

**LinkedIn Guidelines for CoE Faculty & Staff:**

1. [Make your content mobile-friendly](https://www.linkedin.com/advice/3/how-do-you-make-your-content-mobile-friendly) 
   1. Simplify your text
      1. Mobile users tend to scan/skim content, rather than read it word for word. Make your text easy to digest and understand.
   2. Optimize images
      1. Use high-quality images for your posts
   3. Use clear headings
      1. If using headings, make sure they are attention-grabbing and that they summarize your content
   4. Use short paragraphs
      1. Makes it easier for mobile users to read your posts
   5. Incorporate people in your images for better engagement
      1. People like seeing other people, if someone in your department accomplishes something (award, grant, proposal, etc.) post about it! Make sure to include a relevant, high-quality photo of them

(headshot, in the lab, etc.)

1. Tagging people/facilities/centers/departments 
   1. If you’re not sure if a person or facility has a LinkedIn page, don’t be afraid to search for it on LinkedIn.
2. Following brand guidelines
   1. [Brand standards](https://brand.uconn.edu/guidelines-usage/editorial-guidelines/)
   2. [Brand standards social media](https://brand.uconn.edu/amplify-the-brand/social-media/)
   3. [CoE communications guidelines](https://engineering.uconn.edu/resources/communications/)
   4. [UConn wordmarks (logos)](https://brand.uconn.edu/wordmarks-assets/downloads-2/)
3. Hashtag and emoji usage
   1. Use relevant hashtags on your posts (i.e. #UConnEngineering, #UConnPride,

#UConnCoE, etc.)

* + 1. If posting about a specific event/award search on LinkedIn and see what hashtags are being used
  1. Use your discretion for [emoji usage](https://www.linkedin.com/pulse/emojis-linkedin-full-list-including-special-george-oliveira/) (this hyperlink has all of the emojis for you to copy and paste into your posts)
     1. If you think an emoji works with your post, use it! (ex. “Calling all

UConn engineering students!” you may use the megaphone emoji 📣 to signify importance) 📣Calling all UConn engineering students!

*For questions regarding best strategies for maintaining a personal or school/company LinkedIn page, connect with CoE Marketing and Publicity Coordinator Sarah Redmond:* [*sarah.redmond@uconn.edu*](mailto:sarah.redmond@uconn.edu)