

Creating an Online Research Presence



Stacy Winchester
Research Data Librarian



University Libraries



Digital Research Services
<https://sc.edu/libraries/drs>

Defining your goals

What do you hope to achieve?

How much time do you have to dedicate to your research presence?

Do you want your personal and professional online presences to overlap or exist separately?

TABLE 1: FEATURES OF THE FIVE MAIN TYPES OF ACADEMIC PERSONA.

Formal self	Networked self	Comprehensive self	Teaching self	Uncontainable self
Broadcast style	Narrowcast	Narrowcast	Targeted	
Fixed presentation	Interactive	Interactive		Uncontrolled
Focus on achievements and expertise	Professional	Professional and private blurred	Interactive and collaborative	Unmonitored
	Extra-institutional	Extra-institutional	Professional	
Framed through the institution	Multi-platform	Multi-platform	Inter/Intra/Extra-institutional	Multi-platform

Academic Personas

Table 1, by Kim Barbour and David Marshall, is licensed under a [Creative Commons Attribution–NonCommercial–NoDerivs 3.0 Unported License](https://creativecommons.org/licenses/by-nc-nd/3.0/) and is available from <https://doi.org/10.5210/fm.v0i0.3969>.

A photograph of a person's hand holding a blue pen, writing on a document on a wooden desk. In the background, there is a white mug with coffee. The scene is softly lit, creating a warm and focused atmosphere. A large green circle is overlaid on the right side of the image, containing text.

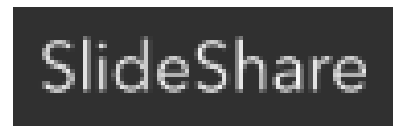
Consider content

- Title
- Abstract
- Keywords

You're published! Promote your work.

Promotion possibilities:

- Repositories
- Popular social media
- Academic social networking
- Press release
- Slide sharing
- Research data
- Personal research website or blog



Social Media

Objectives

- Audience
 - Explain your work
- What do you hope to achieve?

Platforms

- Facebook
- Twitter
- SlideShare
- YouTube
- Website/blog



Photo by [Georgia de Lotz](#) on [Unsplash](#)

Academic social networking

- ResearchGate
- Academia.edu
- LinkedIn

ResearchGate



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ResearchGate

RG Score ⓘ
8.97

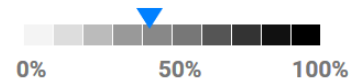


Breakdown:

- 99.93% Publications
- 0.00% Questions
- 0.00% Answers
- 0.07% Followers

Percentile:

Ana Dubnjakovic's score is higher than 42.5% of all ResearchGate members' scores.



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h-index
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excluding self-citations

Top *h* cited research:

Electronic Resource Expenditure and the Decline in Reference Transaction Statistics in Academic Libraries

Article March 2012 · The Journal of Academic Librarianship

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Ester Trujillo

 DePaul University, Latin American and latino Studies, Faculty Member +2 |  Salvadoran Diaspora +18

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PAPERS



Ester Trujillo & Gustavo López. "'How to be a Cholo': Reinventing a Chicano Archetype on YouTube". (151-167).

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LinkedIn

- Build a robust profile
- Connect with others
- Join LinkedIn professional groups
- Consider making your profile as public as possible
- Make your headline an elevator pitch
- Get a good headshot

Public Profile

[« Go back to Settings](#)

Stacy, take control of how you appear in public search results.



Stacy Konkiel

Director of Marketing & Research at ImpactStory
Bloomington, Indiana Area | Information Technology and Services

Current	Director of Marketing & Research at Impactstory
Past	Science Data Management Librarian at Indiana University Bloomington Marketing Associate at Public Library of Science Marketing and Communications Intern at Public Library of Science see all -
Education	Indiana University Bloomington Indiana University Bloomington University of Delaware
Recommendations	1 person has recommended Stacy
Connections	296 connections

Stacy Konkiel's Summary

Customize Your Public Profile

Control how you appear when people search for you on Google, Yahoo!, Bing, etc.

Profile Content

- Make my public profile visible to **no one**
- Make my public profile visible to **everyone**
 - Basics
Name, industry, location, number of recommendations
 - Picture
 - Headline
 - Summary
 - Specialties
 - Current Positions
 - Show details
 - Past Positions
 - Show details
 - Skills
 - Publications
 - Education
 - Show details
 - Additional Information
 - Interested In...

From <https://blog.ourresearch.org/7-tips-to-supercharge-your-academic-linkedin-profile/> and <https://www.springernature.com/gp/researchers/the-source/blog/blogposts-communicating-research/5-tips-to-use-linkedin-in-promoting-your-research/16690972>



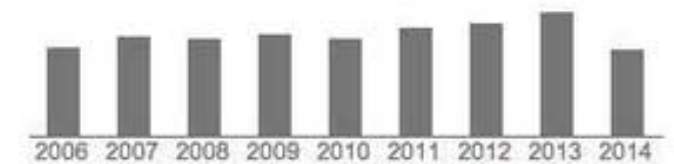
Albert Einstein

Institute of Advanced Studies, Princeton
Physics
No verified email



Google Scholar

Citation indices	All	Since 2009
Citations	86302	28107
h-index	103	62
i10-index	362	197



Title	1-20	Cited by	Year
Can quantum-mechanical description of physical reality be considered complete?		12721	1935
A Einstein, B Podolsky, N Rosen Physical review 47 (10), 777			
Über einen die Erzeugung und Verwandlung des Lichtes betreffenden heuristischen Gesichtspunkt		7091 *	1905
A Einstein Ann. Phys. 17, 132-148			

Google Scholar Profile

- When you create a profile, it will come high up the page rankings if people are searching for your work.

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Questions?

sc.edu/libraries/drs



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