



Horizon Europe (HORIZON)

HORIZON-WIDERA-2022-TALENTS-03 ERA Talents

EdTech Talents DEC Plan Implementation: 10 Tips & Tricks Over Friday Morning Coffee

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1. Connect Personal Profiles with EdTechTalents Profile

- Researcher needs to include EdTech Talents LinkedIn page under the Experience Section. Figure 1 shows the example.

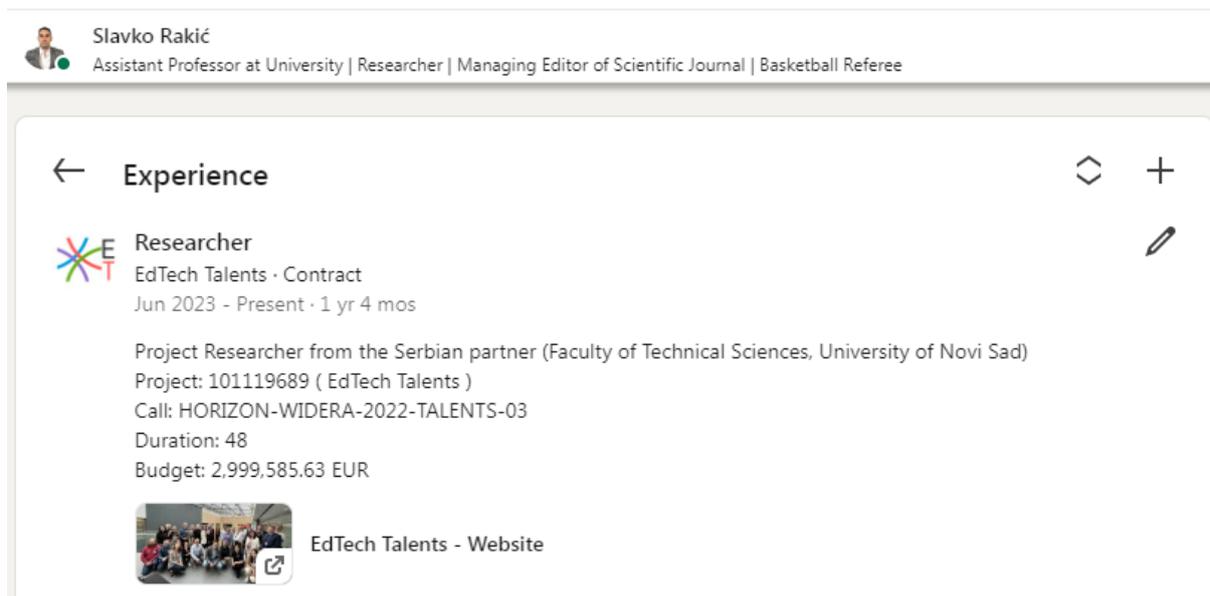


Figure 1. Example of LinkedIn Experience Section

Steps:

1. Add position Researcher
2. Add LinkedIn page EdTech Talents
3. Add link to the project website

- Representatives from EdTech Umbrella organization or EdTech companies included in EdTech Talents projects need to add EdTech Talents LinkedIn page under the section Project. Figure 2 shows the example.



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Assistant Professor at University | Researcher | Managing Editor of Scientific Journal | Basketball Referee

EdTech Talents

Jun 2023 - Present



Associated with EdTech Talents

Project: 101119689 (EdTech Talents)

Responsible Unit: REA/C/03

Call: HORIZON-WIDERA-2022-TALENTS-03

Topic: HORIZON-WIDERA-2022-TALENTS-03-01 - Fostering balanced brain circulation – ERA Talents

Type of Action: HORIZON-CSA

Duration: 48

Project Start Date: 01/06/2023

Project End Date: 31/05/2027

Budget: 2,999,585.63 EUR



EdTech Talents - Website

Figure 2. Example of LinkedIn Projects Section

Steps:

1. Add project EdTech Talents under the Project Section
2. Add LinkedIn page EdTech Talents
3. Add link to the project website

2. Seconded Researcher OUT or IN

- Researcher OUT need to post about Meetings and Knowledge Service Development during the secondment (one time per secondment). Figure shows the example of Researcher OUT.

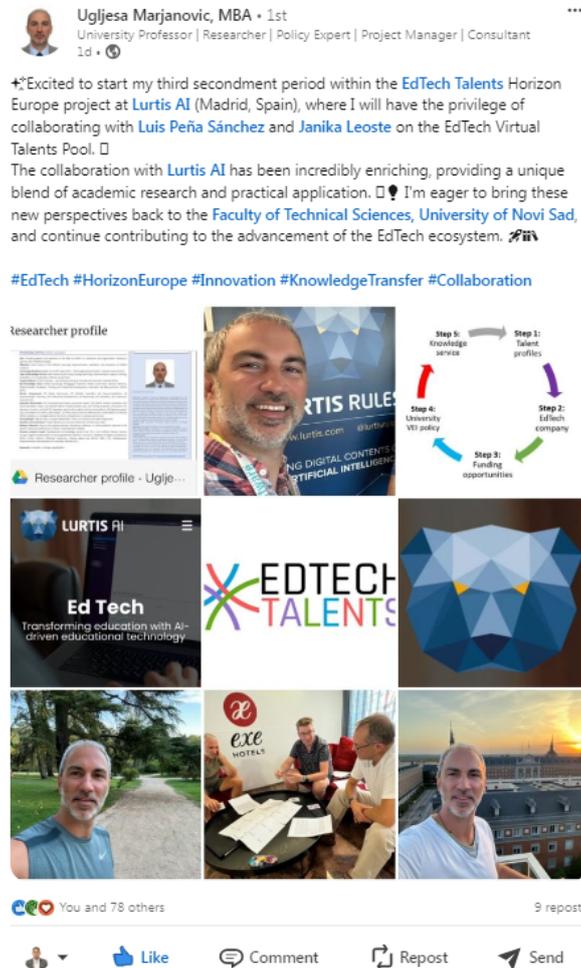


Figure 3. Example post Researcher IN

Steps

- Make creative post with photos from the meetings
- Tag all relevant institutions and people from the meeting
- Provide main information about you KS
- Add hasthags
- EdTech Talents LinkedIn page need to repost the post

- Researcher IN need to post about Meetings and EdTech Ecosystem in Estonia, Hungary or Serbia (one time per vistic). Figure shows the example of Researcher IN.

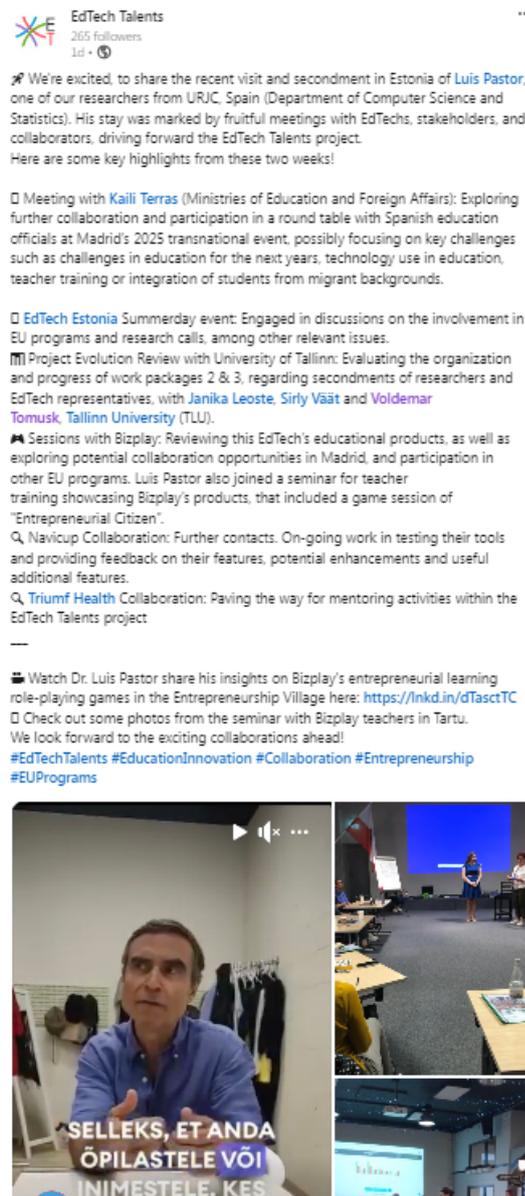


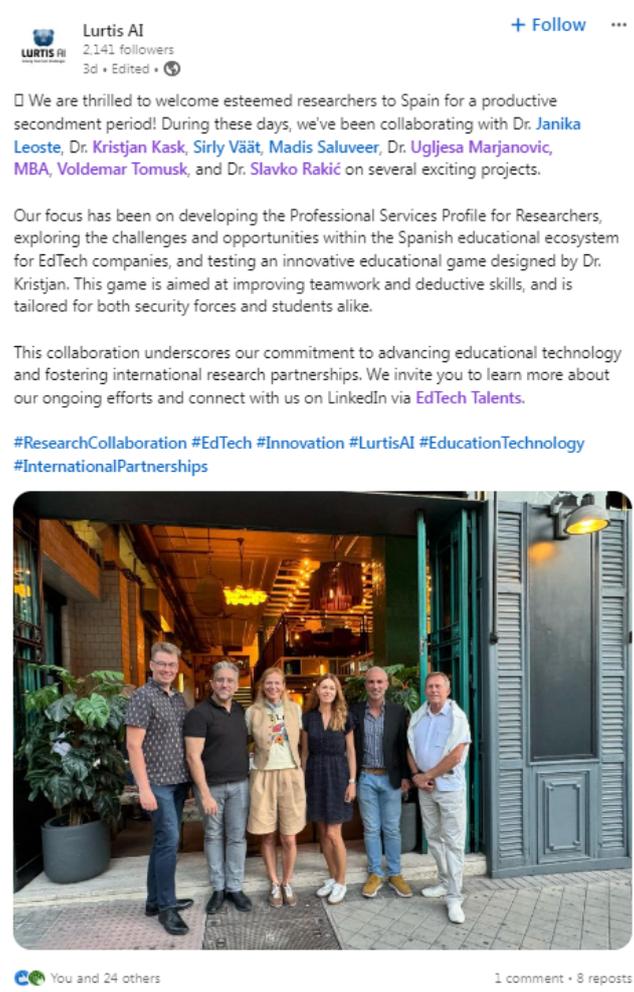
Figure 4. Example post Researcher IN

Steps

- Make creative post with photos from the meetings
- Tag all relevant institutions and people from the meeting
- Add hasthags
- EdTech Talents LinkedIn page need to repost the post

3. EdTech Host Company

- EdTech Host Company needs to post about Meetings and Seconded Researchers. Figure shows the example of EdTech Host Company.



Steps

- Make creative post with photos from the meetings or social events
- Tag all relevant institutions and people from the meetings
- Add hasthags #EdTechTalents
- EdTech Talents LinkedIn page need to repost the post
- Other EdTech Talents partners need to like the post

4. Quick tips to strengthen your LinkedIn profile

- **Choose the right profile picture:** Your profile picture is your first impression, so make sure it looks professional.
- **Add a background photo:** This visual can highlight your interests or industry and adds context to your profile.
- **Create a compelling headline:** Go beyond your job title and explain your role, passion, or expertise.
- **Turn your summary into a story:** Use your summary to share your journey, not just list your skills.
- **Grow your network:** Sync your email contacts to connect with relevant people easily.
- **Follow industry influencers:** This keeps your feed interesting and shows your commitment to your field.
- **Share relevant content:** Engage your network by sharing valuable content regularly.
- **Add comments:** When you share, add comments to show your perspective and boost engagement.

5. Include two events in one LinkedIn post

- Creating a LinkedIn post that includes two different events and features multiple photos significantly boosts visibility. Figure shows the example of the two events post.



Steps

- Create a post about two events and tag all official pages from the relevant organizations.
- Add more photos and tag all the people so they can comment or receive notifications that they've been tagged.
- Tag all relevant institutions and people from the meetings

6. Invite friends to follow EdTech Talents Page

- Invite friends to follow the EdTech Talents page. This will help expand our community and keep everyone updated on the latest in educational technology innovation.
- **Find the Page:** First, go to the LinkedIn page you want to promote (e.g., EdTech Talents).
- **Copy the Page Link:** Copy the URL of the page from the address bar of your browser.
- **Go to Your Friend's Profile:** Navigate to the LinkedIn profile of the person you want to invite.
- **Send a Direct Message:**
Click the "Message" button on their profile.
Paste the copied link in the message and write a personalized invitation.

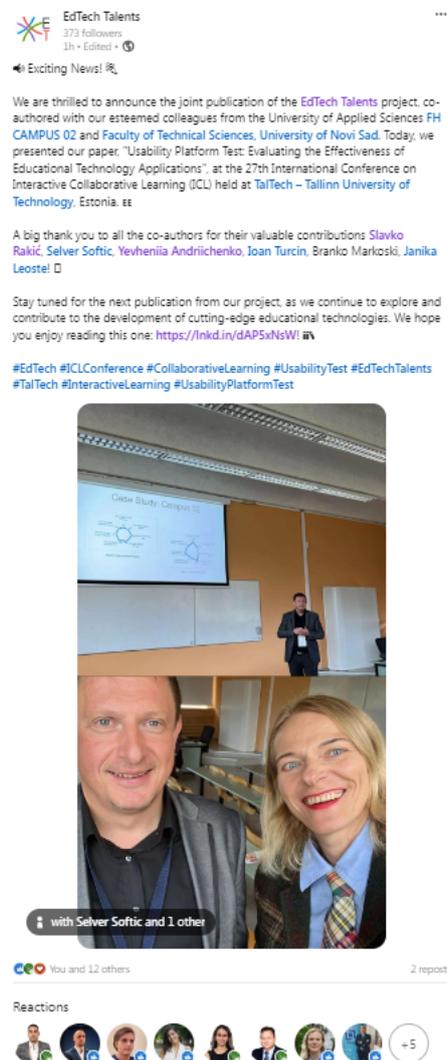
- **Example Message:**

"Hi [Name], I hope you're doing well! I thought you might be interested in following the EdTech Talents page. They share great content about educational technology innovations. Here's the link: [Insert Page Link]. I'd love to hear your thoughts!"

- **Send the Message:** Once your message is ready, click "Send."

7. Connecting Dissemination and Communication Activities: Posts About Publications

- Creating a post about our joint publication to reach the community and share our work. Figure shows the example of the publication post.



Steps

- Create the LinkedIn post when the publication is officially published.
- Include photos from the conference presentation.
- Tag all relevant people and co-authors.
- Tag all affiliations of the authors.
- Send a message on Slack to inform all researchers that the paper is published.

8. Weekly Sharing Tracker: Step-by-Step

By incorporating these ongoing strategies into your LinkedIn activities, you'll improve your visibility, engagement, and connections on the platform.

- **Regularly post key findings or interesting insights from your recent research projects and publications.**

Use relevant hashtags (e.g., #AI, #EdTech, #DigitalInnovation) and tag collaborators or institutions. Include links to your published papers or conference presentations.

- **Engage with Your Network:**

Comment on posts from your colleagues, co-authors, and thought leaders in your field.

Share thoughtful insights or questions to spark conversation around topics related to your expertise (e.g., AI in education, digital services, robotics).

- **Highlight Achievements:**

Whenever you publish a paper or collaborate on a major project, post about it. Provide links, tag co-authors, and mention institutions or sponsors involved.

Include visuals like screenshots or conference photos for more engagement.

- **Post Event Updates:**

If you attend or speak at a conference, webinar, or workshop, share photos, a summary of key takeaways, and tag event organizers, participants, and affiliations.

- **Start a Content Series:**

Consider starting a regular post series on topics related to your expertise. For example:

“Weekly Tips on EdTech Innovation”

“AI in Higher Education: Trends and Best Practices”

This will help build consistency and interest around your profile.

- **Join Relevant LinkedIn Groups:**

Participate actively in groups related to AI, robotics, digital education.

Share your work, engage in discussions, and respond to others' posts to showcase your expertise and network with like-minded professionals.

- **Post Visual Content:**

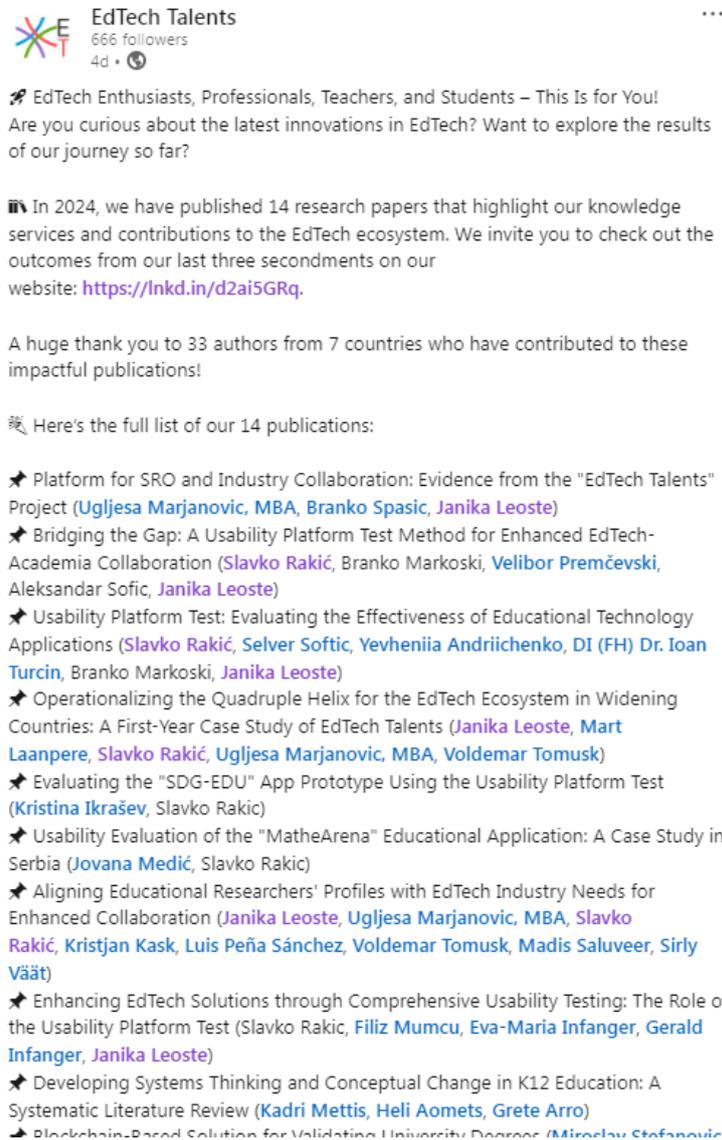
Add photos, infographics, or presentations to your posts to make them more engaging. This could include images from a research event or snapshots of your project progress.

- **Engage Consistently:**

Aim to like, comment, and share content at least 3–5 times a week to maintain your presence in the LinkedIn feed. Engage with both your network's posts and industry-related content.

9. Annual Publications Recap: A Year of Research and Insights

- Create a post about all your publications in the last year and say thanks to all the co-authors.



Steps

- Start with an Engaging Opening
- Highlight Your Key Publications
- Acknowledge and Thank Co-Authors
- Add a Personal Insight or Reflection
- End with a Call to Action

10. Using ChatGPT to create a LinkedIn

Using ChatGPT to create a LinkedIn post involves a few key steps to ensure your content is engaging, professional, and aligned with your goals. Here's how you can do it effectively:

Act as a marketing manager and create a post for LinkedIn with emoticons. I need a post related to this document to write me to be like the summary of the key edtech initiatives in Austria, Spain, Germany, Serbia, Hungary, and Estonia based on the report from the Horizon Europe project EdTech Talents. I will give you the text. Its ok?

Sure! Just share the text, and I'll craft an engaging LinkedIn post with a professional yet dynamic tone, incorporating key insights from the report along with relevant emojis. 🤖

Key EdTech Initiatives and Projects SERBIA
 Several national initiatives have been pivotal in promoting the integration of EdTech in Serbian schools. These initiatives have contributed significantly to addressing the challenges of digital inclusion and improving the educational landscape:
 1. **Connected Schools Project:**
 Supported by the European Investment Bank (EIB), this project aims to enhance digital infrastructure by connecting over 3,800 schools to high-speed internet. It has distributed more than 30,000 digital devices, provided comprehensive teacher training, and contributed to bridging the

Let me know if you'd like any refinements! 🤖

📄 🗨️ 🗑️ 🔄 📄

🔗

GIVE me in the first part to be more engaging text, like do you want to learn some edtech innovations from the 1st PISA country, or from developed European countries, or from developing non European country, please take a look to the report from the edtech talents project

< 2/2 >

🤖 Want to discover the latest EdTech innovations across Europe? 🌍

🔍 Curious about how the #1 PISA-ranked country is leading in digital education? Or how developed European nations are shaping the future of EdTech? What about insights from emerging markets tackling digital inclusion? The EdTech Talents project has explored key initiatives from Austria, Spain, Germany, Serbia, Hungary, and Estonia—each offering unique strategies to enhance digital learning.

👉 Here's a glimpse of what's happening across Europe:

🇸🇪 **Serbia** 🇸🇪:

📌 **Connected Schools Project** – 3,800+ schools connected to high-speed internet

👥 **Bridging the Digital Divide** – Digital access for vulnerable children

📖 **Digital Classroom Initiative** – Training 2,000+ teachers for modern teaching

🇮🇪 **Hungary** 🇮🇪:

📖 **Digital Education Strategy** – Digital competencies embedded in curricula

📖 **Digital Child Protection Strategy** – Ensuring safe tech use in schools

📖 **Széchenyi 2020 Program** – EU-backed investment in digital infrastructure

↓

Steps:

1. Define Your Purpose

Before generating a post, clarify **what you want to achieve**. Some common purposes for LinkedIn posts include:

- Sharing insights from a project or research
- Announcing an event or publication
- Engaging with your professional network on a trending topic
- Seeking collaboration or feedback

2. Provide Context for ChatGPT

When prompting ChatGPT, include:

- **Key details** (e.g., topic, audience, and main message)
- **Desired tone** (formal, conversational, engaging)
- **Call-to-action** (e.g., "Join the discussion," "Check out our latest research")

Example Prompt: "Write a LinkedIn post announcing our latest research publication on AI in education. Keep it engaging, highlight key findings, and invite connections to discuss."

3. Review and Edit the Output

- **Personalize** the content by adding your perspective or experience.
- **Adjust the tone** to match your personal or organizational brand.
- **Ensure clarity and conciseness**—LinkedIn posts should be easy to read.

4. Add Visuals and Hashtags

- Include an **image, infographic, or video** to increase engagement.
- Use **relevant hashtags** (e.g., #AI #EdTech #Research) to reach a broader audience.

5. Engage With Your Network

- Respond to **comments and messages** to encourage discussion.
- Tag relevant **colleagues, institutions, or collaborators** to increase visibility.

Post:

