

Social Media Tips: Reposting on LinkedIn

Reposting content on LinkedIn is a simple way to amplify CFDE updates, highlight collaborations, and connect your network to valuable resources. Knowing what to write can feel daunting. This guide breaks the process into clear, practical steps you can use right away.

NOTE: This guide was written for those who know how to use LinkedIn’s repost functions. If you don’t know how to repost on LinkedIn, begin with this [helpful guide](#).

1. Always “Repost with your thoughts”

When resharing a post, LinkedIn gives you the option to

- A) *Repost with your thoughts (create a new post with your own commentary and the original post attached) or*
- B) *Repost (instantly share the original post without adding your voice).*

Whenever possible, choose to “Repost with your thoughts.” This option allows you to add context for your network and highlight why a post matters. Adding even 2-3 sentences makes your post more likely to be seen and discussed.

2. Vet content before sharing

Before you click “Repost,” **verify that the original post and the original author are credible and trustworthy**. Confirm that the information is aligned with your institutional policies and professional values, which could include being evidence-based, FAIR, peer-reviewed, etc.

3. Start with a personal reaction

Begin your repost with a brief personal reaction **highlighting why the original post interests or relates to you**. Pick an introduction that resonates with you and then complete the idea.

Example introductions:

- “It is inspiring to...”
- “This is a great reminder of...”
- “I am proud/honored to participate in...”
- “It’s a pleasure to see the progress of...”
- “It’s been rewarding to witness...”
- “A lot of hard work went into...”
- “One thing that really stands out to me is...”
- “I’m looking forward to...”
- “I was a delighted/surprised to learn...”
- “I’ll never forget how...”
- “Just attended a great...”

4. Highlight the value to your LinkedIn network

Next, describe the specific project, tool, or event you are sharing by highlighting its value and relevance to your LinkedIn network. Identify the most appropriate topic/focus and then customize the example text.

Promote success stories

- “At the end of the day, it’s all about making research move faster. #CFDE is helping programs connect data across initiatives, making it easier for researchers to find what they need. Great update from the team!”
- “This is a great snapshot of how the NIH Common Fund is breaking down data silos. The #CFDE community values keeping data FAIR – Findable, Accessible, Interoperable, and Reusable.”

Acknowledge partnerships and the people behind the datasets

- “So much hard work goes into building the tools that support the #CFDE community. Coordinated efforts like ours strengthen the broader research ecosystem.”
- “#CFDE collaboration and alignment creates a more powerful resource for the entire scientific community.”

Explain new tools

- “Navigating the vast amount of NIH data can be overwhelming. The #CFDE Portal makes it easier to find specific datasets across multiple programs. Give it a look!”
- “#CFDE has released a series of simple guides to help researchers begin using Common Fund datasets. Whether searching for specific datasets or exploring available tools, these resources are designed to speed up the discovery process. Check them out!”

Connect at in-person and virtual events

- “These meetings are where the best collaborative ideas begin to take shape. If you’re attending, let’s find a time to discuss data integration.”
- “If you’re at *[insert conference name]*, don’t miss *[insert tagged CFDE partner]* *[insert poster/session/exhibit booth]* on *[insert topic]*. It highlights what’s possible when we integrate data across the Common Fund.”

Share resources and events

- “There is no better way to learn FAIR data principles than by applying them. This *[insert resource/event]* is a great opportunity for students and early-career

researchers to take a break from theory and work with peers to solve real-world challenges using #CFDE data.”

- “This *[insert resource/event]* featuring #CFDE experts offers an interesting look into *[insert topic]*. It is a fantastic resource for students and early-career researchers interested in *[insert topic]*.”

Recognize health or data-related awareness days

- “*[Insert awareness day]* is a great time to highlight how #CFDE helps researchers access the specialized datasets needed to tackle the most pressing health challenges. Progress is only possible when the community works together!”
- “Sharing this update to mark *[insert awareness day]*. #CFDE ensures that vital data are discoverable and ready to support new discoveries.”

5. Include #CFDE

Use #CFDE in all CFDE-related reposts. Consistently using #CFDE helps the CFDE community by making posts more findable and therefore easier to engage with and repost.

6. Tag the original author and CFDE partners

Use the “@” symbol to mention the original author and [other CFDE partners](#) directly connected to the post. Tagging notifies and encourages reciprocity from the original author and properly attributes the original post.

7. Engage with comments

After you hit “Post,” monitor your notifications for engagements. A short reply such as “Thanks for sharing your perspective” or “Happy to discuss further” helps extend the visibility of the post.