

# Communicating Your ANR Story





## Module Three: LinkedIn Basics

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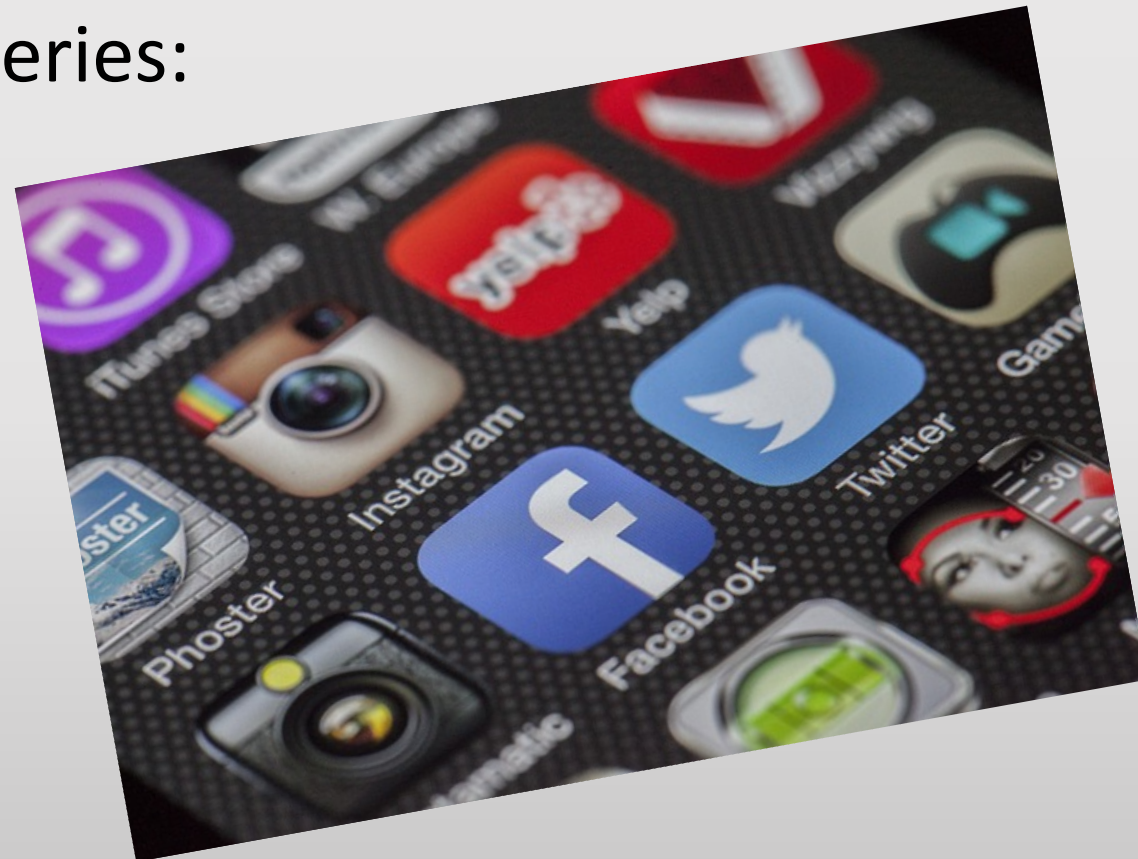
Entomology and Biologicals

1/3/2019

## About the Communicating Your ANR Story (CYS) Series:

Communicating  
our stories as  
researchers and  
educators is  
essential.

Increasingly, this  
involves digital  
technologies.





## Upcoming Webinars:

1/3	LinkedIn
1/10	Blogging
1/24	Instagram
1/31	Facebook
2/4-2/8	
Creating a Communications Strategy	

## Archived:

Blogging Basics, Twitter Basics

- In the CYS series, you'll learn about tools & social platforms that will advance your work.
- We hope these webinars and resources will help you with **Extension Delivery.**

# Agenda

- Why Use LinkedIn?
- LinkedIn Basics/Terms
- New Features
- To Do
- Interactive Session
  - A Quick Tour of LinkedIn Features
  - Some Good Examples
- Q&A



# Ideas

- "The stickiness and value of a connected life will be far too strong for a significant number of people to have the will or means to disconnect..."
- Social technologies are levelers. Most are free, which enables broad access. They flatten social and data hierarchies. In their best form, they can democratize information. They are now an integral part of/player in social movements.

“

No product is made today, no person moves today, nothing is collected, analyzed or communicated without some ‘digital technology’ being an integral part of it. That, in itself, speaks to the overwhelming ‘value’ of digital technology.

”

— LOUIS ROSSETTO, FOUNDER AND FORMER EDITOR-IN-CHIEF  
OF WIRED MAGAZINE

PEW RESEARCH CENTER

# My Story

- Kellogg Fellowship – focus on digital communications
- Victory Grower & UC Food Observer
- Central to all my work: blogs and social media, particularly Twitter, increasingly other platforms, including LinkedIn



# UC Food Observer

- Brand platform for UCOP's Global Food Initiative
- Blog and social media presence
- From the institution (but not institutional)
- Provide value-added public service (via curation, contextualization and original content)
- **ENGAGE** with the public, media, UC community and others



# LinkedIn...What Is It?

- A highly active social platform/network for professionals
- 25% of American adults are on the platform
- Not just for - or even primarily for - job searches!
- If you're comfortable with Facebook, you'll do well on LinkedIn

# Why Use LinkedIn?



- Receive/share real-time news on feed
- Easy to compose and send messages
- **Beautiful** publishing platform with decent metrics
- Find your intellectual/programmatic community via groups/interests
- Grow your professional network
- The free version is really good.

# Some LinkedIn Features

- Home – Functions as your newsfeed
- Profile – About you...can be customized and can feature media and links...use it for all it's worth and invest time in this section
- Messaging

# Newer LinkedIn Features Worth Mentioning

- Active – You can see if people you're connected to are currently active on the site, which means you could start a conversation
- Trending topics
- Smart replies in message function
- Ability to load native video from **your mobile device** (like Instagram story, can be pre-recorded or live)...also has some video editing capacity (!!!)

# Questions to Ask Yourself Before Jumping In...

- Why am I doing this?
- What do I want to communicate/share?
- How much time do I have to devote to this?



# Do



- Optimize your profile (we'll offer some tips in the interactive session)
- Be authentic
- Be informative...add value
- Listen and engage
- Share the work of others

# Before We Go Explore LinkedIn Together...

- Resources:

- Surendra and Rose's PowerPoints are in PDF on the ANR Learning & Development page, along with a bibliography and a tip sheet
- Call, text or email Rose at 805.794.1665 or email at [rhsmith@ucop.edu](mailto:rhsmith@ucop.edu) with any questions. **I can help. I want to help you!** You can also Tweet me or DM me on [Twitter @ucfoodobserver](https://twitter.com/ucfoodobserver) or find me on LinkedIn!