eager to collaborate on (x) project." + photo or video



# HOW TO: CREATE A CAPTIVATING LINKEDIN POST

**Start With A Catchy Headline Or A Question:** Use an intriguing question, bold statement or relatable phrase to hook your audience. Examples:

- 1) "What if food waste could power the future of sustainable agriculture?"
- 2) "Did you know that fermentation could reduce food spoilage by 30%?"
- 3) "Breaking barriers in food science: Here's what our team discovered this week!"

**Structure The Main Text For Readability:** Keep your text concise and divide it into smaller sections for easy reading. Introduce the topic: Briefly explain the context or challenge you're addressing. Example: "Food waste is a global issue with over 30% of food going uneaten each year. Our latest research dives into how innovative technologies can tackle this problem head-on."

**Share Key Insights Or Updates:** Use bullet points or short paragraphs with relevant emojis to highlight the main points. Example: "In our study, we found that:

- 🌱 Fermentation can increase shelf life by 50%.
- 🧪 Specific enzymes reduce spoilage in high-moisture foods.
- 📊 This approach could cut food waste in urban areas by 20%."

**Conclude With A Call-To-Action (CTA) (Optional):** Encourage engagement by asking a question or inviting discussion. Examples: "What strategies do you think could complement this research?" or "Let us know if you'd like to collaborate or learn more about our findings!"

**Use Fitting Emojis:** Emojis can make your post more engaging and visually appealing. Use them to emphasize thematic points! (Click ctrl & . on your keyboard to bring up the emoji selection). Examples of themed emojis:

- Insights or Ideas: 💡 🧠 🗣️ ✨
- Growth or Data: 📈 📊 📉 📈
- Global Issues: 🌍 🌐 🗑️ ♻️
- Scientific Research: 🧪 🔬 📄 🧫
- Sustainability: 🌱 ♻️ 🌍 🌿
- Celebrations: 🎉 🥳 🎊 🌟
- Food Science: 🍷 🍷 🍷 🍷
- Lab Work: 🧪 🧫 📄 🧫

**End With Relevant Hashtags:** Add relevant hashtags at the end of your post to increase visibility. Aim for 3-5 targeted hashtags. Examples: #FoodScience #Sustainability #ResearchInnovation #DairyResearch #Academia

## EXAMPLE OF A SHORT & CONCISE POST

### Can Fermentation Save The Future of Food? 🌱🌍

Food waste is one of the biggest challenges we face, with over 30% of global food going uneaten. Our latest research explores how fermentation can help:

- 🧠 Reduced spoilage in high-moisture foods by 40%.
- 📊 Potential to cut urban food waste by 20%.

These findings could transform the way we think about food preservation and sustainability.

What are your thoughts on fermentation as a solution? Let's discuss!

#FoodScience #Sustainability #ResearchInnovation #FoodWaste

*It's always a great idea to add a photo or photos to your post, as they tend to catch more attention in the feed - and don't be afraid to let your personality show!*

