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Creating and Managing Your Online Scholarly Presence

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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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