



LinkedIn for Academics



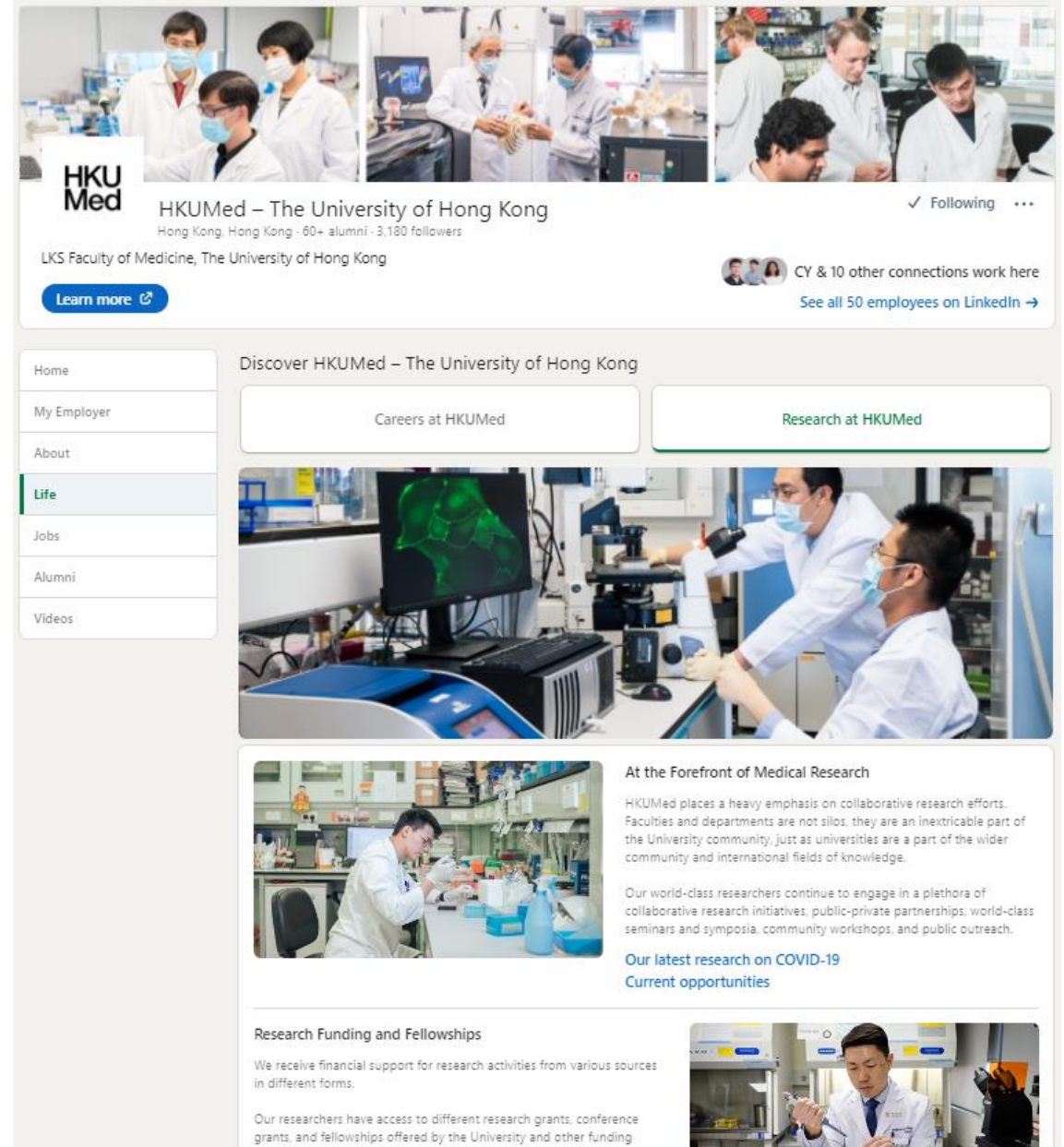
An Introduction for HKUMed Staff

Strategic Communications Team

hkumedsocial@hku.hk

December 2020 | ver 1

Follow HKUMed @        



The screenshot displays the LinkedIn profile of HKUMed – The University of Hong Kong. The header features a collage of three images showing researchers in lab coats. The profile name is 'HKUMed – The University of Hong Kong' with the location 'Hong Kong, Hong Kong' and '60+ alumni · 3,180 followers'. The description reads 'LKS Faculty of Medicine, The University of Hong Kong'. A 'Learn more' button is present. On the right, it shows 'Following' status and a note that 'CY & 10 other connections work here' with a link to 'See all 50 employees on LinkedIn'. The left sidebar contains navigation links: Home, My Employer, About, Life (highlighted), Jobs, Alumni, and Videos. The main content area is titled 'Discover HKUMed – The University of Hong Kong' and includes two buttons: 'Careers at HKUMed' and 'Research at HKUMed'. Below these is a large image of two researchers working at a computer. The 'At the Forefront of Medical Research' section contains a paragraph about collaborative research efforts, a list of research initiatives, and a link to 'Our latest research on COVID-19 Current opportunities'. The 'Research Funding and Fellowships' section mentions financial support from various sources and lists types of funding available. A small image of a researcher is shown at the bottom right.

- [LinkedIn: An Overview](#)
- [Setting up your LinkedIn Account](#)
- [Need Help? Contact Us!](#)

LinkedIn: An Overview

What is LinkedIn?

LinkedIn is an **online social networking and career development site** for professionals.

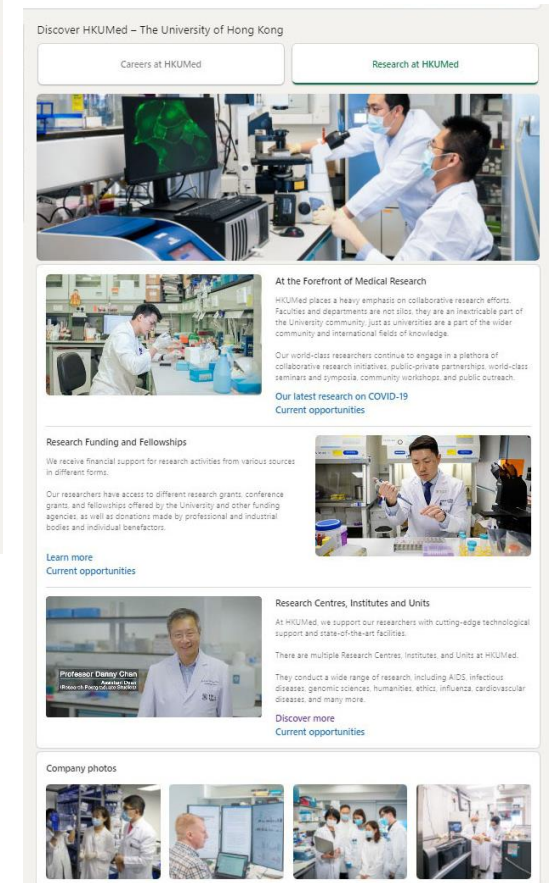
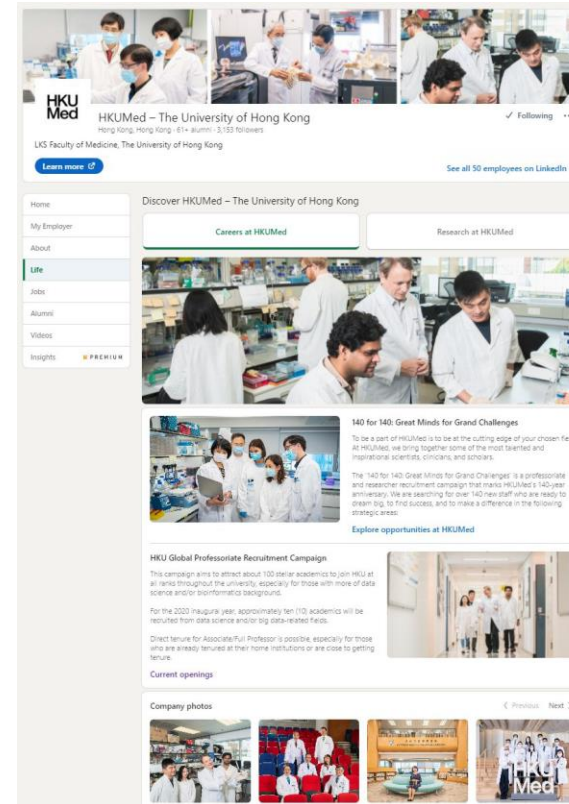
It is the place for **what's happening** in your industry.



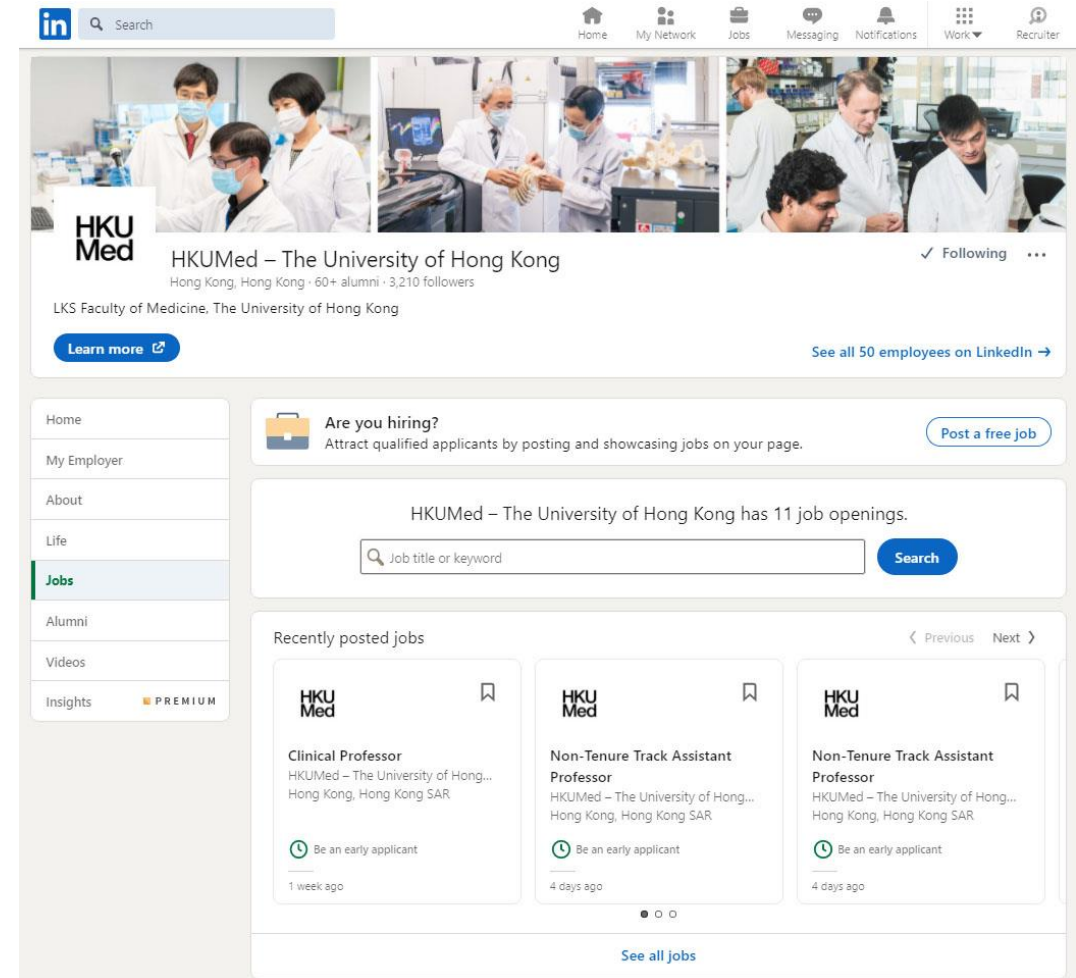
There are over **3,200 followers** on HKUMed page.



‘**Careers at HKUMed**’ and ‘**Research at HKUMed**’ can be found under the ‘**Life**’ tab.



LinkedIn 'Job' page allows all members to search for employment opportunities with HKUMed and creates job alerts for newly posted roles.

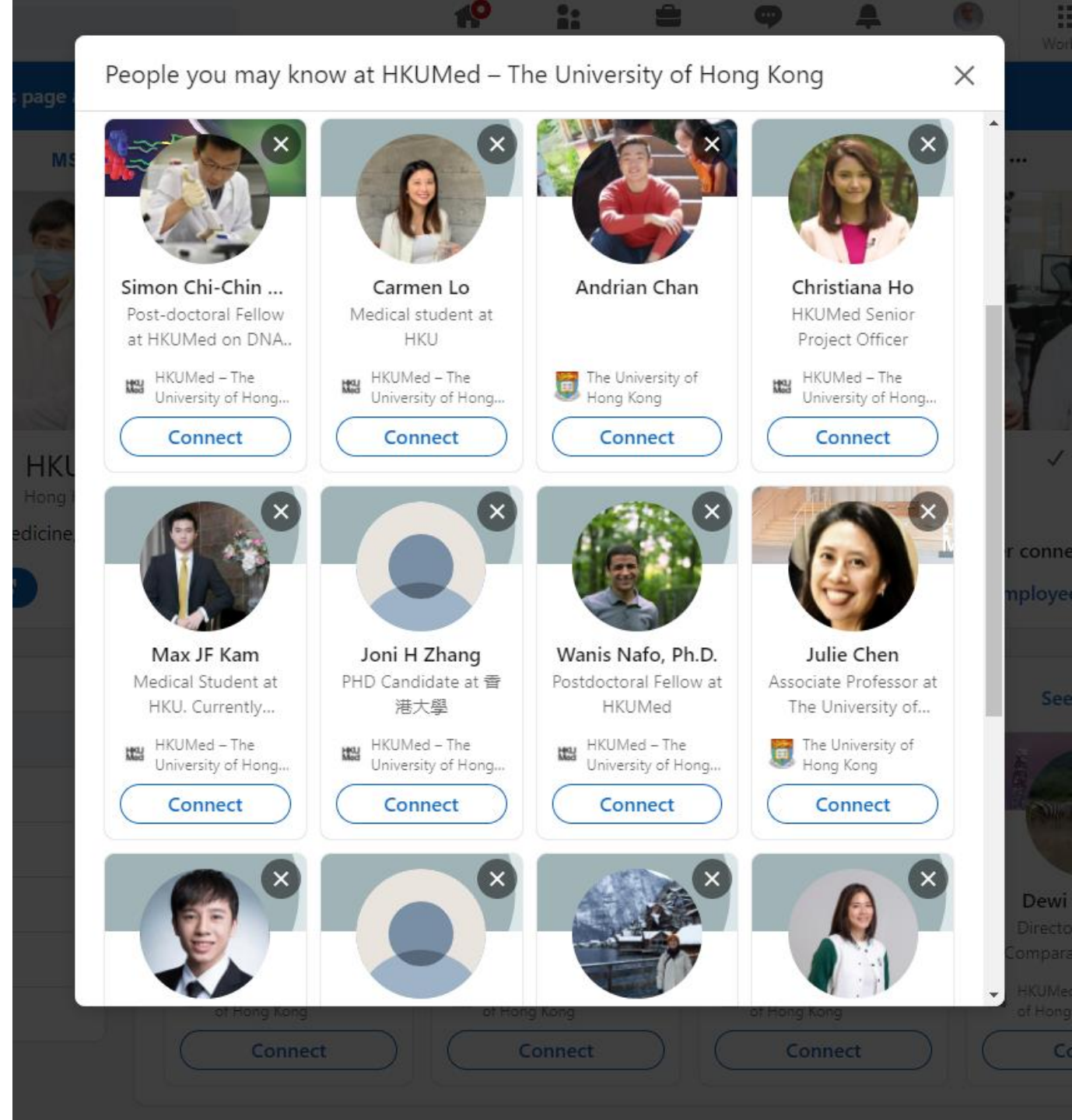


The screenshot displays the LinkedIn profile of HKUMed – The University of Hong Kong, specifically the 'Jobs' tab. The header shows the company name, location (Hong Kong), and follower count (60+ alumni, 3,210 followers). Below the header, a navigation bar includes links to Home, My Network, Jobs, Messaging, Notifications, Work, and Recruiter. The main content area features a search bar for job openings, a section for 'Recently posted jobs' with three listings, and a 'See all jobs' link at the bottom. The job listings include details such as the job title, company name, location, and the time since the job was posted.

Job Title	Company	Location	Time Posted
Clinical Professor	HKUMed – The University of Hong...	Hong Kong, Hong Kong SAR	1 week ago
Non-Tenure Track Assistant Professor	HKUMed – The University of Hong...	Hong Kong, Hong Kong SAR	4 days ago
Non-Tenure Track Assistant Professor	HKUMed – The University of Hong...	Hong Kong, Hong Kong SAR	4 days ago

Who is on LinkedIn?

Fellow **academics, researchers**
and **your colleagues and**
students.



LinkedIn is great for?

LinkedIn is great for:

- Networking
- Highlighting your work
- Writing thought pieces
- Demonstrating your knowledge



Kendrick Co Shih

Director of Student Affairs and Clinical Assistant Professor at HKUMed

Featured

[See all](#)



How Susceptible is the Conjunctiva to COVID-19?

[reviewofophthalmology.com](#)

Researchers at the University of Hong Kong have found that SARS-CoV-2, the cause of...



Telemedicine Emerges as a Coronavirus Hero

[PIE Magazine](#)

British Prime Minister Boris Johnson remains in the hospital, the global death toll continues...



新紫荊廣場: 眼科

Apple Podcasts
Apple Podcasts

Show 新紫荊廣場 (下) - 3 Feb 20

Activity

1,044 followers

[See all](#)



Words from our Dean

Kendrick Co shared this

2 Reactions



Sharing our work on LBP in prevention of cornea stromal fibrosis over the weeken...

Kendrick Co shared this

7 Reactions



This is fantastic! Really respect your father's vision!

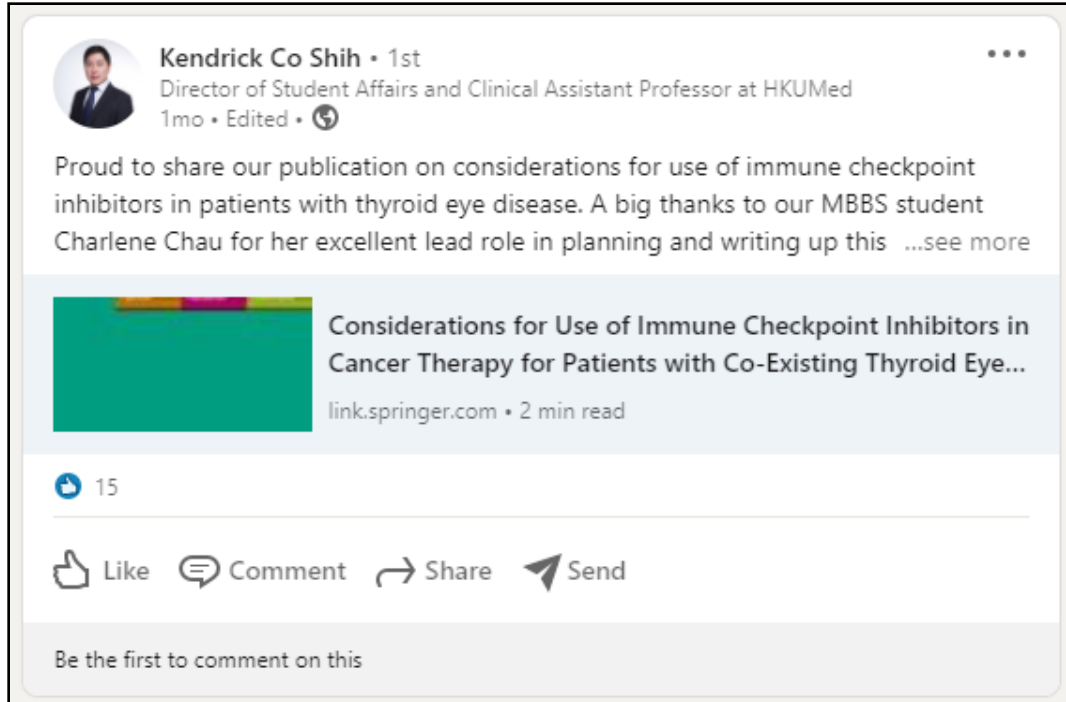
Kendrick Co commented



Virender Sangwan Hope you are well Dr Sangwan. Wish next year will see ...


Kendrick Co replied to a comment

LinkedIn is great for promoting your publications or MOOCs



Kendrick Co Shih • 1st
Director of Student Affairs and Clinical Assistant Professor at HKUMed
1mo • Edited •

Proud to share our publication on considerations for use of immune checkpoint inhibitors in patients with thyroid eye disease. A big thanks to our MBBS student Charlene Chau for her excellent lead role in planning and writing up this ...see more

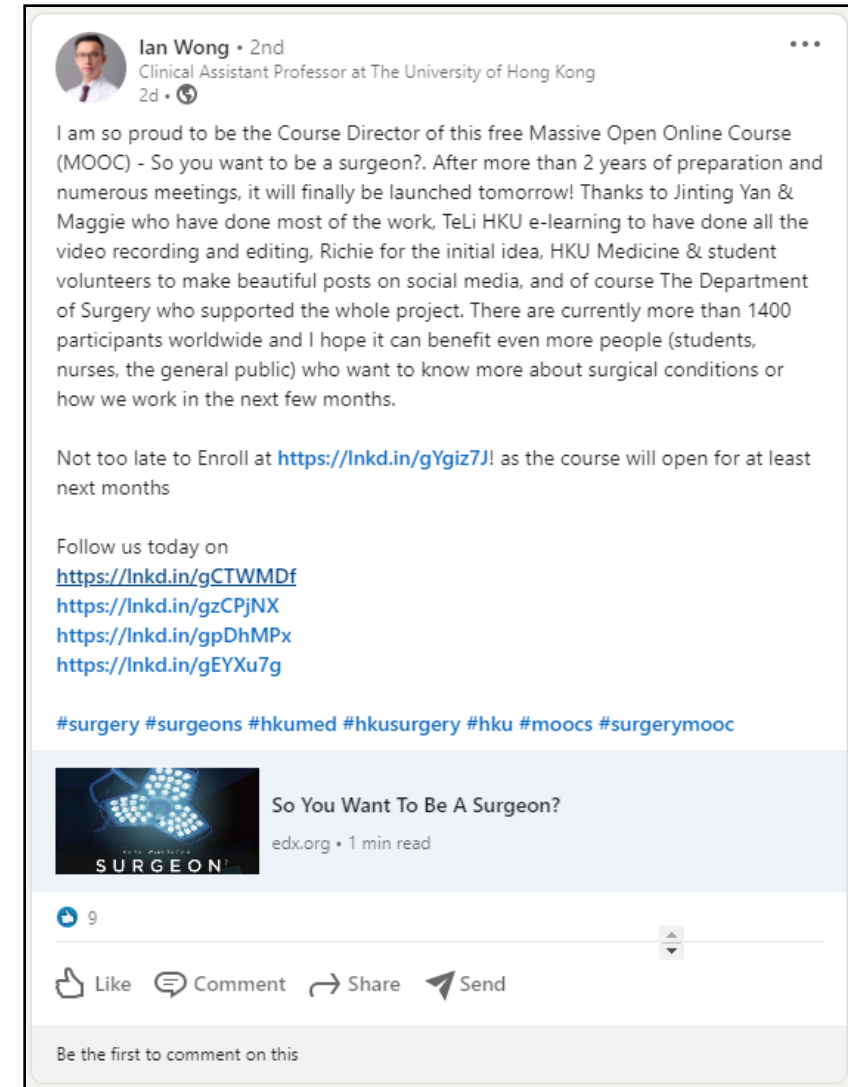
 **Considerations for Use of Immune Checkpoint Inhibitors in Cancer Therapy for Patients with Co-Existing Thyroid Eye...**
link.springer.com • 2 min read

15

Like Comment Share Send

Be the first to comment on this

https://www.linkedin.com/posts/kendrick-co-shih-06807698_considerations-for-use-of-immune-checkpoint-activity-6729652302774452224-Npyy




Ian Wong • 2nd
Clinical Assistant Professor at The University of Hong Kong
2d •

I am so proud to be the Course Director of this free Massive Open Online Course (MOOC) - So you want to be a surgeon?. After more than 2 years of preparation and numerous meetings, it will finally be launched tomorrow! Thanks to Jinting Yan & Maggie who have done most of the work, TeLi HKU e-learning to have done all the video recording and editing, Richie for the initial idea, HKU Medicine & student volunteers to make beautiful posts on social media, and of course The Department of Surgery who supported the whole project. There are currently more than 1400 participants worldwide and I hope it can benefit even more people (students, nurses, the general public) who want to know more about surgical conditions or how we work in the next few months.

Not too late to Enroll at <https://lnkd.in/gYgiz7J>! as the course will open for at least next months

Follow us today on
<https://lnkd.in/gCTWMDf>
<https://lnkd.in/gzCPjNX>
<https://lnkd.in/gpDhMPx>
<https://lnkd.in/gEYXu7g>

#surgery #surgeons #hkumed #hkusurgery #hku #moocs #surgerymooc

 **So You Want To Be A Surgeon?**
edx.org • 1 min read

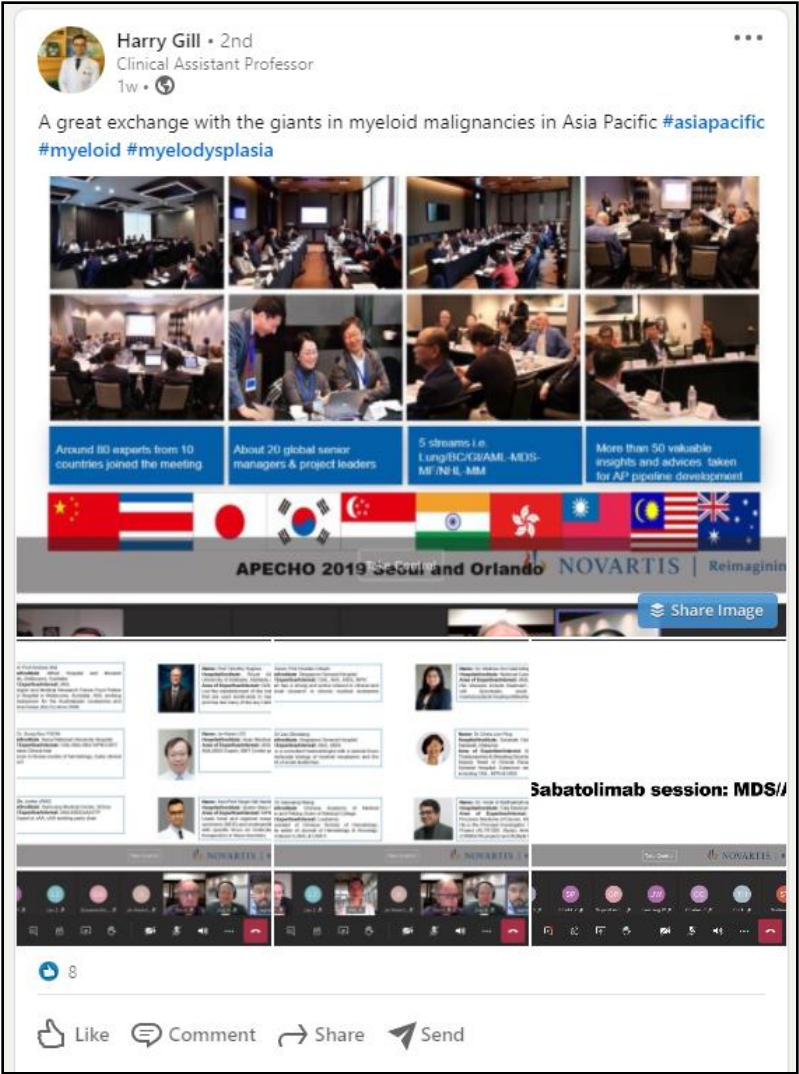
9

Like Comment Share Send

Be the first to comment on this

https://www.linkedin.com/posts/ian-wong-87032319a_so-you-want-to-be-a-surgeon-activity-6739135516056387584-XAaq

LinkedIn is great for sharing your professional activities



https://www.linkedin.com/posts/harry-gill-a341b190_asiapacific-myeloid-myelodysplasia-activity-6736604459989897216-iURn

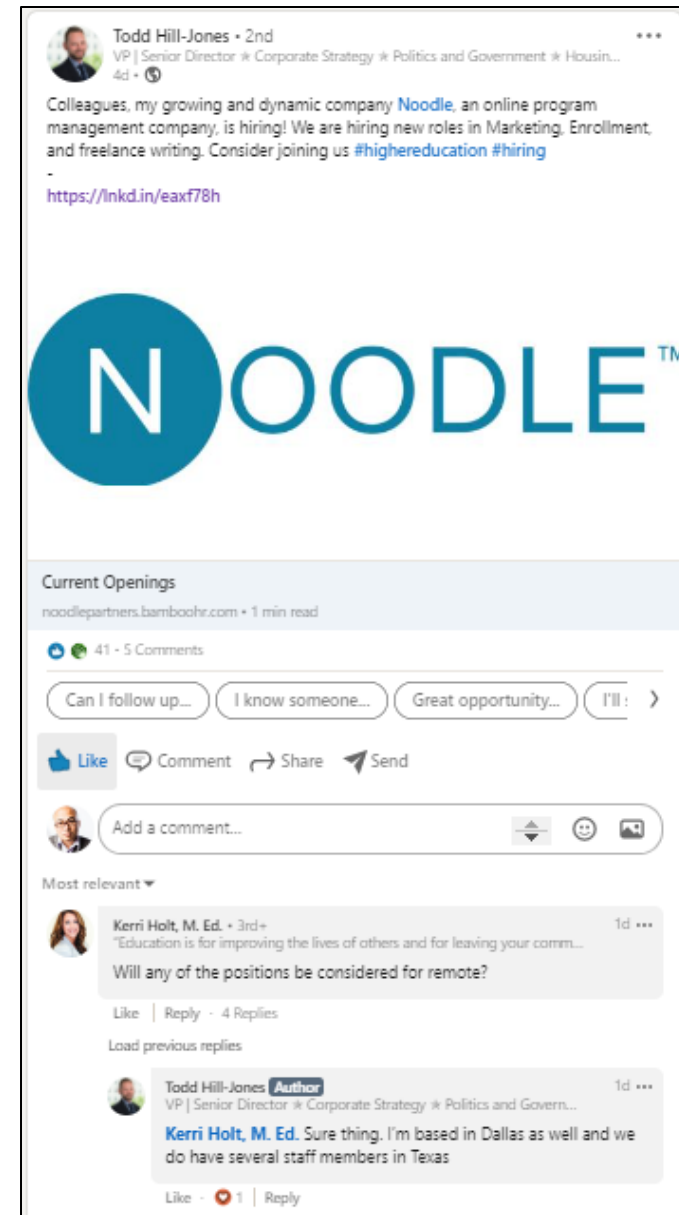


https://www.linkedin.com/posts/kendrick-co-shih-06807698_hkumed-activity-6737894186374299648-eBmX

LinkedIn is great for sharing job opportunities with your peers

Through LinkedIn you can share **job opportunities**, as well as **answer questions** people may have on the job.

https://www.linkedin.com/posts/toddhilljones_current-openings-activity-6739603540542595072-8zLm/



LinkedIn is great for sharing Thought Leadership articles

LKS Faculty of Medicine



Mandatory Masking? What Smoking Bans Can Teach Us

Published on August 28, 2020

**Lloyd Minor**  **fluencer**
Carl and Elizabeth Naumann Dean, Stanford University School of Medicine

38 articles 

While misinformation continues to circulate around masking, the science paints a clear picture: wearing a mask is an effective way to stop the spread of COVID-19, primarily by preventing the wearer from infecting others.

Consider the recent case in [Springfield, Missouri](#): two hairdressers tested positive for COVID-19, exposing nearly 140 clients to infection. Yet, not a single client contracted the disease. Why? Experts credit a simple policy: a citywide ordinance that required people to wear masks in the salon.

Despite compelling evidence—countries with widespread masking have [fared better in the pandemic](#) and [states with mask mandates](#) have lower infection rates—the United States remains a patchwork. Many states, including Missouri, have opted not to implement masking mandates. Even more worrisome is that refusing to wear a mask in public has become a political statement in many corners of our country. As a health care professional,

 Like  Comment  Share  76 · 13 Comments

<https://www.linkedin.com/pulse/mandatory-masking-what-smoking-bans-can-teach-us-lloyd-minor/>

Is LinkedIn for you?

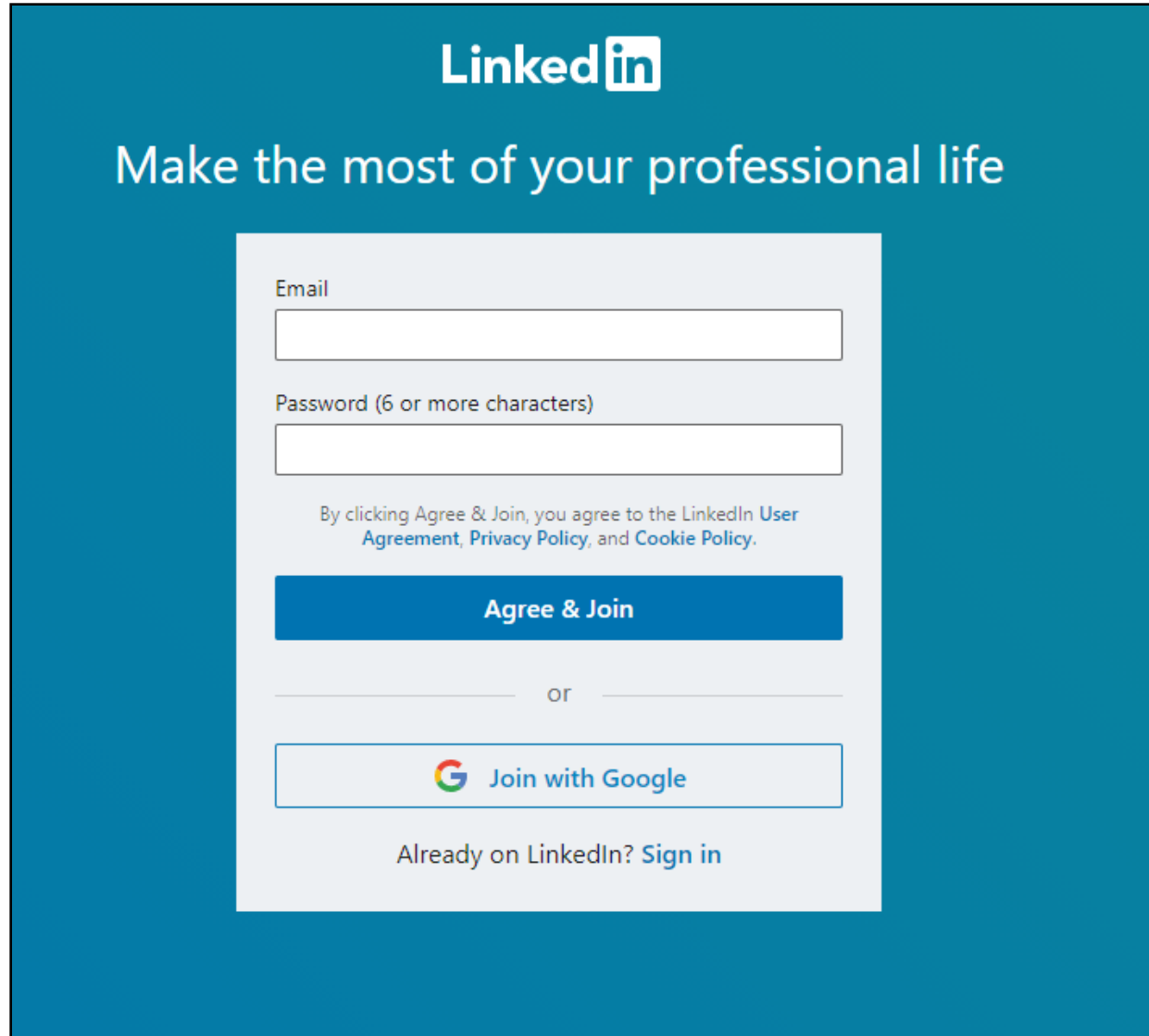
If you are looking to ...

- Expand your **network**
- Increase **influence** of your work
- Exchange **knowledge** and **ideas**
- Share your **achievements**



Setting up your LinkedIn Account

1. Go to www.linkedin.com and find the sign-up box.
Follow the on-screen instructions

The image shows the LinkedIn sign-up interface. At the top, the LinkedIn logo is displayed in white on a blue background. Below the logo, the text "Make the most of your professional life" is written in white. The sign-up form is centered and has a light gray background. It contains an "Email" label and a text input field, followed by a "Password (6 or more characters)" label and another text input field. Below the password field, there is a line of text stating: "By clicking Agree & Join, you agree to the LinkedIn User Agreement, Privacy Policy, and Cookie Policy." Underneath this text is a blue button labeled "Agree & Join". Below the button is a horizontal line with the word "or" in the center. Underneath the line is a button with the Google logo and the text "Join with Google". At the bottom of the form, there is a link that says "Already on LinkedIn? Sign in".

LinkedIn

Make the most of your professional life

Email

Password (6 or more characters)

By clicking Agree & Join, you agree to the LinkedIn User Agreement, Privacy Policy, and Cookie Policy.

Agree & Join

or

Join with Google

Already on LinkedIn? [Sign in](#)

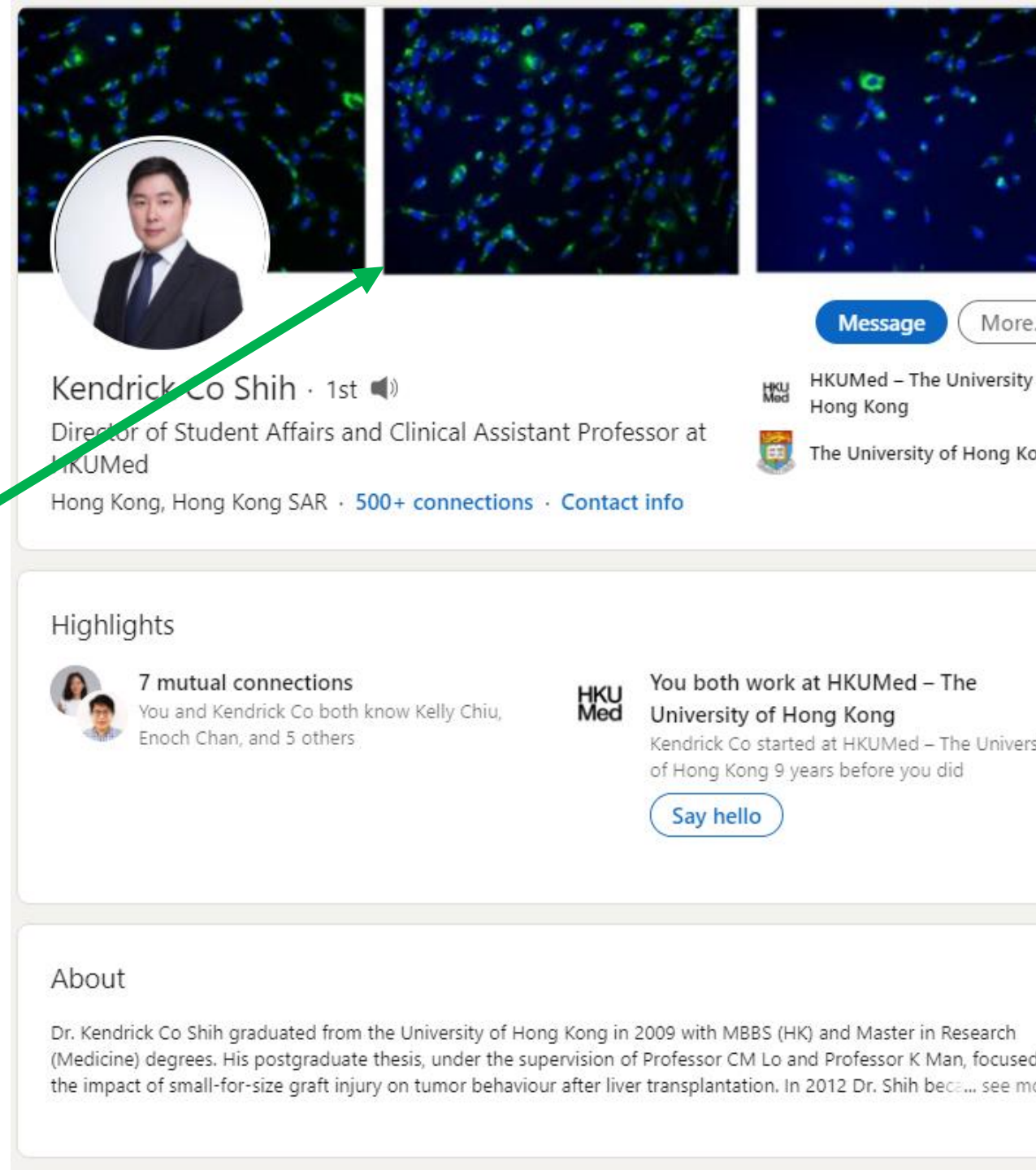
2. Add Profile and Header Images

Add a recent profile picture of yourself

- Use a recent photo of you that **reflects how you would want to be seen**


Add a header image that reflects a **professional appearance** and says something about you
Recommended spec: 1500x500 pixels

Write a short profile of yourself.




3. Add HKUMed as your Employer

Most important is to **add HKUMed** as your employer!



Kendrick Co Shih
Director of Student Affairs and Clinical Assistant Professor at HKUMed

Experience



HKUMed – The University of Hong Kong
10 yrs 6 mos

Director Of Student Affairs, Li Ka Shing Faculty of Medicine

Full-time





Aug 2020 – Present · 5 mos

Hong Kong SAR

Clinical Assistant Professor

Jul 2010 – Present · 10 yrs 6 mos

Department of Ophthalmology




+2

Principal Investigator, Cornea and Ocular Surface Disease Research Group


Aug 2018 – Present · 2 yrs 5 mos

Hong Kong




Cornea and Ocular Surface Disease Resear...

You can have 2 employers at the same time if you want **HKU** as your employer as well




Julie Chen
Associate Professor at The University of Hong Kong and Assistant Dean (Learner Wellbeing) at HKUMed

Featured




Marion Neubrunner posted on LinkedIn
linkedin.com
NUHS Women in Science and Healthcare will be having a special web event -- "Women Battling COVID-19" on July 29, 2020 to give appreciation to the many men and women within our healthcare institutions who are working tirelessly in our battle against...

Experience




Assistant Dean (Learner Wellbeing)
HKUMed
2018 – Present · 2 yrs




Associate Professor
The University of Hong Kong
2017 – Present · 3 yrs

Education

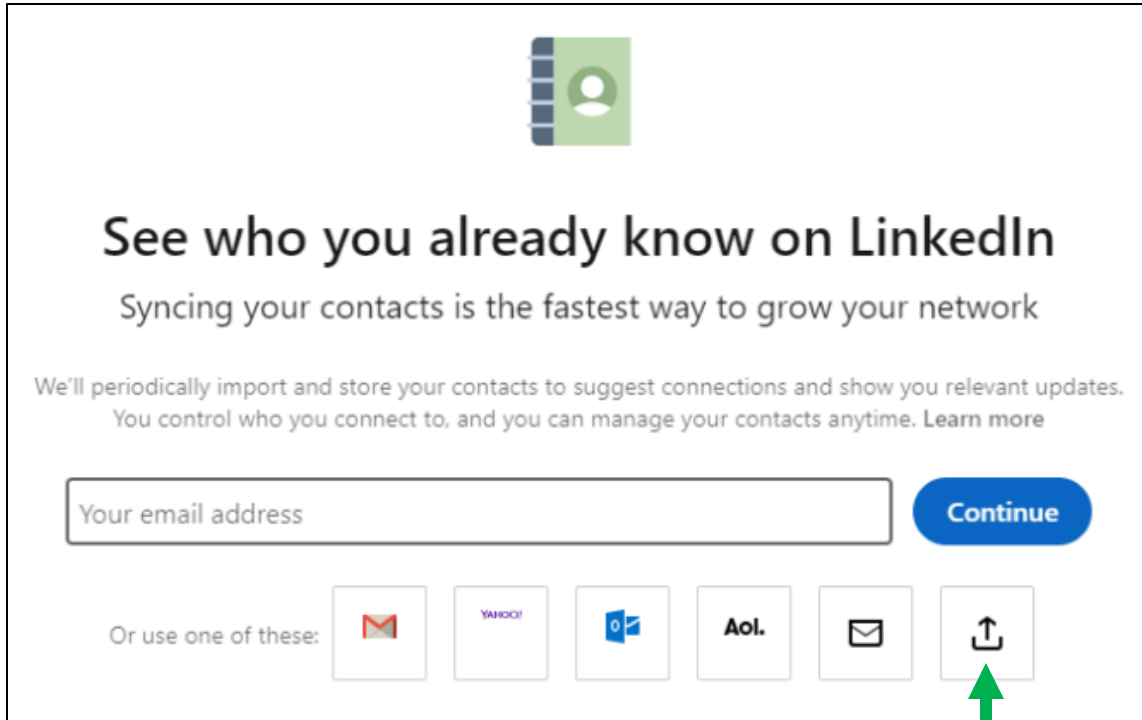


Dalhousie University
Medicine



University of Toronto
Family Medicine Residency Program

4. Connect with your colleagues and collaborators



See who you already know on LinkedIn

Syncing your contacts is the fastest way to grow your network

We'll periodically import and store your contacts to suggest connections and show you relevant updates. You control who you connect to, and you can manage your contacts anytime. [Learn more](#)

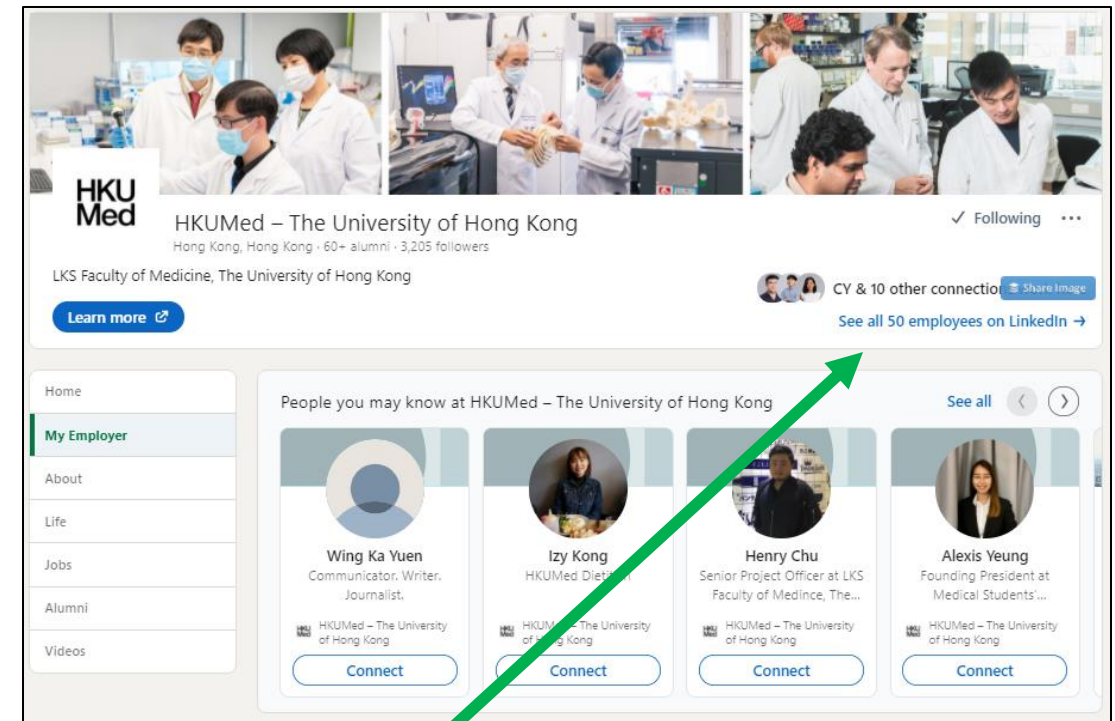
Your email address

[Continue](#)

Or use one of these:

-
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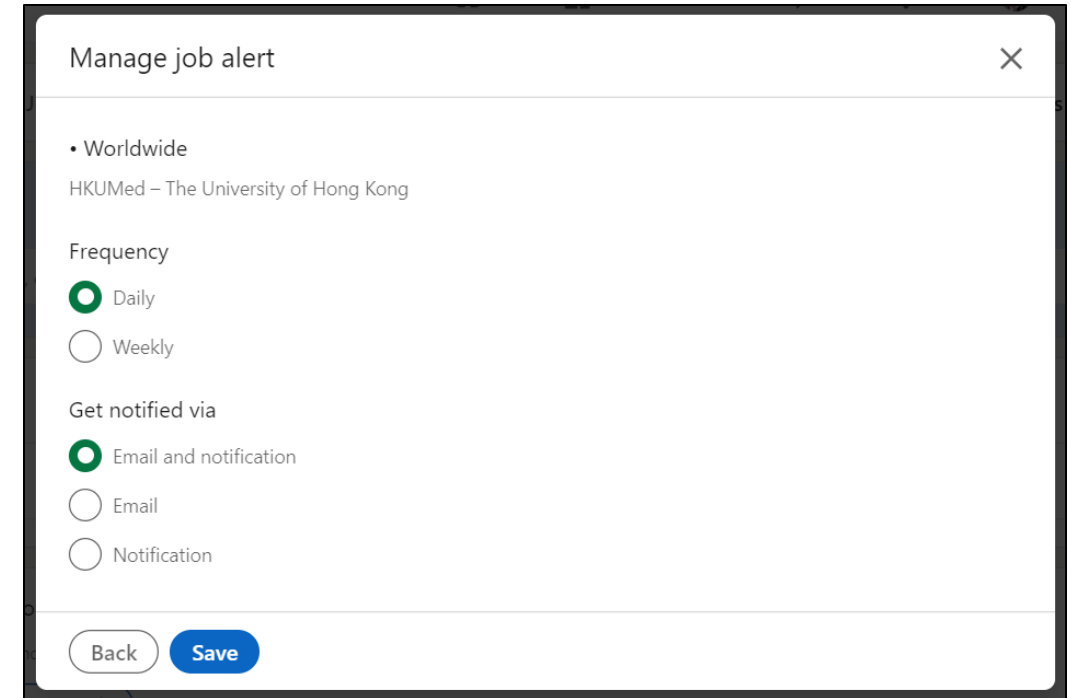
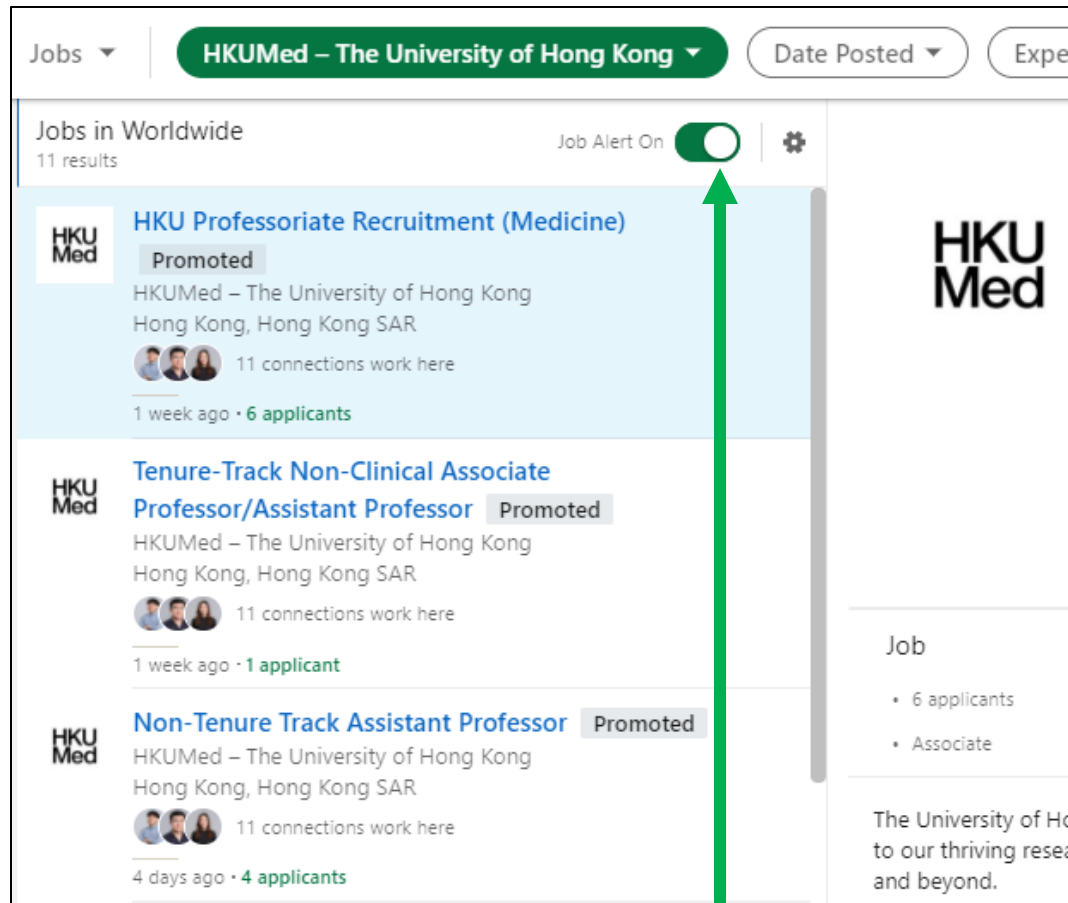
A green arrow points to the address book icon.



Your colleagues are already on LinkedIn!

Connect with them by linking up with your **address book** or **searching HKUMed**.

4. Create a job alert with HKUMed



Create a job alert with HKUMed and **stay updated** with our latest openings!

Need Help? Contact Us!

Need Help? Contact Us!

If you need help setting up your account, contact us at hkumedsocial@hku.hk.

OR

You may indicate your interest to join an upcoming training session by a LinkedIn representative [here](#). Further details will be provided in due course.

THANK YOU