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## Creating and Managing Your Online Scholarly Presence

Jeff Werst

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JEFF WERST, MLIS  
SCIENCE LIBRARIAN  
JEFFREY.WERST@MAIL.WVU.EDU



What is an online identity?



Online identities are not optional

# Self-assessment exercise: Google yourself

- ↴ Are you showing up on the first page of results?
- ↴ Do the results portray you and your scholarly activity in the way you want to presented?
- ↴ Overall, are you satisfied with what comes up?

# Three ways to manage your online identity

- ↵ Use scholar profile systems
- ↵ Make your scholarly work accessible
- ↵ Track your impact with appropriate metrics



# Scholar Profile Systems

# Common Scholar/Professional Profile Systems

- ↴ [ORCID](#)
- ↴ [Google Scholar Citations](#)
- ↴ [Academia.edu](#)
- ↴ [ResearchGate](#)
- ↴ [LinkedIn](#)
- ↴ [Twitter](#)



# ORCID (Open Researcher & Contributor ID)

- Unique, persistent identifier for researchers (e.g. <https://orcid.org/0000-0003-1895-0939>)
- Helps address name sharing/ambiguity issues
- Stays with you throughout your career
- Interoperable with other systems.

# Setting up ORCID

1. Go to <https://orcid.org/>.
2. Click "Register now!"
3. Add information to your record.
4. Start using your ORCID on other integrated systems.

## To set up your profile:

- Go to <https://scholar.google.com/>
- Click on “My profile”
- Log in with your Google account
- Enter your information and click “Next”
- Review Google’s suggested articles
- Choose whether to allow automatic updates

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# SHARING YOUR RESEARCH AND MAKING IT ACCESSIBLE

# HOW TO MAKE YOUR WORK ACCESSIBLE

- Publish in Open Access Journals
  - See the [Directory of Open Access Journals](#)
- Deposit your papers in Open Access Repositories
  - [The Research Repository @ WVU](#)
  - [OpenDOAR](#) (Directory of Open Access Repositories)
  - [SHERPA/RoMEO](#)
- [Negotiate your publication contracts](#)

The background is a gradient of blue, transitioning from a lighter shade at the top to a darker shade at the bottom. In the four corners, there are white, stylized circuit board traces. These traces consist of straight lines that turn at right angles, ending in small circles that represent solder pads or vias. The traces are arranged in a way that suggests a network or data flow.

# TRACKING YOUR SCHOLARLY IMPACT METRICS

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## Traditional measures of impact

- Citation counts
  - H-index

## Altmetrics

- Citations in Wikipedia, media coverage, social media mentions, use in public policy documents
  - [Impactstory](#), [Altmetric](#)

# Additional information and resources

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- [Scholarly Communications & Publishing Guide](#)
- [Guide to the Research Repository](#)
- [Increasing the Visibility and Impact of Your Research](#)

My contact information:

[Jeffrey.werst@mail.wvu.edu](mailto:Jeffrey.werst@mail.wvu.edu)

304.293.9964