

Telling the ANR Story on LinkedIn

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LinkedIn Webinar 3 January, 2019



@calstrawberries @calveggies



strawberriesvegetables

eJournals: ucanr.edu/strawberries-vegetables



and ucanr.edu/pestnews



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What is LinkedIn

About LinkedIn

Welcome to LinkedIn, the world's largest professional network with more than 562 million users in more than 200 countries and territories worldwide.

Vision

Create economic opportunity for every member of the global workforce.

Mission

The mission of LinkedIn is simple: connect the world's professionals to make them more productive and successful.

Initial experiences - LinkedIn in the past

- My initial understanding and experience
 - Job-seeking platform
 - Annoying system-generated requests
 - Endorsements
- LinkedIn evolved into a powerful tool

Who to connect with

- Each one has to define their own network depending on their personality, personal and professional interests
 - Professional contacts
 - Friends and relatives
 - Everyone on your phone contact list
 - Secondary and tertiary connections

Your storytelling

- Have a clear understanding of who you represent when you tell your story.
 - An individual
 - A professional individual
 - A UC employee

My LinkedIn experiences

- Announce my extension events

Surendra Dara replied to Wagner de Souza Tavares' comment on this

 **Surendra Dara**
Entomology and Biologicals Advisor at University of California Cooperative Extension
3w

Following the success of the 1st Ag Innovations Conference in 2014, and the 2nd Ag Innovations Conference: Microbial Control in 2017, I am organizing the 3rd conference on [#biologicals](#) (biostimulants, microbial and biocontrol age ...see more

3rd AG INNOVATIONS CONFERENCE: BIOLOGICALS



AIC2019
BIOLOGICALS

5 MAR 2019 VETERANS' MEMORIAL CENTER, SANTA MARIA

26 Likes · 4 Comments

 Like  Comment  Share

 1,785 views of your post in the feed

My LinkedIn experiences

- Provide links to my extension articles or share information about scientific publications

 **Surendra Dara**
Entomology and Biologicals Advisor at University of California Cooperative Extension
1mo

Here is what I think as the new model of #IPM after nearly 10 years of mulling over. Hope this is comprehensive and representative of different aspects of pest management in ensuring environmental safety, global food security, and ...see more



The new IPM paradigm for the modern ages and the growing world population
ucanr.edu

47 Likes · 10 Comments

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My LinkedIn experiences

- Periodically share interesting updates about research, presentations, milestones, etc.

Surendra Dara
Entomology and Biologicals Advisor at University of California Cooperative Extens...
1mo

Just spoke to the [#farmers](#) and PCAs in the Imperial Valley about using [#entomopathogenic](#) fungi as [#holistic](#) tools. For a big topic like this, 20 min is too short a time, but the crowd was very enthusiastic and appreciative of the ...see more

University of California
Agriculture and Natural Resources

Entomopathogenic Fungi as Holistic Tools
in Crop Production and Protection

Surendra Dara, PhD, DABP
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University of California Cooperative Extension
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61 Likes · 2 Comments

👍 Like 💬 Comment ➦ Share

📈 2,424 views of your post in the feed

My LinkedIn experiences



Surendra Dara

Entomology and Biologicals Advisor at University of California Cooperative Extension

2w

'TIS THE SEASON OF GIVING. You may consider making a tax-deductible donation to my research and extension program during the holidays. In about 3 weeks, I will complete 10 years at University of California Cooperative Extension and more than 95% of my research and extension work has been possible through the generous donations of various industry collaborators and supporters. If you are inspired, impressed, or influenced, or have benefited from my work in the past 10 years (excluding university and public service, and service to professional societies), please consider giving at <https://lnkd.in/ga792-V>. Happy holidays!

Surendra Dara: 10 years at UCCE

3520 IPMinfo app downloads

300 Research & extension articles
Promoting biologicals

\$2Million

Savings or increased returns to growers from research and outreach during 2015-2017

Scientific presentations 94

98 Research Studies

8 YouTube videos
7 UC Delivers stories
61 Abstracts

7547 Individuals reached through talks

Said outreach info is useful 99%

Scientific discoveries 6
Field days, workshops, extension meetings

420,000+ Views of articles and videos

Promoting microbial control in IPM

40

Promoting sustainable agriculture

93% Used/will use outreach info

Media interviews 97

Exotic & Invasive pests worked on 18

7082 Individual consultations

Serving urban and landscape clients

FARMERS TRAINING
Bangladesh
Haiti
India
Kosovo
Moldova
Myanmar

Introducing Ag Innovations Conferences

120 Extension talks

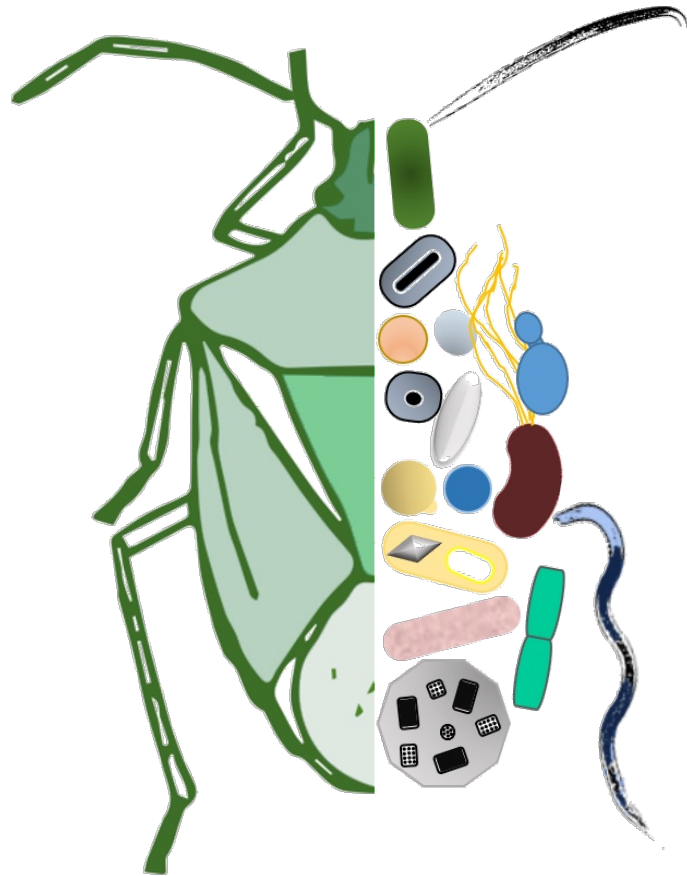
18 Likes · 4 Comments

Like Comment Share

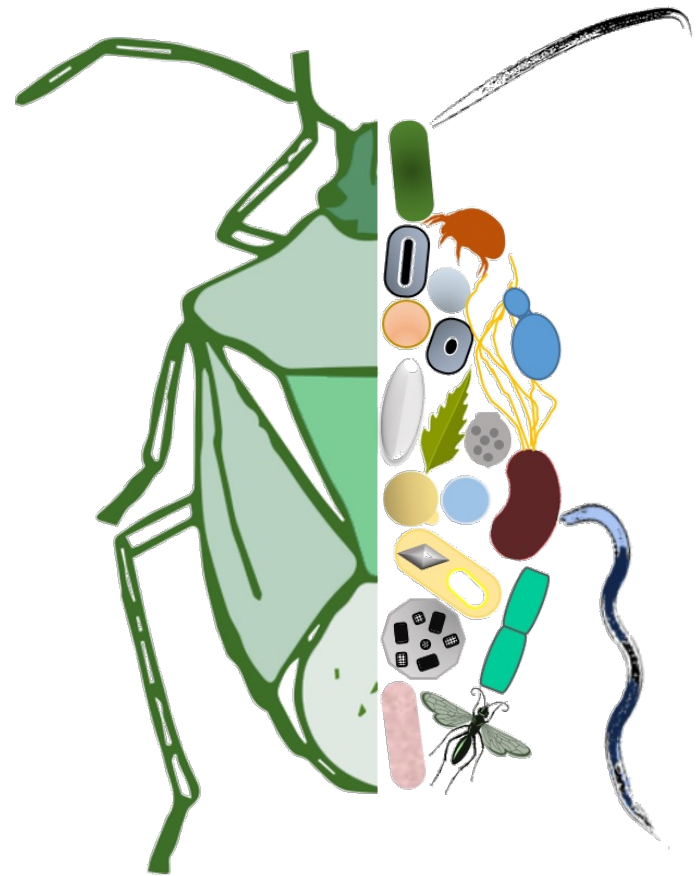
1,326 views of your post in the feed

My LinkedIn experiences

- Request feedback



Entomology & Biologicals



Entomology & Biologicals

My LinkedIn experiences

- Announce my extension events.
- Provide links to my extension articles
- Share information about scientific publications
- Periodically share interesting updates about research, presentations, milestones, etc.
- Request feedback
- Invite collaboration
- Announce professional society events
- Interaction with international colleagues
- Interaction with those who are not your clients
- Educating non-agricultural connections
- Telling your story and staying engaged

My LinkedIn experiences



Surendra Dara

Entomology and Biologicals Advisor at University of California Cooperative Extension
1mo

My article on entomopathogens and their mode of action is #3 in the [#googlesearch](#) for [#entomopathogens](#). Mine is more comprehensive than the top two. How do I get mine to the top? :-)

[...see more](#)

The screenshot shows a Google search for "entomopathogens". The search results include:

- Entomopathogenic fungus - Wikipedia**: An entomopathogenic fungus is a fungus that can act as a parasite of insects and kills or weakly debilitates them. Invertebrates killed by the entomopathogens ... Typical life cycle - Disease - Pest control
- IPM Entomopathogens and biological control - University of Warwick**: https://warwick.ac.uk/entomopathogenicfungi/entomopathogens_and_biological_control/ Entomopathogens and biological control. Agricultural pests. Agricultural pests include plant pathogens (e.g. fungi, viruses, bacteria, insects, nematodes)...
- Entomopathogenic microorganisms: modes of action and role in IPM ...**: <https://www.entomopathogenicfungi.com/entomopathogens/modes-of-action/> by SR Dara - **Featured article** May 28, 2017 - Entomopathogens are microorganisms that are pathogenic to arthropods such as insects, mites, and ticks. Several species of arachnids ...
- Entomopathogens Used as Microbial Control Agents - ScienceDirect**: <https://www.sciencedirect.com/science/article/pii/S0169201615000013> by LA Lacey - 2017 - Cited by 7 - **Related articles** Hundreds of pathogens of arthropods have been reported in the literature. The purpose of this chapter is to provide an overview of these entomopathogens that ...

On the right side of the search results, there is a featured snippet for "Entomopathogenic fungus" with a small image and a "More images" link. Below the search results, there is a "Videos" section with two video thumbnails:

- Establishing Fungal Entomopathogens as Endophytes Towards ...** (10:54)
- Black vine weevil - biocontrol with the entomopathogenic nematode** (9:11)

28 Likes · 2 Comments

Like Comment Share

1,424 views of your post in the feed

Things to remember

- Mindful of the reach out of your posts
- Carefully evaluate your time for posts and interactions
- You might be seen as a representative of UCANR
- Understand the dos and don'ts and try to make a good use of LinkedIn

Thank you!



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