

2020

## Creating and Managing Your Online Scholarly Presence

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### Recommended Citation

Harmon, Ian, "Creating and Managing Your Online Scholarly Presence" (2020). *2020 Library Immersion Program for Graduate Students*. 6.

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# Creating and Managing Your Online Scholarly Presence



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**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/0000-0002-3680-3791>)
- 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.

# Google Scholar Profiles

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

**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](#)

# Tracking your scholarly impact metrics

# Tracking your scholarly impact metrics

## 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

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

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