Content Sharing Guide

Turn projects research and achievements into useful posts

Share work that helps people understand your interests and capabilities. LinkedIn's student guidance encourages sharing learning and work in progress, not only major achievements. [1] The writing structures and examples here are original practice tools; choose the format and audience that fit your purpose.

A practical post structure

Context: What did you work on or learn?
Contribution: What did you personally do?
Evidence: What result, output or insight can you show?
Learning: What changed in your understanding?
Conversation: Ask a specific question if you want discussion.

Projects

Explain the goal and your role, then link or attach a shareable sample. For group work, name the team's achievement and distinguish your contribution. Do not describe a classroom concept as a commercial result.

Research

State the research question and the approach in plain language. Explain one finding and an important limitation. Credit the original sources and distinguish a literature review from research you conducted yourself.

Achievements

Explain what the award, completion or milestone represents and what you learnt. If sharing a certificate, add context about the skill applied rather than posting the certificate alone.

Format choices

Use a short text post for a focused reflection, an image for a visible output, a document for a structured explanation, or a video when speaking helps communicate the idea. [1] Add a useful caption and accessible descriptions where available.

Before posting

- ☐ The post is accurate, and my contribution is clear.
- ☐ Any figure has a source or supporting record.
- ☐ I have permission to share the sample and identify people.
- ☐ The text adds context rather than only announcing completion.
- ☐ Links work and the selected audience is appropriate.

Illustrative posts and your draft

Project example

For our university careers event, I coordinated room bookings and helped prepare the volunteer schedule. We used a shared spreadsheet to make responsibilities visible and updated it when timings changed. My main learning was that a clear task owner prevents confusion. I have added an anonymised planning sample to my portfolio. What do you use to keep event teams aligned?

Research example

My final year literature review compared studies on student support programmes. One theme was the importance of how outcomes are measured: participation figures and evidence of learning tell different stories. The studies used different methods, so I could not make a direct comparison of programme effectiveness. The project improved my source evaluation and briefing skills. I have shared a short summary with its references.

Achievement example

I have completed an introductory Excel course and applied the learning to a student survey project. Using formulas helped me identify missing entries and organise the results. My next step is to practice pivoting tables on a new dataset. The most useful part was applying a tool to a real task, not simply finishing the course.

Prepare your post

My topic and intended audience

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Context and my contribution

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Evidence and what I learnt

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Optional question or link

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