

Wolfson Institute of Population Health

LinkedIn Guidelines for WIPH Centres

How to set up a Centre LinkedIn Page

- If you would like to create a LinkedIn page for your Centre, please contact the WIPH Digital Media Officer (t.andriamasomanana@qmul.ac.uk)
- The Centre LinkedIn page will be set up as a sub-page of the QMUL LinkedIn page by Tom Crookston (QMUL Social Media Manager)
- **Once the Centre LinkedIn page has been set up:**
 - Before adding followers – it is useful to start putting up a few posts
 - The WIPH Digital Media Officer can promote the page on the WIPH LinkedIn page

Requirements for setting up a Centre LinkedIn page

- Ensure that the staff member who will have administrative rights to the Centre LinkedIn page has a **personal LinkedIn account**
- The affiliation to WIPH must be clearly visible on the Centre LinkedIn page – e.g. ‘WIPH Centre for Public Health and Policy’
- Use the QMUL icon from your Centre X/Twitter page as the icon for the Centre LinkedIn page
- The WIPH Digital Media Officer will have administrative rights to the Centre LinkedIn page (and act as a back-up administrator to the Centre page)

Creating Engaging Content on LinkedIn

- Use a **combination** of both **quick, bold** posts of **2-3 sentences** and long-form posts.
- Incorporate **photos/videos** across posts intermittently. The optimum image size **1200 x 627**. You can upload more than one image per post.
- Post **consistently**, whether it's daily, weekly or fortnightly. Choose a schedule that makes sense to your page, audience and objective.

What to post/repost on Centre LinkedIn Pages

- Events (seminars, presentations, conferences, etc.). This can be posted either before the event or after the event
- Job adverts/vacancies within your Centres
- Accomplishments within your Centres/Units
- Publications (academic articles, books, etc.)



Wolfson Institute of Population Health (QMUL)
752 followers
2w • 🌐

Vacancy alert: Projects Manager – School for Primary Care Research


A Projects Manager is sought to join QMUL's Centre for Primary Care to support activity related to the NIHR School of Primary Care Research (SPCR). We are seeking a motivated, independent individual who can provide high-level management of multiple projects across Research and Capacity Development.

Deadline for applications: 17 November 2024

More information can be found here: <https://lnkd.in/dnbcmgur>



Projects Manager – School for Primary Care Research
qmul-jobs.tal.net



Wolfson Institute of Population Health (QMUL)
752 followers
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Yesterday, researchers and staff from across our Institute came together to present at our annual Institute [#showcase](#). 🍷

The day started with an introduction from our Institute director, Prof. Fiona Walter, who gave an overview of our successes over the past three years. We also heard from our Centre leads, who presented research and teaching highlights from their respective Centres.

The event concluded with an Awards ceremony, where we celebrated the outstanding contributions of our staff to research, public engagement, citizenship, education, and more. 🏆

Thank you to everyone who presented and attended our showcase!

[Queen Mary University of London](#) [Queen Mary Faculty of Medicine and Dentistry](#)



WIPH Centre for Public Health and Policy
67 followers
2d • 🌐

Join us for the book launch of 'Global Health Governance' by Professor [Sophie Harman](#) and Dr [Andreas Papamichail](#) on the 5th of December 2024!

To register, please visit - <https://t.co/uw2GQ5q2iO>

Governing responses to disease outbreaks, health emergencies, ensuring access to medicines, addressing non-communicable diseases, and the financing of fully functioning health systems remain among the biggest challenges national and international health policymakers and practitioners face. The fully updated second edition of Global Health Governance explores the key actors, approaches, and issues involved in the politics of global health, offering a comprehensive yet accessible overview that will be of use to scholars, students, practitioners, and policymakers alike.

This event is jointly hosted by the Queen Mary Global Policy Institute, the School of Politics and International Relations, the Global Public Health Unit at the Wolfson Institute of Population Health, and the British International Studies Association Global Health Working Group.

[Wolfson Institute of Population Health \(QMUL\)](#)
[School of Politics and International Relations, Queen Mary University of London](#)



Book launch: Global Health Governance, 2nd Edition
eventbrite.co.uk