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Building a Professional Presence Online (Workshop for Graduate Students)

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Building a professional presence online

January 22, 2019

Link to these slides:

<https://bit.ly/2FG1ehm>

Introductions



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Agenda

- Introductions, agenda and outcomes (10 min.)
- Activity/Discussion: Your professional presence online (15 min.)
- Register your ORCID (15 min.)
- Claim your Google Scholar Profile (15 min.)
- Social media reflection (15 min.)
- Update your SSW and/or LSA profile page (15 min.)
- Wrap-up

Activity/Discussion: Your online scholarly identity

1. Open an **incognito/private** browsing session and search for your name.
 - a. What do you find?
 - b. What *don't* you find?
 - c. Any surprises?
 - d. What do you wish turned up? What do you wish didn't?
2. What value is there in being discoverable as a scholar on the web?
3. To whom/for whom might you want your scholarship be visible online?
4. Do you proactively engage in scholarly conversation on the web? Why or why not?

Register your ORCID: What is it?

DISTINGUISH YOURSELF IN THREE EASY STEPS

ORCID provides a persistent digital identifier that distinguishes you from every other researcher and, through integration in key research workflows such as manuscript and grant submission, supports automated linkages between you and your professional activities ensuring that your work is recognized. [Find out more](#)

1

REGISTER

Get your unique ORCID identifier [Register now!](#)
Registration takes 30 seconds.

2

ADD YOUR INFO

Enhance your ORCID record with your professional information and link to your other identifiers (such as Scopus or ResearcherID or LinkedIn).

3

USE YOUR ORCID ID

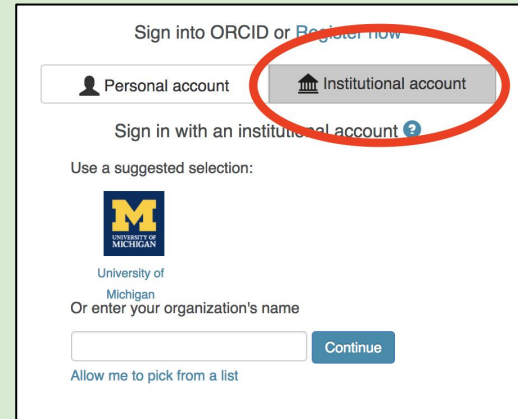
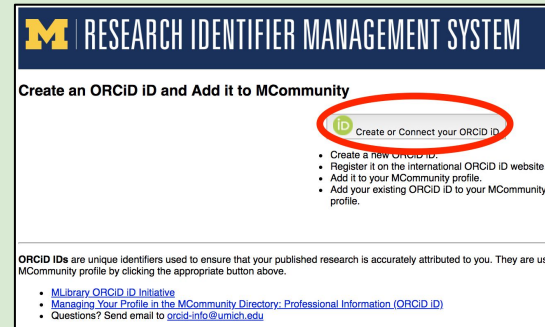
Include your ORCID identifier on your Webpage, when you submit publications, apply for grants, and in any research workflow to ensure you get credit for your work.

Register your ORCID: Why?

- ORCID is increasingly requested by publishers, funding agencies, and others that want to ensure that all of your publications, funding, and other forms of scholarly work are accurately associated with you.
- If you are a graduate student at the University of Michigan, you must register an ORCID in order to submit your dissertation--getting it done now means you don't have to worry about it later!
- In this video, U-M faculty and researchers talk about how ORCID is useful for them.

Register your ORCID: How?

1. Follow this link (<https://bit.ly/2Hn7hZS>) to the U-M Research Identifier Management System and click on the “Create or Connect your ORCID iD” button.
2. This will take you to the ORCID website sign-in page. Select “Institutional Account.”



Register your ORCID: How?


3. You'll see a message from U-M, which summarizes the information U-M will be providing to ORCID on your behalf. Click 'Confirm.'

4. Next, you'll see a page from ORCID acknowledging that you're logged into the ORCID website with your U-M credentials and inviting to continue connecting. Click "Register for an ORCID id."

The screenshot shows the 'Information Release' page from the University of Michigan's WebLogin system. The page title is 'Information Release'. Below the title, there is a section titled 'Additional information about the service' which describes the ORCID service and its purpose. A table titled 'Information to be Provided to Service' lists various fields: Full Name, University Affiliation (Requested), E-mail, First Name, and Last Name. The 'University Affiliation (Requested)' field is expanded to show a list of email addresses associated with the user's account at the University of Michigan, including 'matt@umich.edu', 'matt@umich.edu', 'matt@umich.edu', 'matt@umich.edu', 'matt@umich.edu', and 'matt@umich.edu'. Below the table, there is a section titled 'Data privacy information of the service' which explains that the information above will be shared with the service if the user proceeds. It also states that by clicking 'Confirm', the user agrees to adhere to the conditions of use on the site to which they are going, in addition to the information Technology Policies at U-M. A question asks 'Do you agree to release this information to the service every time you access it?'. Below this question, there are two radio buttons: 'Ask me again at next login' (selected) and 'I agree to send my information this time'. There are also two checkboxes: 'Ask me again if information to be provided to this service changes' and 'I agree that the same information will be sent automatically to this service in the future.' At the bottom of the form, there are 'Decline' and 'Confirm' buttons. At the very bottom of the page, there is a footer that reads 'University of Michigan © 2015 The Regents of the University of Michigan'.

The screenshot shows the ORCID website's 'Link your University of Michigan account to your ORCID record' page. The page header includes the ORCID logo and navigation links for 'FOR RESEARCHERS', 'FOR ORGANIZATIONS', 'ABOUT', 'HELP', and 'SIGN IN'. Below the header, there is a search bar and a language selector set to 'English'. The main content area features a blue banner with the text '5,829,934 ORCID iDs and counting. See more...'. Below the banner, there is a section titled 'Link your University of Michigan account to your ORCID record'. This section includes a heading 'You are signed into University of Michigan as [redacted]' and a sub-heading 'To finish linking this University of Michigan account to ORCID, sign into your ORCID ID below.' The text explains that the user will only need to complete this step once and that they will be able to access their ORCID record with their University of Michigan account. Below this text, there are three links: 'Link my existing ORCID ID', 'Register for an ORCID ID', and 'Return to ORCID sign in'. There is a form with two input fields: 'Email or ORCID ID' and 'ORCID password'. Below the form, there is a blue button labeled 'Sign into ORCID'. At the bottom of the page, there is a link for 'Forgotten your password? Reset it here'.

Your ORCID profile



Connecting Research and Researchers

5,716,021 ORCID iDs and counting. [See more...](#)

Advance Notice: All ORCID websites, including the Registry (Public and Member APIs and the user interface), orcid.org and members.orcid.org, will be unavailable from 2pm UTC on December 15 for up to eight hours for a scheduled hardware upgrade. We apologize for any inconvenience.

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ORCID ID
<https://orcid.org/0000-0001-5083-7835>

[Print view?](#)

Websites
[University of Michigan Staff Profile](#)
[Twitter \(@rwelzenb\)](#)

Country
United States

Other IDs
[Scopus Author ID: 55669224900](#)

Employment (6)

Education and qualifications (2)

Funding (3) [Sort](#)

Mapping the Free Ebook Supply Chain
Andrew W. Mellon Foundation (NY, NY)
2016-02 to 2017-02|Grant
GRANT_NUMBER: 11600118
Source: Rebecca Welzenbach Preferred source

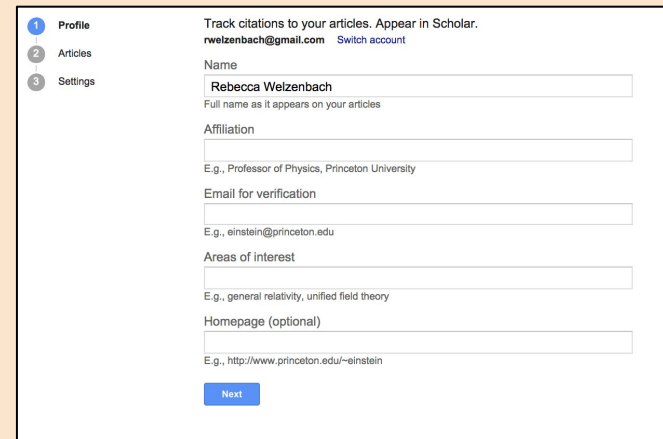
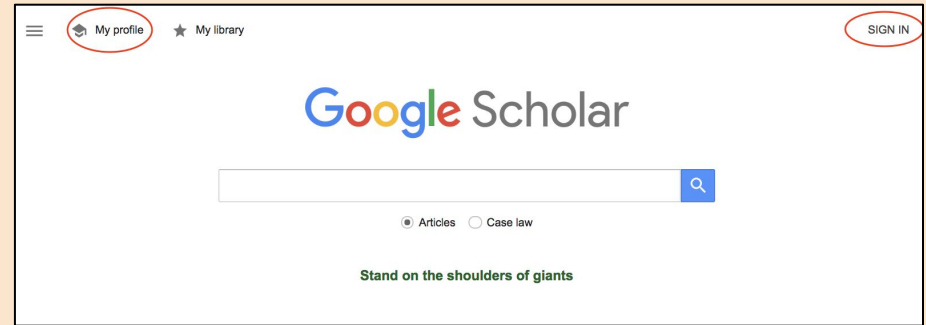
Hypothes.is: Development of Digital Annotation Services
Andrew W. Mellon Foundation (NY, NY)
2014-06 to 2016-06|Grant
GRANT_NUMBER: 21400642
Source: Rebecca Welzenbach Preferred source

Early English Books Online-Text Creation Partnership EEBO-TCP
Collections: Navigations
National Endowment for the Humanities (Washington)

[? Help](#)

Claim your Google Scholar profile

1. Go to scholar.google.com and (if you are not already logged in) click “sign in” in the upper right corner. Sign in using your UMICH credentials.
2. Click on “my profile” in the upper left hand corner to get started. Later, check your email for the verification from Google Scholar and complete the verification process.

A screenshot of the Google Scholar profile creation form. On the left, there is a sidebar with three numbered steps: 1 Profile, 2 Articles, and 3 Settings. The "Profile" step is selected. The main content area contains the following fields:

- Track citations to your articles. Appear in Scholar. **rwelzenbach@gmail.com** [Switch account](#)
- Name: (Full name as it appears on your articles)
- Affiliation:
- Email for verification:
- Areas of interest:
- Homepage (optional):

At the bottom right, there is a blue "Next" button.

Claim your Google Scholar Profile: How?

3. Review publications: are they yours?
4. Decide: automatically add publications to your profile?
5. Decide: make your profile public?
6. Click “follow” in the upper right hand corner of the screen to receive notifications of new publications and citations.



Social media reflection

1. Refer to this worksheet: <https://bit.ly/2FPHnLV> (handouts available)
2. Take ~7 minutes to start on the worksheet and reflect a bit on the questions.
3. Discussion

Pulling together the pieces: update your U-M profile page(s)

Check to ensure that your web page includes:

- Your ORCID number and link to your ORCID profile
- Link to your Google Scholar profile
- Links to any publicly visible social media platforms or feeds that you have decided you want your academic and professional colleagues to find and use

This is a good time to ensure all other details on your page are accurate and up-to-date!

Wrap-up

- Questions, ideas, next steps
- Request a consultation



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