



# Boost Your LinkedIn Presence

## Promote Phenomics Australia Account



### Optimise Your LinkedIn Profile and Keep it Updated

- **Headline and Summary:** Include your role at Phenomics Australia (e.g. Board Member, Scientific Director, Staff member).
- **Profile Maintenance:** Regularly update your profile with new roles, skills, certifications, and achievements.
- **Reflect Phenomics Australia Changes:** Ensure your profile reflects any new branding, missions, or values Phenomics Australia adopts.
- **Create an account for your Node:** Keep it updated with engaging content. Send us the handle so we can tag you.

### Connect, Network and Showcase Your Expertise

- **Connect with Colleagues and Users:** Build a network that reflects your professional environment.
- **Publish Articles:** Share industry insights or thought leadership pieces. Mention how your expertise ties into Phenomics Australia's work.
- **Join Industry Groups:** Participate in groups that align with our industry to expand our corporate reach.
- **Celebrate Milestones and Achievements:** Share posts about team achievements, project completions, or company awards.



### Engage with Phenomics Australia Content

- **Like, Comment, and Share:** Actively engage with Phenomics Australia posts to increase their visibility.
- **Add Personal Insights:** When sharing Phenomics Australia content, add your thoughts or a comment to make it more personal and engaging.
- **Tag Colleagues and Users:** Encourage discussion by tagging relevant people in the comments.



### Use Hashtags and Mentions and Share Engaging

- **Use Relevant Hashtags:** Use our company-specific hashtags (#precisionmedicine, #NCRISImpact, #ResearchInfrastructure) and relevant industry hashtags to increase visibility (e.g. #CRISPR, #Organoids, #iPSC...)
- **Mention Phenomics Australia Account:** Mention Phenomics Australia LinkedIn account (@phenomics-australia) in posts where appropriate to drive traffic to our page.
- **Use Visuals:** As much as possible, include images, videos, and infographics to increase post engagement.



By following these steps, you'll help promote Phenomics Australia's LinkedIn account, increase engagement, and build a stronger brand presence.

Together, We Amplify Phenomics Australia Brand!

W: [phenomicsaustralia.org.au](http://phenomicsaustralia.org.au)

X: @phenomics

LinkedIn: phenomics-australia

E: [contact@australianphenomics.org.au](mailto:contact@australianphenomics.org.au)

