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LINKEDIN PUBLICATION PLAN

PROFILE

- Headline: Robotics Engineering Student at Universidad Politécnica de Yucatán | Aspiring Automation Expert"

- Summary: My journey in robotics, goals, and academic highlights.

- Experience: Relevant projects or roles, focusing on outcomes and what I learned.

Hashtags: Use and follow hashtags such as #StudentEngineer, #RoboticsStudent, #FutureOfAutomation, and #AI to stay in the loop and contribute to conversations.

CONTENT STRATEGY

- Frequency: 1-2 posts per week.

- Themes:

   Share insights on automation trends, personal projects, and learning experiences.

   My robotic projects, even though they are scholar projects.

- Types of Posts:

  - Project Showcases: Photos or videos of robotics projects with explanations.

  - Industry Insights: Posts on automation advancements.

EXAMPLE:

Post Example 1: Share a photo of a robot you built with the caption, "Just finished programming my latest project—a robotic arm that sorts recyclables by material. #RoboticsEngineering #Automation"

Post Example 2: Write a brief article or post discussing a recent advancement in automation, e.g., "Exploring the Potential of Autonomous Drones in Disaster Response."

ENGAGEMENT AND NETWORKING

-Community Interaction: Engage with content posted by my university, professors, and fellow students.

-Professional Commentary: Offer thoughts on posts by companies and thought leaders in the robotics and automation space.

- Daily Engagement: Comment on posts by industry leaders and peers.

Comment Example: On a post about new automation technology: "Fascinating development! It's incredible to see how fast the field is advancing. How do you see this impacting small-scale manufacturing in the near term?"

- Weekly Networking: Send personalized connection requests to industry professionals.

Connection Message: "Hi, I came across your profile and was really impressed by your work in automation. I'm a robotics engineering student keen on learning more about industry. Would love to connect!"

- Groups: Actively participate in relevant LinkedIn groups.

PUBLICATION SCHEDULE

- Tuesday: Post an insightful comment on a recent automation development.

Example: "Read about the new AI-powered robots being used in warehouses. Efficiency is up by 40%! The blend of AI and robotics is changing the game. #FutureOfWork #Automation"

- Thursday: Update your network on a project you're working on, lessons learned, or share a mini-tutorial.

Example: "This week in my robotics class, we learned about the importance of precise sensor integration in automation. Here's a quick run-down of what I found most interesting. (EXPLANATION) #EngineeringEducation #Sensors"

GROWTH TRACKING

- Monthly Review: Check which posts are performing best and pivot your strategy accordingly.

- Network Goal: Expand to 60+ connections focusing on quality and relevance within a year.

PERSONAL ACHIEVEMENTS

- Certifications: Get involved into certifications related to robotics and automation and publish them.

Example: Excited to have earned my certification in Advanced Robotics. Ready to apply these skills! #ContinuedEducation #Robotics

- Personal Stories: "My journey from robotics enthusiast to engineering student taught me the importance of resilience. Here's a challenge I faced... #EngineeringLife #StudentJourney"