LinkedIn academic profiles:

Major tips to succeed from Virtus Interpress team

VIRTUS INTERPRESS
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INTRODUCTORY NOTE

These guidelines have been prepared by the Virtus Interpress team in order to promote the idea of scholarly networking based on the LinkedIn platform.

These guidelines are the result of the observations and experience gained by the team members of Virtus Interpress since 2017. More than 1300 posts have been published individually by members of the Virtus Interpress team. The total LinkedIn scholarly network of Virtus Interpress team members' comprises more than 26000 original connections from more than 110 countries of the world (by March 2021). Our LinkedIn network is represented by experienced researchers, university faculty members, young researchers, as well as numerous practitioners in the field of corporate governance, finance, and accounting. So, they have expertise in corporate governance and related fields.

Besides that, we have analyzed an engagement of our team in the activity within the professional groups associated with corporate governance, accounting, and finance. Our personal membership spans more than 30 professional LinkedIn groups.

We hope that these guidelines can be useful for the scholars who want to make their scholarly network engagement more intensive.

Scholars are free to follow any recommendations we made within these guidelines according to the individual profile specifics and personal intentions to use LinkedIn for scholarly networking.

Virtus Interpress team participated in writing these guidelines:

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LINKEDIN: KEEP IN MIND AND NOTE

Keep in mind that LinkedIn, with over 30 million businesses on the platform and 675 million monthly users, is a great place to meet and talk with others in your industry, exchange business insights and share relevant content with your audience. Most LinkedIn's users spend between zero and two hours on the platform each week, or about 24 minutes per workday. Compare that to about 41 minutes per day spent on Facebook by the average daily user [1]. Of those LinkedIn users who are engaging with the platform monthly, 40% access it on a daily basis.

Note that LinkedIn, more than any of other social media platforms, was built for content marketing. It's where people go to become influencers, build authority and engage with other professionals. LinkedIn is an especially good source for discovering leads. Hubspot found that LinkedIn is 277% more effective at generating leads than Facebook and Twitter. Content on the LinkedIn feed receives about 9 billion impressions per week, but only 3 million users (out of the more than 700 million) share content on a weekly basis. This means that only about 1% of LinkedIn's 260 million monthly users share posts, and those 3 million or so users net the 9 billion impressions.

1. https://www.brafton.com/blog/social-media/5-of-the-best-types-of-content-to-post-on-linkedin/

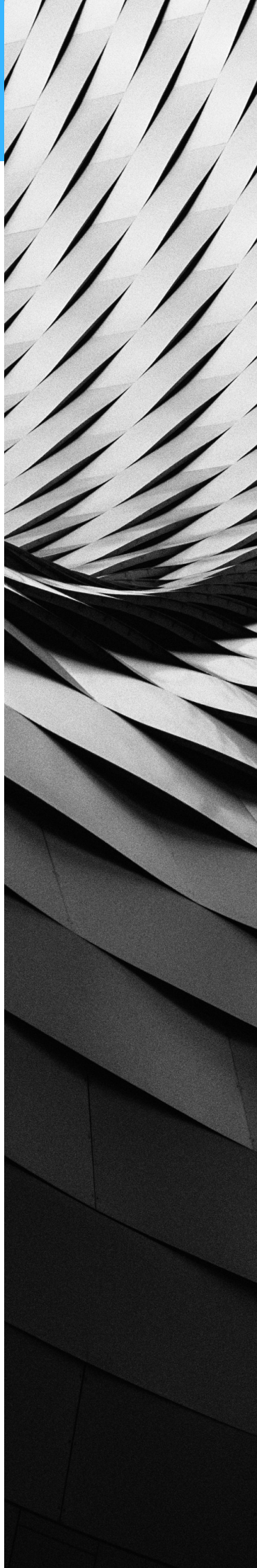
POST CONTENT TIPS

1. ***Language of the profile and posts.*** In order to have better feedback from other users of LinkedIn, we recommend using English language info both in the profile and posts. As an acceptable compromise, the users can provide a bilingual approach both for their profiles and posts.

2. ***Uploading PDF files vs. providing web-links to the files***. The posts with the uploaded files get more active responses by the scholar users than those with links to the external web-pages (like journal's web-sites, paper webpages, etc.). For example, choose to attach a PDF file of your paper instead of providing a link to the paper's web-page. LinkedIn technical algorithms prefer exactly this method.

3. ***Don't include links to off-site content in LinkedIn posts***. Add the link you are sharing as the first comment, after the post. Thus, upload PDF files as the post and provide external (non-LinkedIn) URL links in the comments section following the post.

4. ***What to do if you need to add a link to a post and avoid a repress of views?*** Yes, LinkedIn tries to keep members on its site and so penalises posts with links. The trick is to upload the post first, without the link, and then go back and insert it. Somehow this seems to fool the algorithm.

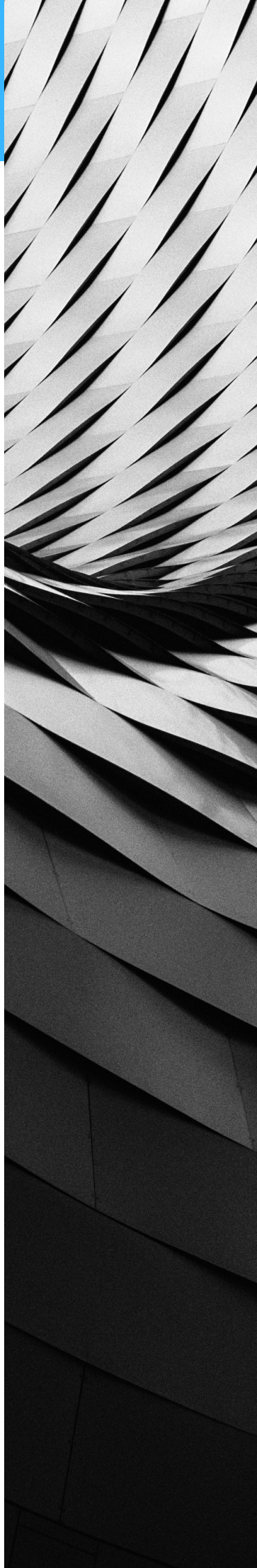


POST CONTENT TIPS

5. ***Add videos or other multimedia assets to your posts very carefully.*** LinkedIn also allows you to include multimedia assets (YouTube, SlideShare, TED, Getty, Vimeo, or Lifestream are supported). Unfortunately, the data indicates that the inclusion of multimedia assets is associated with fewer post views. If you decided to do it, note that LinkedIn has indicated as much, noting that the most successful video ads are 15 seconds long or less [2]. Use subtitles (especially when posting videos that are longer than, say, 30 seconds). About 97 percent of videos are viewed without sound while scrolling through a feed.

6. ***Posts vs. Articles on LinkedIn: What to choose?*** The one major difference between articles and posts is that articles are indexed by search engines and posts currently aren't. So, when you're writing a post, you're creating content that never leaves LinkedIn's walled garden, it won't get any distribution by google, bing, etc. So, articles are indexed by search engines (good) but are not promoted to your audience by LinkedIn (bad) the way posts are.

7. ***Content of the LinkedIn post.*** Consider how you might vary the type of content. For instance, perhaps on Monday, you publish your retrospective scholarly paper (paper published years ago); on Tuesday you present a link to the interesting paper of another scholar; on Wednesday you share a link to certain news from the media on your professional expertise, and on Thursday you write a compelling point and ask followers' to provide feedback in the comments section.



2. For context, presuming an average length of 3 minutes, 48 seconds, a user will typically watch 10 seconds of the content, which is 4% of the video.

POST CONTENT TIPS

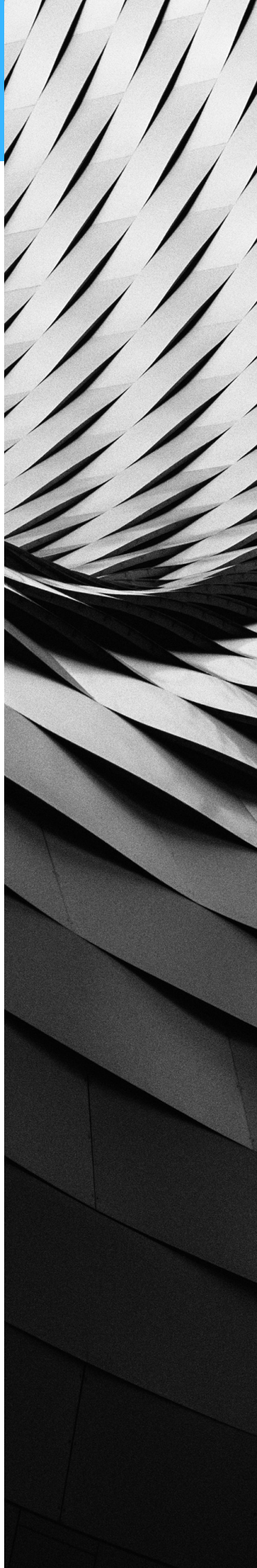
8. ***Don't write Question Posts.*** LinkedIn posts where the headline poses a question perform poorly. This is a technical issue of LinkedIn, therefore, there is no chance to solve this but avoiding Question Posts.

9. ***Make your titles between 40 and 49 characters long***. 40-49 character length titles receive the greatest number of post views overall. If the title of the post is a title of the paper or the book you want to post, you are advised to use a reduced version of the title (cut it as you think reasonable) or provide your short interpretation of the paper or book title.

10. ***Divide your post into 4-5 headings, or at least divide it by paragraphs*** in order to attract the greatest number of post views.

11. ***Longer posts are liked and reposted more actively than shorter ones***. It means that your standard approach to the structure of the post should prescribe several paragraphs composed of a few sentences each. The maximum length for a LinkedIn post (on the news feed) is 1,300 characters, which equates to 200-250 words.

12. ***Style of the posts.*** Posts written in language reflecting a positive sentiment tend to get the most LinkedIn shares and likes. However, neutral language posts tend to see more comments and post views than both positive and negative sentiments.



POST CONTENT TIPS

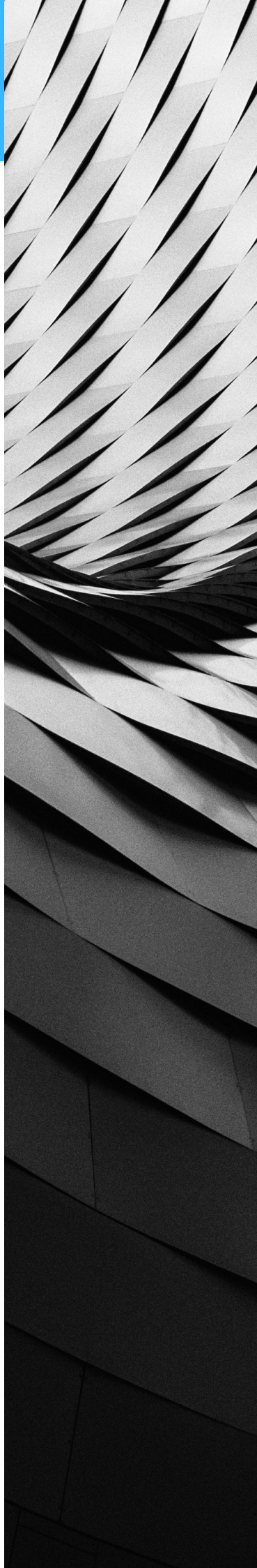
13. ***Don't just post links with comments like*** "interesting!" or "great read." Find a way to add an idea to the conversation, or tie the concept back to your brand — especially if it supports your prior thought leadership.

14. ***Shorten long URLs*** with Bitly [3] .

15. ***Text in posts cannot be bolded, italicised, or underlined***. Except it can! If you load your text into this link: http://qaz.wtf/u/convert.cgi you can choose from a number of options for display. However, be careful with this because it seems to affect the formatting or layout of the text once posted. It is great for headlines though.

16. ***Use hashtags when posting on LinkedIn***. Try to use 4-6 words as hashtags that link you to your scholarly research interests and the entire content of the post. For example, if the entire content of the post and your research interests are connected by words "corporate governance", "board of directors", "accounting", "finance", "ownership", etc., try to use them as the most preferable hashtags.

17. ***Use 3–5 hashtags only at the end of each post***. Overuse of hashtags does not help a post gain more views and it reduces the amount of text you can include.



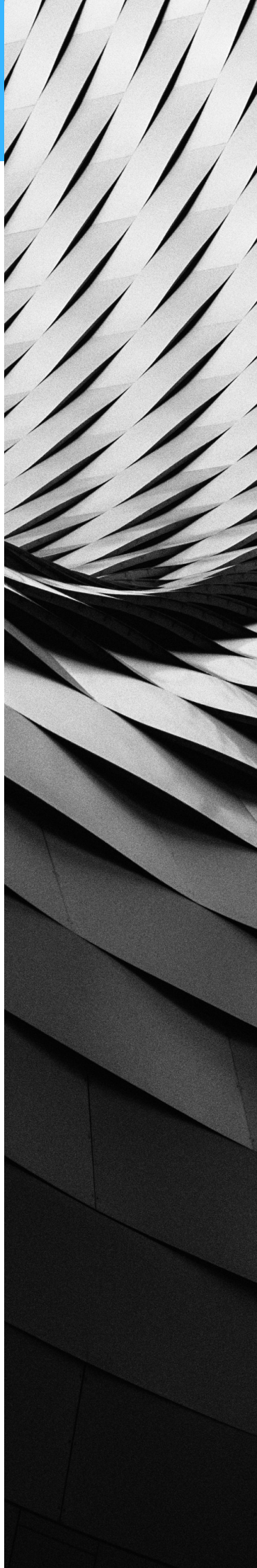
3. https://bitly.com/

POST TACTICS TIPS

1. ***The number of posts (reposts) provided*** by you on LinkedIn should be from 2 to 6 during a week [4]. By doing so, you will be able to hope for the constant visitors of your profile, reading your posts [5]. Note that all your professional background is worth posting on LinkedIn. Even if you have never posted your previous papers, book chapters, research projects, conference abstracts, etc., it is worth posting in a retrospective manner. Your LinkedIn network should be familiar with your research outcomes in a well-accepted way for LinkedIn – posting or reposting.

2. ***In the case of reposting***, we recommend adding a few brief sentences written by you to the repost, several hashtags as well as an indication of your colleagues who can be related to the content of the post or who could be interested in this material.

3. ***When posting or reposting***, try to mention (tag) those members of LinkedIn who could be associated with the content of the post or interested to read it. Tagging (using "@" before a name) 3-10 scholars from your LinkedIn network should be a good rule for you [6] .



4. LinkedIn users who post at least weekly get 4x the number of clicks per share as those who post less frequently. If you post the most amazing thing in the world once a month, it isn't likely to be seen by enough people to make a difference.

5. Consistency has long been the rule in social networks. Your network needs to consistently see you and see the value you offer. Avoid long gaps between posts, but don't do too many in a short time span. If you are going to post multiple times per day, space out your posts evenly through the day.

6. Tagging is always good, but be mindful that just stuffing tags of irrelevant people into your posts to get more eyeballs because it may send negative signals to the LinkedIn algorithm.

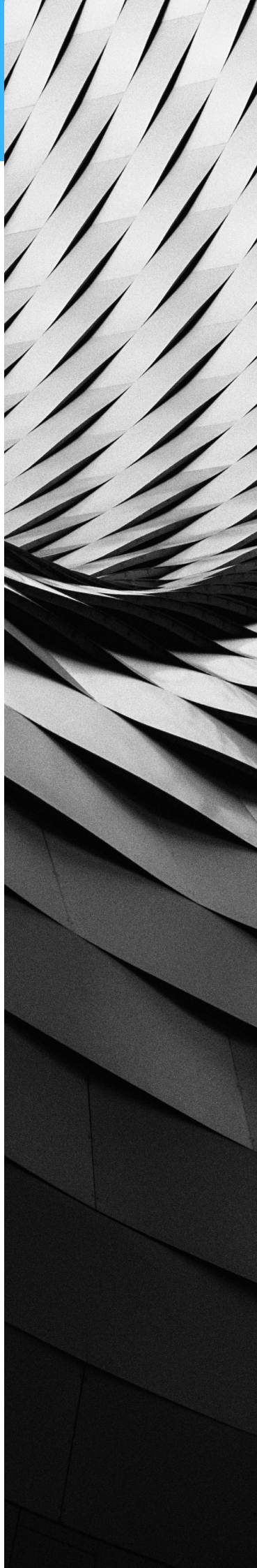
POST TACTICS TIPS

4. ***Try to comment*** (even briefly) on the post you like (provide a few comments during a week) [7]. Also, always reply to the comments of other LinkedIn users who commented on your posts.

5. ***When choosing a post for further reposting***, try to choose those users' posts, who are "liked" by other members more actively. Also, maximize the LinkedIn audience coverage, pay attention to those posts for further reposting that have comments of other LinkedIn users.

6. ***Ask other users from your LinkedIn network*** to write recommendations for you in your LinkedIn profile. This could be a paragraph with info about previous cooperation with you and highlighting your professional features.

7. ***Make reposting of your posts*** from LinkedIn to your profiles in other social networks, for example, Facebook. This will attract your Facebook followers to your LinkedIn network. When reposting from other social networks, add a few sentences of the description of the repost and 3-4 hashtags.



7. Comments provide more data than likes and re-shares, they also generate engagement. This is why many successful authors end their post with a question.

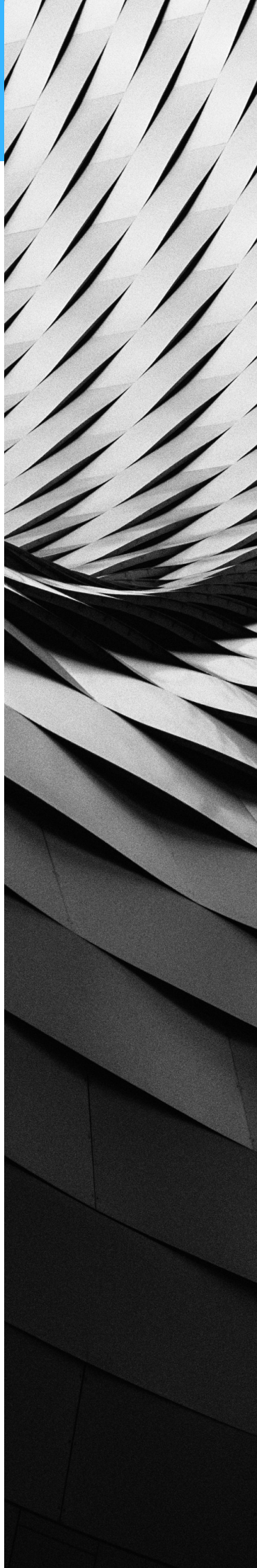
POSTING TIME TIPS

1. ***The best time for posting in LinkedIn: an ordinary view***. See Appendix 1 for this report. Also, you can try other, less flexible tactics to choose the best time for posting [8]. Widely accepted that the best days – Wednesday and Thursday. The worst day – Sunday. Best time: 8 a.m.–10 a.m. + noon Wednesday, 9 a.m. + 1–2 p.m. Thursday, 9 a.m. Friday. These are peak times for engagement. For example, any time between 8 a.m. and 2 p.m. Tuesday to Friday is going to get good results. But once it goes past 8 p.m., people switch off. While Monday is the start of the working week, it isn't a great day for posting either. The Monday effect and all that!

2. ***Choose four-time slots***. Using the generic information about LinkedIn, choose four-time slots:

- Aim for one early morning, pre-commute.
- Go for another just before or around lunchtime.
- Pick a third that is late in the day or the evening commute.
- Try one after working hours to test the common "best practices" advice.

3. ***Are there any specifics related to the scholarly and academic networks?*** Yes, there is, and this specifics concern… (see the following sections of the report).



8. In this article LinkedIn advises users to post updates at about 8 pm during the working week (https://business.linkedin.com/en-uk/marketing-solutions/blog/posts/2015/What-is-your-8pm-moment). They claim that this is the when most people make time for important decisions, even if they are at home then.

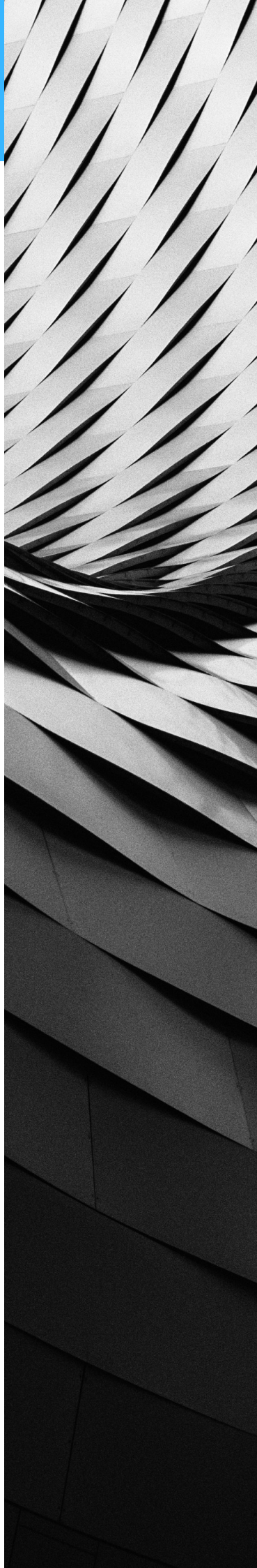
POSTING TIME TIPS

4. ***"A weekend effect"***. Note, that during the weekend the LinkedIn users are still active in exploring the LinkedIn news addressed to a wider public than your narrow scholarly network in LinkedIn. As per our observations, the number of reading of the posts increases 2-3 times during the weekend in contrast to the working days. Therefore, try to post your most attractive info on Friday, or on Saturday (if you have a hint to open your laptop on weekends!!!). The best time to post is between the hours of 10 a.m. to 3 p.m. depending on your time zone. Note, that this concerns mostly the news-based posts. We do not recommend posting research papers of your expertise on weekends as this requires more concentration to read them.

5. ***What about Mondays?*** Monday morning mindset, when people are focused on tackling challenges for the week ahead, could be a great time to release content that helps them solve particular problems. It could be the posts linking to the most important media news.

6. ***What about Fridays?*** Fridays, for example, may not deliver the highest absolute engagement numbers — but they are still a great time slot for releasing light-hearted, inspirational, or accessible content that can engage people as they power down or relax over the weekend. For example, your achievements in research and teaching (a new research grant, new University position, the best paper award, etc.).

7. ***Best time to post during a business week.*** We have found success on LinkedIn by posting Tuesday through Thursday, typically between the hours of 9 a.m. to 2 p.m. depending on your time zone. The worst time to post is outside of business hours, which are 9 a.m. to 5 p.m.



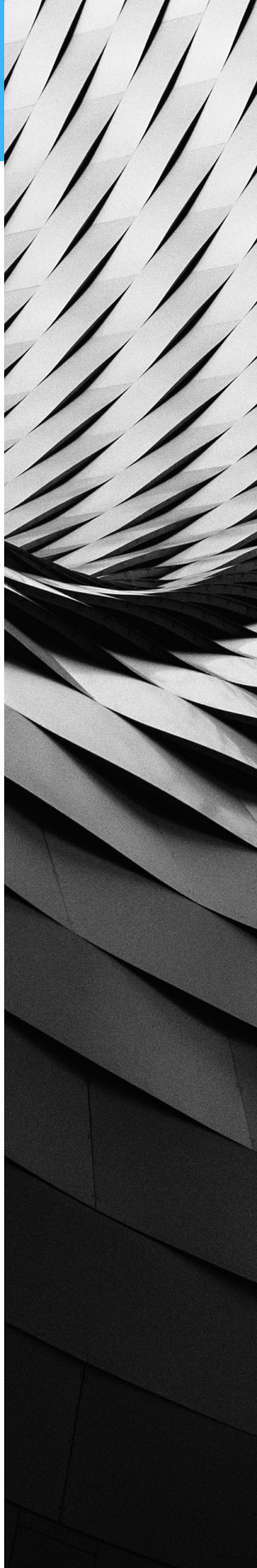
POSTING TIME TIPS

8. ***What is the difference between the business weekdays and weekends in posting on LinkedIn?*** The major difference is the content of the post you place on LinkedIn. Our academic networking through LinkedIn gives us a suggestion for you: place posts of the more unique, narrow topic on the business weekdays (such as scholarly papers, books, etc.) and more universal topic on weekend, addressing interest not only for those LinkedIn users who have wider professional interests than you have (your editorial or reviewing experience, or your experience in the book project team, or research team).

9. ***Posts attracting likes and comments in their first published hour are seen by more people.*** Note, that despite the specifics of your LinkedIn network (academic network, for example) the above is a fixed rule. Therefore, you can monitor and predict the further response of your network to your posts during the first hour after posting.

10. ***Target your audience among 24 time zones.*** There are 24 time zones and your audience may be spread across them. Be accurate in targeting your geographical audience!

11. ***"Feed the bird" when it becomes hungry again!*** Keep an eye on the major metrics your posts generate (the last one) to make a decision when to write the new post again. If your last (recent) post still attracts the likes, even a few, or hundreds of reads hourly, let your audience still read it. Do not put the new posts until the previous one is still readable by LinkedIn users.

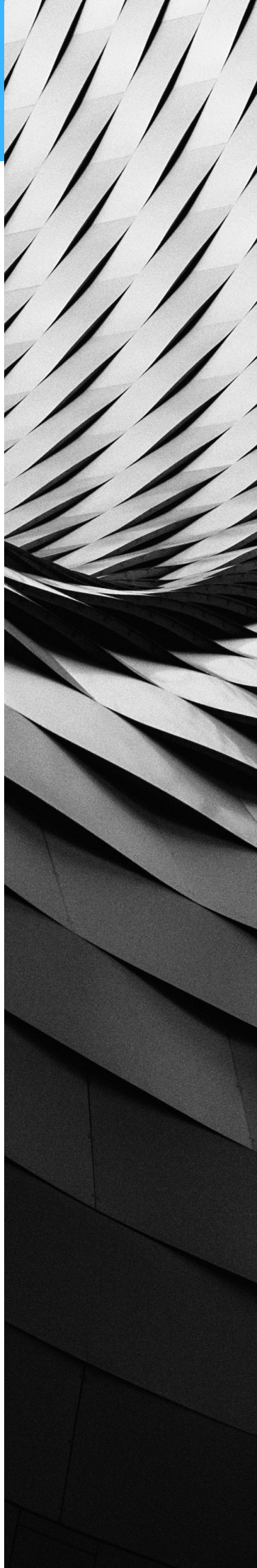


NETWORK ENGAGEMENT TIPS

1. ***Reach out to your network and get help from friends with early engagement (within the first 60 minutes) on your posts*** [9]. Rapid engagement on your posts matters to the algorithm, so don't be shy about sending a LinkedIn message to some friends/colleagues and asking for their support within the first hour of publishing a new post.

2. ***Follow influencers in your LinkedIn professional space***. Find the top influencers in your industry and follow them online. There are lots of good lists out there to start from. You can follow target influencers on LinkedIn and use their feeds as filtered content sources for your own knowledge-building and sharing. Influencers know things, but they also know other people. And they're good at sharing content online. So, if you want more visibility, pay attention to and build relationships with the influencers.

3. ***Join 10-15 groups on LinkedIn related to your professional interests***. For example, "Corporate Governance Research", "Accounting Research", "Society of Corporate Compliance and Ethics", "Alliance for Research on Corporate Sustainability", "UK Corporate Governance", etc. Try to place 2-4 posts monthly at the groups you signed to. Periodically, you are advised to copy the posts from your personal LinkedIn profile to the LinkedIn groups. This will let you accumulate promote LinkedIn users with professional interests similar to yours. Use 3-5 hashtags linking your professional interests and the group's major content. For example, hashtags should contain words the title of the group is composed of (#corporategovernance as a hashtag for the group "Corporate Governance Research", or #accounting for the group "Accounting Research").



9. It is called as the "Golden Hour". If no one reacts or comments to your posts within 60 minutes of posting, it will perform badly and get low engagement. If, on the other hand your post rapidly gets multiple likes and comments shortly after being published, it will get good levels of engagement.

NETWORK ENGAGEMENT TIPS

Find below the list of LinkedIn group links related to corporate governance, accounting, and finance to join [10].

4. ***Your LinkedIn profile URL***. You should include it on your resume (because a recent study [11] showed that resumes with a link to a comprehensive LinkedIn profile have a 71% better chance of hearing back from employers).

5. ***When inviting a LinkedIn member to connect with you, make it personal***. The recipient is more likely to say yes. Use the "Add a Note" field to write a message that explains why they should connect with you.

6. ***Keep in mind the following analytics*** related to the major performance LinkedIn indicators [12, 13]. Also, note that LinkedIn's members live in more than 200 countries. This includes 163 million users in Europe (including the UK), 196 million in the Asia-Pacific, and 107 million in Latin America (Appendix 2).

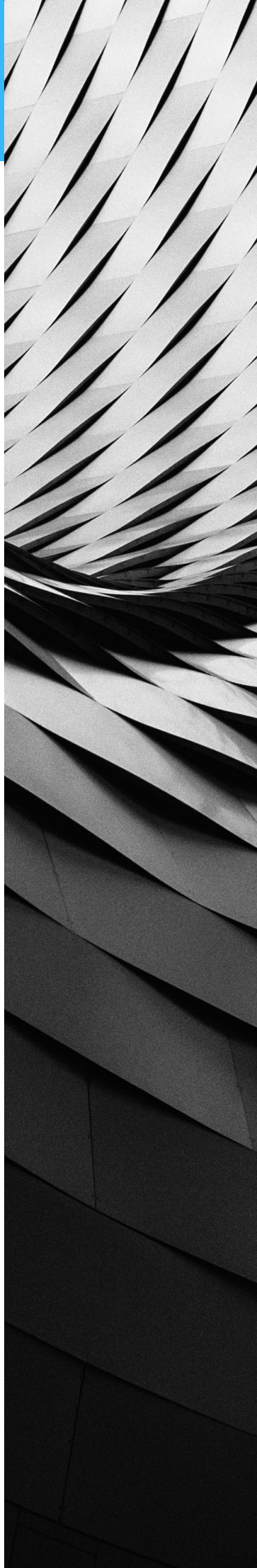
7. ***You don't have to be a LinkedIn influencer*** to have your content perform well. Of the 10,000 most shared posts on LinkedIn between 2012 and 2016, only 6% were written by LinkedIn influencers. Just come and post!

10. https://www.linkedin.com/groups/2609393/; https://www.linkedin.com/groups/139480/; https://www.linkedin.com/groups/1843127/; https://www.linkedin.com/groups/8544150/; https://www.linkedin.com/groups/1794138/; https://www.linkedin.com/groups/2055027/; https://www.linkedin.com/groups/2288691/; https://www.linkedin.com/groups/147616/; https://www.linkedin.com/groups/3984120/; https://www.linkedin.com/groups/38740/; https://www.linkedin.com/groups/3955272/; https://www.linkedin.com/groups/144577/; https://www.linkedin.com/groups/8576907/; https://www.linkedin.com/groups/65606/; https://www.linkedin.com/groups/3710301/; https://www.linkedin.com/groups/124207/; https://www.linkedin.com/groups/52095/; https://www.linkedin.com/groups/111694/; https://www.linkedin.com/groups/133281/; https://www.linkedin.com/groups/61769/.

11. https://www.resumego.net/research/linkedin-interview-chances/

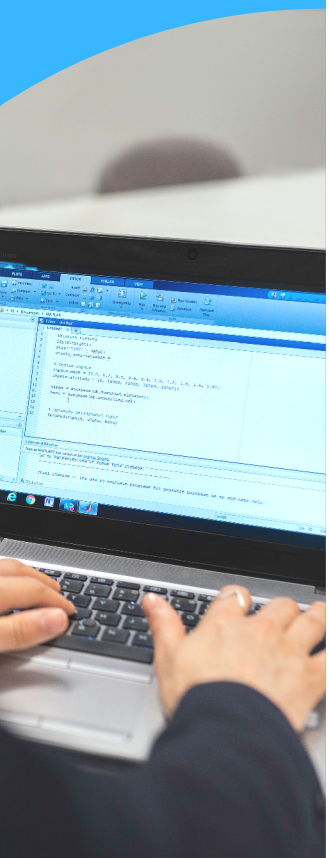
12. LinkedIn, a social media platform for professional engagement, has 303 million monthly active users.

13. LinkedIn post views are most correlated with LinkedIn post likes (0.77 Correlation Coefficient); LinkedIn Shares are most correlated with LinkedIn post likes (0.94 Correlation Coefficient); LinkedIn post comments are most correlated with LinkedIn post likes (0.84 Correlation Coefficient).



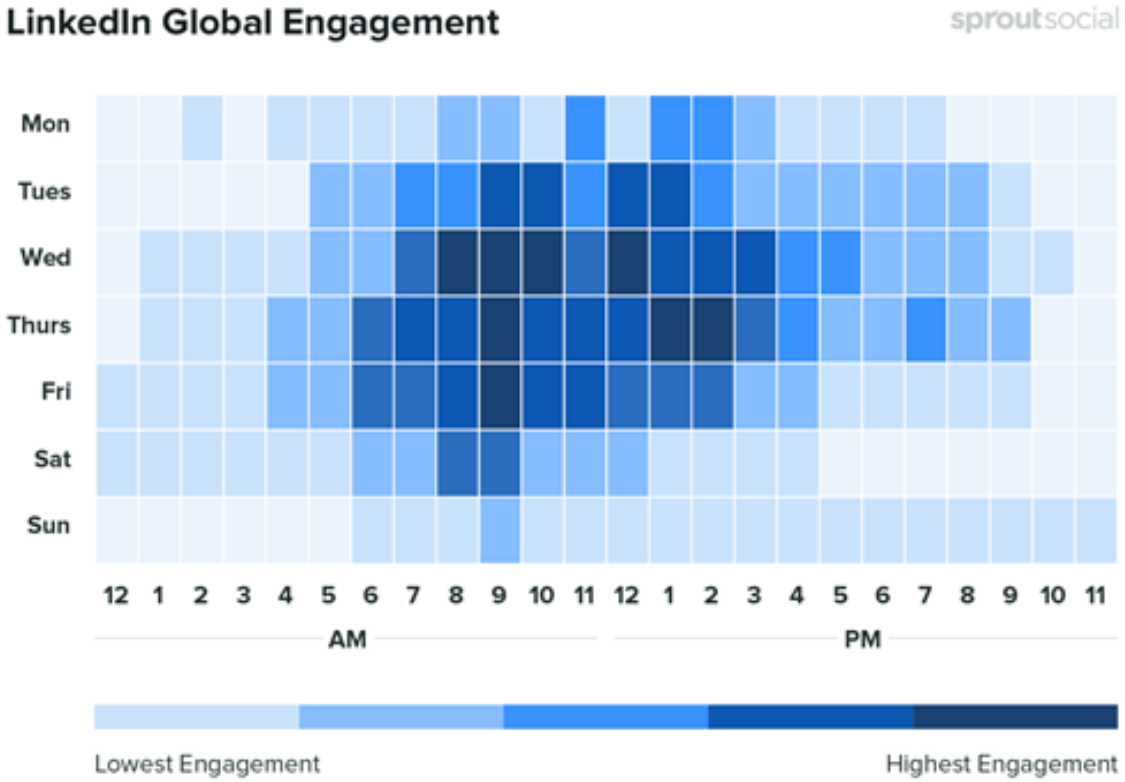
USEFUL LINKS

- https://www.linkedin.com/pulse/13-tips-mastering-linkedin-algorithm-jay-palter/
- https://www.linkedin.com/pulse/social-networking-just-got-way-more-important-because-jay-palter/
- https://cultivatedculture.com/linkedin-profile-tips/
- https://blog.hubspot.com/marketing/best-time-post-on-linkedin
- https://business.linkedin.com/en-uk/marketing-solutions/blog/posts/B2B-Marketing/2016/Whats-the-best-time-to-post-on-LinkedIn
- https://sproutsocial.com/insights/best-times-to-post-on-social-media/
- https://sproutsocial.com/insights/best-times-to-post-on-social-media/#li-times
- https://business.linkedin.com/en-uk/marketing-solutions/blog/posts/2015/What-is-your-8pm-moment
- https://www.brafton.com/blog/social-media/5-of-the-best-types-of-content-to-post-on-linkedin/
- https://successwise.com/crafting-attention-grabbing-linkedin-post/
- https://kinsta.com/blog/linkedin-statistics/
- https://www.apollotechnical.com/linkedin-users-by-country/



APPENDIX 1

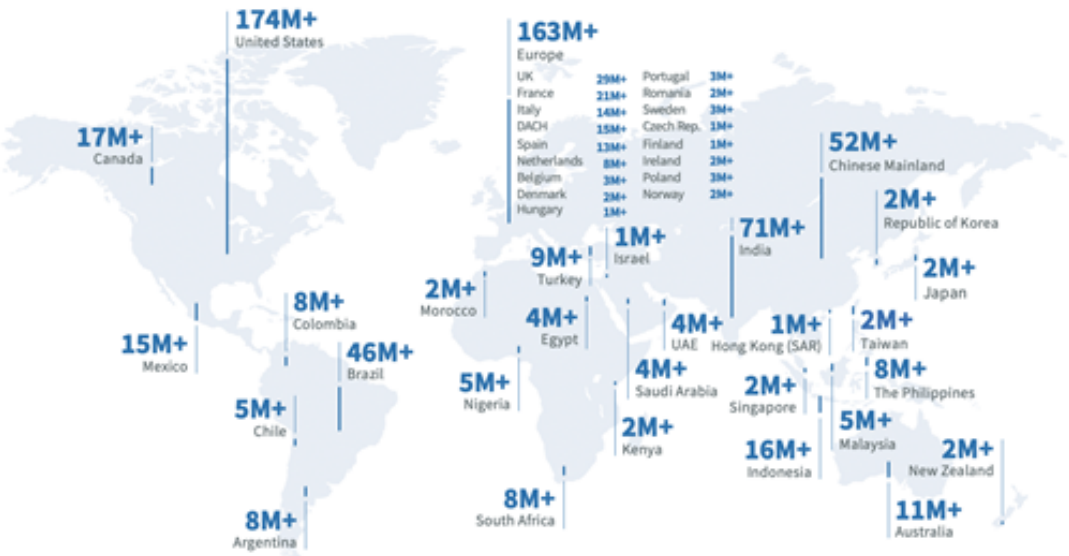
The best time for posting in LinkedIn: An ordinary view

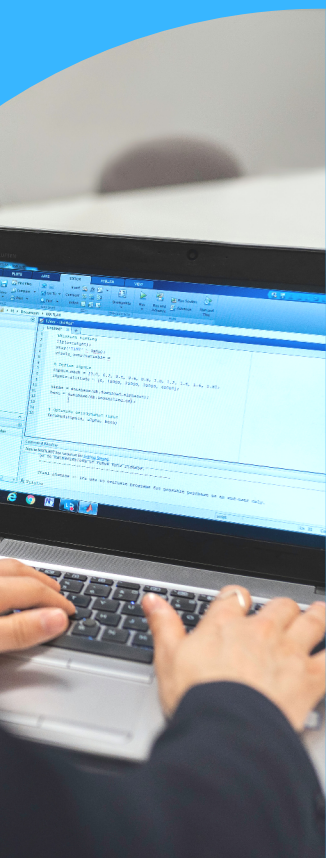


APPENDIX 2

Geostatistics of the LinkedIn users

722 million members in 200 countries and regions worldwide





Top 45 countries by number of LinkedIn members

Rank	Country	Members
1	United States	171,000,000+
2	India	69,000,000+
3	China	51,000,000+
4	Brazil	45,000,000+
5	United Kingdom	29,000,000+
6	France	20,000,000+
7	Canada	17,000,000+
8	Indonesia	16,000,000+
9	Mexico	15,000,000+
10	Italy	14,000,000+
11	Spain	13,000,000+
12	Australia	11,000,000+
13	Germany	10,400,000+
14	Turkey	9,000,000+
15	Netherlands	8,330,000+
16	The Philippines	8,000,000+
17	Colombia	8,000,000+
18	Argentina	7,260,000+
19	South Africa	7,000,000+
20	Chile	5,000,000+
21	Malaysia	4,470,000+
22	Nigeria	3,910,000+
23	UAE	3,710,000+
24	Egypt	3,550,000+
25	Belgium	3,500,000+
26	Sweden	3,430,000+
27	Saudia Arabia	3,360,000+
28	Poland	3,170,000+
29	Portugal	2,910,000+
30	Switzerland	2,630,000+
31	South Korea	2,370,000+
32	Denmark	2,300,000+
33	Romania	2,280,000+
34	Singapore	2,260,000+
35	Japan	2,140,000+
36	Taiwan	2,050,000+
37	Ireland	1,740,000+
38	Kenya	1,740,000+
39	New Zealand	1,700,000+
40	Israel	1,670,000+
41	Norway	1,660,000+
42	Hong Kong	1,530,000+
43	Czech Republic	1,330,000+
44	Austria	1,160,000+
45	Finland	1,030,000+

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