

How should I use my LinkedIn profile?

Creating a profile

LinkedIn profiles typically appear among the top search results when people search by name. You can watch any of the videos listed below (English only) to learn more about editing your profile and then update your profile today!

- Create a 100% complete LinkedIn profile
- Basic Profile Information
- Experience
- Education
- Profile Summary
- Recommendations
- Additional Information

Start networking

Find connections. Click the "Contacts" tab at the top of your profile to search for colleagues and classmates. Click on "Add Connection" to search based on e-mail address, company, location, year of graduation and much more. Join Groups to discuss topics relevant to your interests, discuss ideas and meet people to network with.

Encouraging idea sharing

The best way to initiate a discussion and to share ideas with your contacts is by creating a group. USI is on LinkedIn with the group "USI Università della Svizzera italiana", dedicated to students, alumni, staff and Faculty. You can request membership [here](#) or ask for the creation of a specific subgroup (e.g. USI Service, discussion forum, Faculty, etc.).

Alongside the USI group there is the [USI Alumni group](#), dedicated to our graduates.

It is a closed group and membership requests are subject to review by the group administrators.

You can create subgroups for study programmes or for graduation year.

For the creation of subgroups please contact socialmedia@usi.ch

General guidelines useful for company pages, profiles and groups

Be honest and transparent about your identity

If you are representing USI in LinkedIn, identify yourself as a USI faculty or staff member. If you participate in or maintain a profile on LinkedIn on behalf of the university, clearly state your role and goals.

Ask your supervisor about circumstances when you are empowered and when you may need approval to respond directly to users on social sites.

Be Consistent And Ensure That People Can Find Your Content

When starting an account, try for USI Università della Svizzera italiana.

Use you.you@usi.ch as the email for contact.

Use university approved descriptions.

Maintain confidentiality

Do not post confidential or proprietary information about USI, its students, its alumni or your fellow employees. As a guideline, don't post anything that you would not present at a conference. Make sure your efforts to be transparent don't violate privacy.

Be consistent with USI brand and bring value

The official brand is : "USI Università della Svizzera italiana".

Familiarize yourself with USI'S Institutional Brand Identity before posting logos, images and content in LinkedIn. For any doubt ask to USI Media and Communication Service

Help people learn about the USI community and all we have to offer. Engage people liberally.

Learn to use a conversational tone and be mindful of the community spirit. If you are sharing about your school work, school events, or any news story for USI, use your real name, be clear who you are, and identify that you work for USI. Provide links to material when they are available. Show proper respect for copyright and fair use laws. Only quote short excerpts of other people's material and always try to link to others' work.

Monitor and update regularly

The official USI Group in LinkedIn is administrated by the Alumni Service who regularly monitor postings and update content. Regularly updating your profile and check messages and news is recommended (at least one time a week).