

# Sue Beckingham

Educational developer, Faculty TEL lead and Lecturer

*Having been given the opportunity, through LinkedIn, to speak internationally on a number of occasions, Sue understands the benefit of a full profile with complete detail. She also recognises how showcasing projects and setting up groups are instrumental to professional development and effective teaching practice.*

“LinkedIn is essentially my digital rolodex.”

## Showcase your achievements!

A rich profile is essential to gaining professional attention. Any projects that you’ve been involved in, publications you’ve produced or conferences you’ve given should be on your LinkedIn profile. For example, Sue posts her conference presentations to SlideShare and these appear in her LinkedIn profile automatically.

“It creates a visual presence, which adds a bit of richness to the profile.”

Sue points out that potential students or parents of students probably search for the profile of tutors and so it’s important that your professional achievements are detailed.

External organisations and companies also look at profiles and so a professional profile that reflects the university is crucial.



Sue is known as one of the leading experts at Sheffield Hallam University on the uses of social media, lecturing within the Department of Computing. She takes a lead role within her faculty for technology enhanced learning and has written several related publications about digital advancement and education — which can be found on LinkedIn.

## LinkedIn can take you far...

... as far as Barcelona and Denmark for example.

It was because Sue's profile contained lots of detail with the keywords of her sector that she has been asked to speak at international conferences – most recently two in Barcelona and Denmark. The conference organisers were primarily using LinkedIn as a search engine to look for speakers.

“The invitation came through LinkedIn and it was a tremendous opportunity to speak abroad.”

## Managing LinkedIn groups

“I've set up groups with my students on LinkedIn and we use that as a discussion forum.”

*Groups are a brilliant way of extending teaching beyond the classroom.*

However, once you start a group you have to keep regularly checking it in order to answer questions and moderate discussions.

A university-run alumni group is also a very powerful tool.

“We can keep up-to-date with what they're doing, but they can also place intern or placement opportunities on there for other graduates.”

Written by Haleema Khan

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