



# Best Practices for USC Rossier Academics on LinkedIn

## Introduction:

In light of the changing social media landscape, LinkedIn has become an essential platform for academics, especially within the USC Rossier community. It offers a dedicated space for building your professional brand, sharing impactful research and fostering valuable connections. This memo outlines proven strategies to maximize your LinkedIn presence.

## Profile Optimization:

- **Professional Visuals:** Use a high-quality headshot and a background banner image that is aligned with USC's [visual identity](#) or reflects your research area (tools like [Canva](#) can help).
- **Optimized Headline:** Highlight your current USC Rossier role, primary research interests and unique expertise using relevant keywords (e.g., "Assistant Professor, USC Rossier School of Education | Educational Technology | Equity in STEM Learning").
- **Compelling "About" Summary:** Spotlight your background, overarching research focus and notable accomplishments. Mention any USC Rossier-specific projects or initiatives you're involved in.
- **Detailed Experience & Education:** Thoroughly list your academic positions, degrees, certifications and publications.
- **Customized URL:** Create a clear, shareable profile link using your name (e.g., [linkedin.com/in/yourname](#)) to make it easier for USC Rossier to promote your work. If your name is taken, consider adding initials or your level of education (e.g., [/tommy-](#)

arossier or /tommy-rossier-phd). Read more: [Changing How Your Name Appears on Your Profile](#).

**Example profile:** [Shaun Harper's LinkedIn Page](#)

## Content that Engages:

- **Frequent Updates:** Share 2-4 times per week. Mix original insights, links to your recent publications (on USC Rossier channel, etc.), news related to your field and questions to spark discussion.
- **Hashtags for Visibility:** You can use hashtags such as #HigherEd, #USC, #USCRossier and others relevant to your specific discipline.
- **Rich Media:** Incorporate videos, infographics or slide decks/carousels to make your content more dynamic.
- **“Featured” & “Publications”:** Highlight significant work like journal articles, conference presentations or USC Rossier-specific reports.

## Strategic Networking:

- **Targeted Connections:** Grow your network with fellow USC Rossier faculty and alumni, peers, journals, conferences and relevant industry leaders. Customize connection requests with personal notes.
- **Follow [USC Rossier on LinkedIn](#).** This will enable us to tag you when featuring you in a post.
- **Engage with Your Feed:** Like, comment and share content from colleagues to boost visibility and foster meaningful interactions.
- **Join Groups:** Participate in LinkedIn groups related to your field of expertise. If the group doesn't exist, consider creating it.
  - Example groups:
    - [MAT TEACH!](#) - Graduate Students in USC Rossier School of Education in Master of Arts in Teaching
    - [USC Global Executive Doctor of Education](#) Network - Current student, alumni, faculty and staff networking group for USC Rossier's Global Executive EdD Program.

## Leverage Additional Features:

- **Recommendations:** Request recommendations from colleagues and past students to boost your credibility.
- **Skills & Endorsements:** List skills relevant to your work and encourage endorsements from your network.
- **Long-form Articles:** Utilize LinkedIn's publishing platform to establish yourself as a thought leader within your field. Consider repurposing blog posts or adapting excerpts from larger publications.

## Track Your Progress

- **Utilize LinkedIn Analytics:** Monitor impressions and engagement to refine your content strategy.

## Conclusion:

By harnessing the power of LinkedIn, USC Rossier faculty and researchers can expand their reach, promote their innovative work, and connect with a global community of educators and scholars.

## Additional Resources:

LinkedIn Learning: <https://www.linkedin.com/learning>.

[Use the following infographic to help you optimize your LinkedIn profile.](#)

USC Rossier Communications Team: Contact us for personalized support or profile review.