Building a Professional Presence Online
(Workshop for Graduate Students)

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Building a professional presence online

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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.

https://orcid.org/
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.”
Your ORCID profile
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.
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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