

Your online identity Worksheet

Carli Webinar – November 2019

Margaret (Peg) Burnette
Associate Professor and Medical &
Biomedicine Librarian
phburn@illinois.edu

Erin Kerby
Associate Professor and Veterinary
Medicine Librarian
ekerb@illinois.edu

Google yourself

- What did you find?
- What can you fix?
- What do you need to address in order to mitigate negative impact?

Make a plan

- Keep your personas up to date
- Standardize your name & affiliation
- Be consistent across tools (name, title, keywords, high quality professional photo)
- Share publications, presentations or other output if possible
 - Provide links if you can't upload original content
 - Check your copyright agreements with the publisher before uploading articles
- Be familiar with privacy and confidentiality policies
- Be guided by where you are and where you want to go

Guiding Questions for writing a personal statement (3 or 4 sentences about who you are and what you are passionate about)

- What did you study?
- What was your first job?
- What skills have you gained in your work that have led you to the next step in your journey?
- What are your “superpowers”? What are you great at?
- Did you pivot or change your path? Why?
- What skills from your prior roles are you applying to your current (or desired) position?
- How do you want your career to progress?

Support your users

- Creating guide or toolkit for curating one’s professional identity
- Plan seminars or hands-on workshops on identity tools and other online presence topics
- Include types of tools or resources and best practices
 - Provide comparison charts
 - Incorporate impact metrics and altmetrics

Tools and Resource Links

TOOL	FEATURES	NOTES
Academia.edu https://www.academia.edu/	<ul style="list-style-type: none"> • 100,000,000+ academics • Sign up with Facebook, Google, or create an account • Free for basic; fee for enhanced version • Share links, files • Track research 	Commercial, for profit
ResearchGate https://www.researchgate.net/	<ul style="list-style-type: none"> • Over 15 million users • Free (institutional email required) • Share publications and publish data • Find collaborators • Research-focused job board • Keep up with research in your area • Stats & update – who is reading, citing your work 	Partnered with Springer Nature to provide full text for authors who publish in select Nature titles
Google Scholar https://scholar.google.com/	<ul style="list-style-type: none"> • Good for broad dissemination of scholarly works • Provides publication and citation metrics • For your Google Scholar account: <ul style="list-style-type: none"> ○ Include affiliation ○ Confirm publications ○ Add publications manually as needed ○ Create alerts to track publications 	

<p>Scopus Author ID https://www.scopus.com/freelookup/form/author.uri</p>	<ul style="list-style-type: none"> • Automatically created for indexed publication(s) • Merge multiple author IDs under a single record • Citation Metrics 	<p>Elsevier Free author lookup linked to Scopus database; Set up alerts for your work</p>
<p>Publons (ResearcherID) https://publons.com/about/home/</p>	<ul style="list-style-type: none"> • Import publications from Web of Science, ORCID, EndNote or Mendeley • Citation Metrics • Peer Review activity 	<p>Clarivate Analytics Integrated with Web of Science and ORCID</p>
<p>ORCID https://orcid.org/</p>	<ul style="list-style-type: none"> • Free researcher ID • Required by some publishers, funders • Choose what is public • Import from Web of Science, Scopus) 	<p>List other identifiers (Publons, Scopus Author ID) Link to Google Scholar, LinkedIn accounts</p>
<p>Mendeley https://www.mendeley.com</p>	<ul style="list-style-type: none"> • 6,000,000,000+ users • Free to join • Suggests articles & people to follow • Library – saved citations • Groups • Datasets • Funding Opportunities • Jobs 	<p>Elsevier</p>
<p>PURE https://www.elsevier.com/solutions/pure</p>	<ul style="list-style-type: none"> • Record of publications • Pulls from Scopus, Web of Science, PubMed, Embase, Mendeley, Worldcat and more • Find collaborators, co-authors • “Fingerprint” provides author keywords 	<p>Elsevier</p>
<p>Vivo https://duraspace.org/vivo/</p>	<ul style="list-style-type: none"> • Research discovery • Network analysis • Research impact 	<p>Open Source - Download</p>
<p>Plum Analytics https://plumanalytics.com/</p>	<ul style="list-style-type: none"> ○ Citations ○ Usage ○ Captures ○ Mentions ○ Social media 	<p>Integrates with Elsevier Scopus & Pure and Science Direct</p>