Profile page – guidelines on content

Your profile page on the university's website is intended to provide a presentation of you as a researcher, teacher or administrator.

For technical/administrative support staff: The purpose of the profile page is to provide anyone, whether from within or outside the university, with an introduction to your role/work. Remember to keep the information brief and intelligible to help the readers understand what your role and duties are. The information should be available both in Swedish and in English.

For academic/research staff: The purpose of the profile page is to provide anyone, whether from within or outside the university, with an introduction to your role/work. The profile page should be written in a popular science style and be accessible to those who have no in-depth knowledge of your research field or area of expertise. They may be representatives of research funding bodies, the media, students, or the general public. Give some thought as to what you should include here and what you can instead describe in more detail on the webpage of your research project, group or environment. The information should be available both in Swedish and in English.

Headings
Below is a list of suggested, suitable headings. The aim is to provide a good overview and make your information accessible. You are advised to include some kind of preamble (approximately 250 characters) before the recommended headings to provide the reader with a quick introduction.

- Research
- Teaching
- Collaborations and assignments

Miscellaneous

- Many find their way to our website via a search engine. It is therefore important that you include key search terms early on in the text. Try to use several synonyms to increase your chances of having readers finding your page.
- Write in the third person. This is good from a search engine perspective but it may also help your writing as it makes it easier to be objective and less prone to hold back.
- The content of the page must be linked to your post at Örebro University and may not be used for marketing purposes of any commercial interests or activities.
- If you are active on social media and your posts are work-related, do add a link to these. There are fields available on your profile page for this purpose.
- Research projects, research groups and publications are retrieved automatically and are displayed in the tabs further down on the page.
- You can also upload a document with your CV to the profile page. Instructions for this can be found in the document "Profile page – creating and editing your profile page".