



GS
O*

GSO*

Guidance, Skills & Opportunities
for Researchers

*Your Ally for
Careers in
Academia & beyond.



Find out more about GSO
at gsonet.org



Connect with us on
LinkedIn

Dr. Birte Seffert –
Career Advice, Coaching, Workshops
& Klaus Tschira Boost Fund
seffert@gsonet.org





How to LinkedIn for Researchers

1

**LinkedIn Can Do A Lot For You
without becoming an influencer.**



Academic Networking

- Scientific exchange & visibility
- Connecting with researchers & the scientific community
- Communicating news, insights, results
- Sharing scientific content with peer group

▶ **Profile & Content:** Professional, serious

▶ **Activity Level:** Occasional

▶ **Focus:** Quality of contacts & network



Science Communication

- Prepare & present scientific content for external audiences
- Engage with the general public, science-enthusiasts, students
- Develop own formats
- Be available as a guest speaker, for interviews, invitations etc.

▶ **Profile & Content:** Meaningful, creative

▶ **Activity Level:** Regular

▶ **Focus:** Quality (engagement), quantity (followers)



Academic Networking

- Scientific exchange & visibility
- Connecting with researchers & the scientific community
- Communicating news, insights, results
- Sharing scientific content with peer group

OR



Science Communication

- Prepare & present scientific content for external audiences
- Engage with the general public, science-enthusiasts, students
- Develop own formats
- Be available as a guest speaker, for interviews, invitations etc.

- ▶ **Profile & Content:** Professional, serious
- ▶ **Activity Level:** Occasional
- ▶ **Focus:** Quality of contacts & network

- ▶ **Profile & Content:** Meaningful, creative
- ▶ **Activity Level:** Regular
- ▶ **Focus:** Quality (engagement), quantity (followers)

→ **Check your scientific community on LinkedIn:**
WHO – HOW – WHAT can you learn, add & contribute?

2

The Time Issue

low-effort, but consistent.

3 Pieces of Advice



Build a posting rhythm that fits your workload.

How much time can you invest per week? Long-term consistency matters more than frequency.



Consider teamwork.

Social media channels can be operated jointly. In many research groups, several people participate in communication. Use the expertise in your team to share the work.



Use tools.

Planning tools like ChatGPT, Buffer and Hootsuite can help. Automated planning can significantly reduce your workload. Use the opportunities that exist to remain efficient.

3

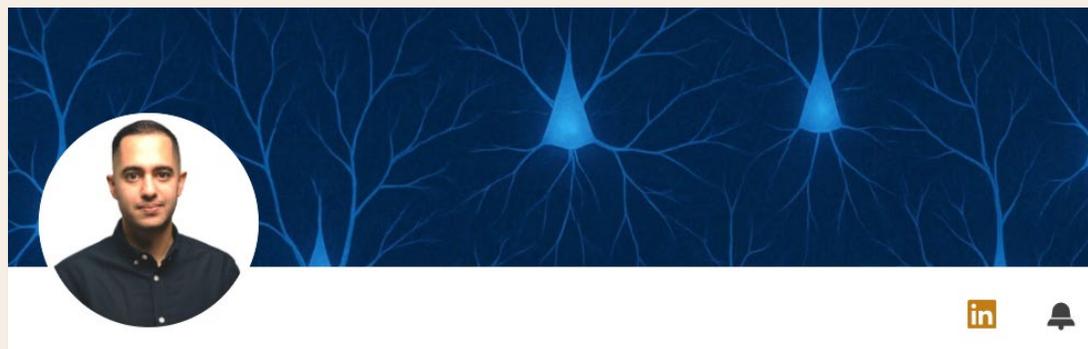
Yes,
you need
a professional LinkedIn profile.

Essentials of a Strong Profile

BANNER



PROFILE PICTURE



Essentials of a Strong Profile

HEADLINE

Think skills,
expertise,
problems you
solve, what
you offer...

Birthe Lange sie/ihr · 1st

PhD Student in Muscle Disease Research | Career Fair Organisation at
btS e.V. | Passionate about Good Leadership

Germany · [Contact info](#)



Charité - Universitätsmedizin
Berlin



Humboldt-Universität zu
Berlin

Arash Samiee · 1st

Neuroscientist | PhD Candidate | Scientific Recruitment Specialist |
BioMed X

Heidelberg, Baden-Württemberg, Germany · [Contact info](#)



BioMed X Institute



The Julius Maximilians
University of Würzburg

Dr. Maria-Elena Vorrath · 1st

Your expert on enhanced rock weathering & biochar.

Hamburg, Hamburg, Germany · [Contact info](#)



Rockchar & Superchar

Essentials of a Strong Profile

ABOUT ME

**Why do you do
what you do?
What are you
curious about?
What are you
moving forward?**

About

Molecular Life scientist with a strong academic background in Molecular Medicine and a focus on genetic muscle diseases. Currently pursuing a PhD, investigating muscle development and the impact of DNA mutations on genetic muscle disease pathology. Educated in Germany (Bachelor's in Molecular Life Sciences) and Sweden (Master's in Medical Research with specialisation in Molecular Medicine), bringing an international perspective to scientific research and problem-solving. Active member of btS e.V., Germany's largest student organisation in life sciences with 1,100 members and 21 local offices. Served in the national executive committee (2022-2023), where responsibilities included organising the biannual career fair "ScieCon" attended by over 500 participants and 25+ companies from the biotech and pharma sectors. Developed competencies in project management, budgeting, marketing, and team leadership and was involved in several organisational transformation initiatives. Motivated by understanding human disease mechanisms and identifying novel connections in my research. Value collaborative work environments and professional networking opportunities across academic and industry settings. Combining rigorous scientific training with practical leadership experience, bringing a unique skillset to challenges in an industrial setting and research.

About

PhD candidate in Neuroscience with hands-on experience leading complex, interdisciplinary research projects. Proven skills in project coordination, data analysis, and scientific documentation, supported by strong organizational and communication abilities. Scientific background spans from in vivo glioblastoma research in rats using nanoparticle-based cannabinoid drug delivery systems, to the use of transgenic mouse models for chemogenetic silencing of glutamatergic pathways during early hippocampal development.

About

Your expert on enhanced rock weathering combined with biochar.

Passionate about geosciences and climate action. Not accepting the status quo.

Profile photo: Paul Feuerböther

Essentials of a Strong Profile

EXPERIENCES

**Present
evidence:
examples, case
studies,
numbers,
results, impact**



Research Assistant

Charité - Universitätsmedizin Berlin
Nov 2019 - Present · 6 yrs 4 mos

Investigation into regulatory relationships in non-coding parts of the DNA in different stages of muscle development with a focus on transcription factor binding sites in the group of professor Markus Schülke-Gerstenfeld as part of the research unit "Beyond the Exome"



Research Assistant

The Julius Maximilians University of Würzburg · Full-time
Apr 2022 - Mar 2025 · 3 yrs
Würzburg, Bavaria, Germany · On-site

- Using chemogenetic approach to address activity dependence of neuronal pathway development in genetically modified animals in-vivo under the supervision of Dr. Knut Kirmse.
- Working with transgenic mice and silencing the network activity during initial postnatal weeks.
- Leading medical students in lab and introducing them to patch-clamp and confocal microscopy.
- Investigating developmental and synaptic defects caused by transplacental transmission of Caspr2 antibodies and autism as a side project.

🔗 Data Analysis, Reverse Transcription Polymerase Chain Reaction (RT-PCR) and +13 skills



PHD Candidate

Alfred Wegener Institute Helmholtz centre for polar and marine research · Contract
Feb 2017 - Sep 2020 · 3 yrs 8 mos
Bremerhaven und Umgebung, Deutschland

PhD candidate. Reseacher at PALICE (paleo sea ice and climate dynamics), Marine Geology.
<https://www.awi.de/en/science/junior-groups/palice.html>

Essentials of a Strong Profile

Featured

Post

Dear Rockchar and Superchar Enthusiasts, ☀️ ...



61 · 9 comments

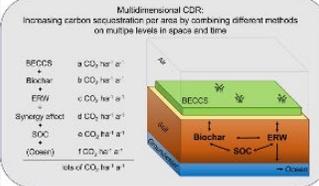
Document

Curriculum Vitae 2025 update

Finally, I updated my CV for job roles in the industry. You are welcome to contact me.

Post

? What is your favorite #CDR method ? ...



91 · 21 comments

Projects

Weltrettung braucht Wissenschaft

Feb 2023 - Present

Show project ↗

Unser neues Buch "Weltrettung braucht Wissenschaft" hat das Licht der Welt erblickt: Wie sähe die Welt aus, wenn wir auf Wissenschaft hören? Franca Parianen macht sich auf die Reise quer durch ...see more

Publications

Link to full list of publications

Show publication ↗

Skills

Astronomy

4 endorsements

Endorse

Astrophysics

6 endorsements

Endorse

4

Simple Ways

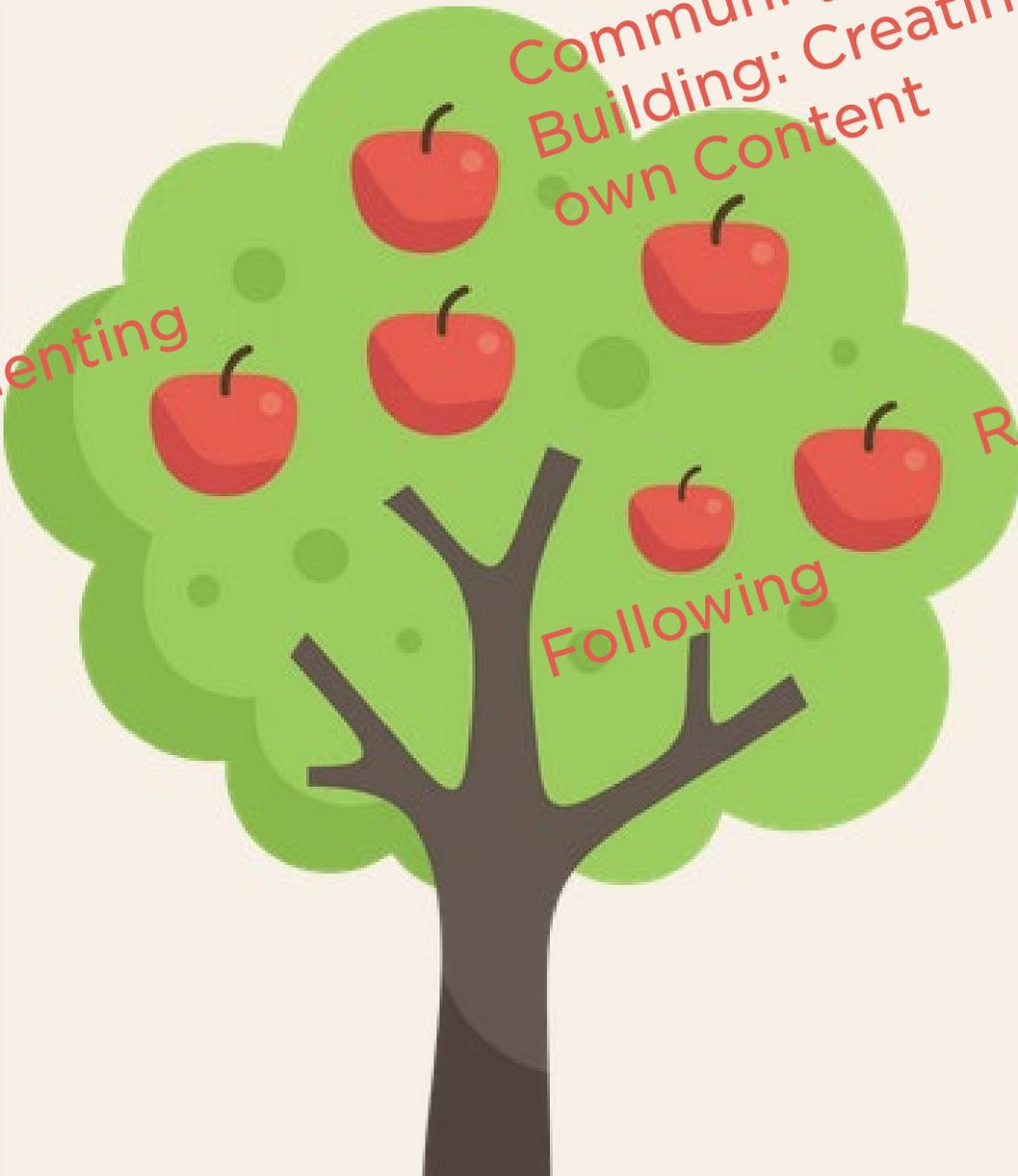
to get active and increase visibility.

Community
Building: Creating
own Content

Commenting

Reposting

Following



LinkedIn Posts Good Practise

Get support from ChatGPT

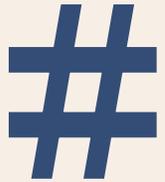
Keep it **simple**, tell a **story**, highlight **takeaways**
(length approx. 3.000 characters)

Have a clear **structure** with **paragraphs, quotes** and **emojis**

Be **visual**:
Include a picture or graphic
(don't forget the copyright)

Include a **call-to-action, links, hashtags #, @ linking to people**

Hashtag Ideas



#SciComm

#PhDLife

#IAmHanna

#WissZeitVG

#OpenAccess

#OpenScience

#WomenInStem

#CitizenScience

#AcademicChatter

Practical Exercise: Ideas for your First Posts

Note down 1-3 things for each question that you want people to know about you

Practical Exercise: Ideas for your First Posts

- ▶ How did you become a scientist?
- ▶ What fascinates you about your field, topic, or approach?
- ▶ What does your daily life as a scientist look like?
- ▶ What was your last breakthrough, setback or learning?
- ▶ What resources, tools or methods can you recommend?

Note down 1-3 things for each question that you want people to know about you

LinkedIn Post Competition

- ▶ How did you become a scientist?
- ▶ What fascinates you about your field, topic, or approach?
- ▶ What does your daily life as a scientist look like?
- ▶ What was your last breakthrough, setback or learning?
- ▶ What resources, tools or methods can you recommend?

Publish a post by Feb. 22 (Sunday)

answering one of these questions

OR

one learning from today's session
on LinkedIn **and link to**

*@Guidance, Skills & Opportunities for
Researchers e.V. (GSO)*

@Birte Seffert

@Energie-Innovationszentrum Cottbus (EIZ)

@btu

**The best post wins a 30-minute LinkedIn
profile check with Birte**

GSO Resources

Career Resources



Ask an Expert

Beyond Bragging: Using LinkedIn Strategically as a Researcher – with Alma.me

How can researchers use LinkedIn as a research tool, networking accelerator, and visibility platform—without “bragging.” Practical steps for postdocs in Germany: building a useful feed, doing informational interviews, and shaping a profile that translates academic strengths for non-academic audiences.

Authentic Visibility for Researchers

*** TO BE HONEST**
Career Real Talk for Researchers

Authentic Visibility for Researchers

Learn how clarity, consistency, and confidence can help early-career scientists share their work. Small steps and authentic messaging open doors for recognition.

Newsletter

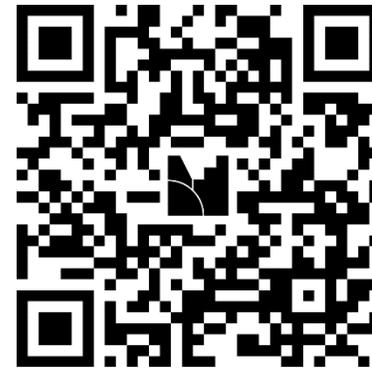




Thank you!

Please take a few minutes NOW to
complete this session's evaluation
on www.menti.com

Use the code 6155 0889
or scan the QR code



Join us for the next Bits & Bites Workshops

| | | | | | |
|--|--|--|--|---|--|
| <p>17.02.2026 1:15 – 2 pm</p> <p>Bits & Bites 2: How to LinkedIn for Researchers</p> <p>Get visible without turning into an influencer</p> <p>You'll learn the essentials of a strong LinkedIn profile, simple ways to increase visibility, and how to get started with your first posts. The focus is on realistic, low-effort strategies that fit into busy research schedules.</p> | <p>31.03.2026 1:15 – 2 pm</p> <p>Bits & Bites 3: How to Tell the Story of your Research</p> <p>Less jargon, more clarity for a broader audience</p> <p>This session helps you distil complex research into three clear messages and structure them as a compelling story. You'll work on a short draft that explains what you do, why it matters, and for whom.</p> | <p>28.04.2026 1:15 – 2 pm</p> <p>Bits & Bites 4: Science Communication in Practice</p> <p>How do other researchers actually do it?</p> <p>We look at real-life science communication paths, practical tips, and how to balance communication activities with research responsibilities. This session offers ideas and inspiration to create your own SciComm pathway.</p> | <p>19.05.2026 1:15 – 2 pm</p> <p>Bits & Bites 5: How to (Elevator) Pitch Your Research</p> <p>Explain your work clearly, in under a minute</p> <p>You'll learn how to structure a concise, memorable elevator pitch using a simple framework and adapt it to different situations, from networking events to informal conversations with non-experts.</p> | <p>16.06.2026 1:15 – 2 pm</p> <p>Bits & Bites 6: Open Science Communication Lab</p> <p>Bring your own project and get feedback</p> <p>This session is an open format where you bring your own science communication ideas, drafts, or questions. You'll receive focused input, practical suggestions, and peer feedback in a supportive setting.</p> | <p>14.07.2026 1:15 – 2 pm</p> <p>Bits & Bites 7: Careers in Science Communication</p> <p>What's out there beyond doing research?</p> <p>We introduce career options such as popular science, journalism, science illustration, and citizen science. We discuss required skills, entry points, and support for science communicators in Germany.</p> |
|--|--|--|--|---|--|



If you attend 5 or more sessions, you receive a certificate of participation