



SHARE AS AN EXPERT - A THOUGHT LEADER

A course which improves researchers' impact on LinkedIn

The social media platform LinkedIn holds potential for most research projects. Establishing the project's researchers as experts who share their knowledge within their field, a thought leader, can significantly increase the overall visibility of a research project to stakeholders and peers, as well as to society at large. Through the strategic use of LinkedIn, you can be the one that others turn to for information.

Sharing as a thought leader gives each participant:

- Setup, profile and tactical use of LinkedIn
- Content and contribution to public debate

It is a 3-hour course but can be extended to a 6-month one-to-one programme for 2-3 participants, who receive ongoing feedback on their LinkedIn presence. It can also be a 1-hour introductory for up to 50 researchers including Q&A. It can be held online with the possibility for partner universities to participate.

Number of participants: 6 participants.

Preparation: Each participant must have a LinkedIn-profile.

CONTACT:

Feel free to reach out to the Department of Communication and Media at DTU.

TRAINER:

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Content of the course

We adjust the course
to fit the needs of your team.

Programme:

- What is a thought leader on LinkedIn?
What does it mean to be a thought leader
in practice (we go through profile setups)
+ Exercise:
Expand your target audience
- How do you write powerfully on LinkedIn?
+ Exercise:
Optimise your content and outreach.
- What can a thought leader do in
the public space?
+ Exercise 3:
Select social issues and summaris
- Wrap-up:
What are the goals for the next 3 months?
- Follow-up: We meet after 3 months to
discuss process, results and best practices.

