

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

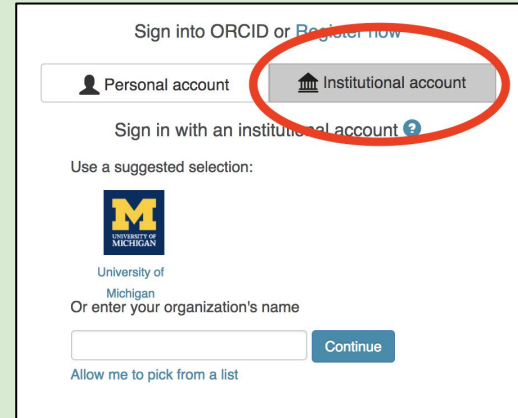
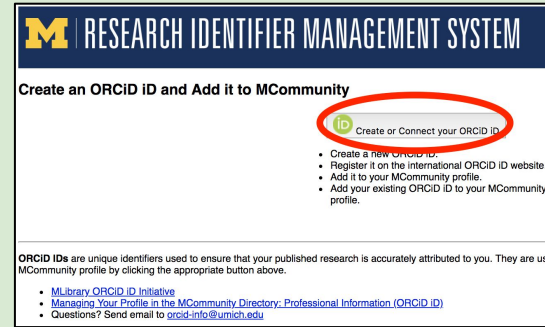
Include your ORCID identifier on your Webpage, when you submit publications, apply for grants, and in any research workflow to ensure you get credit for your work.

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 and their corresponding values, including 'Full Name', 'University Affiliation (required)', 'E-mail', 'First Name', and 'Last Name'. Below the table, there is a section titled 'Do you agree to release this information to the service every time you access it?' with a radio button selected for 'Ask me again at next login'. At the bottom of the page, there are 'Decline' and 'Confirm' buttons.

The screenshot shows the ORCID website's 'Link your University of Michigan account to your ORCID record' page. The page features the ORCID logo and navigation links for 'FOR RESEARCHERS', 'FOR ORGANIZATIONS', 'ABOUT', 'HELP', and 'SIGN IN'. A search bar is located at the top left. The main content area includes a heading 'Link your University of Michigan account to your ORCID record' and a sub-heading 'You are signed into University of Michigan as [redacted]'. Below this, there is a section titled 'Link my existing ORCID ID | Register for an ORCID ID | Return to ORCID sign in'. The page also contains a form with fields for 'Email or ORCID ID', 'ORCID password', and 'ORCID password', along with a 'Sign into ORCID' button. At the bottom, 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.

Rebecca Welzenbach

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

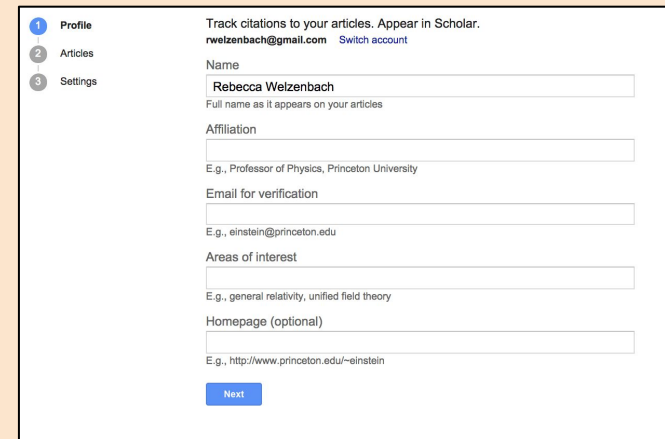
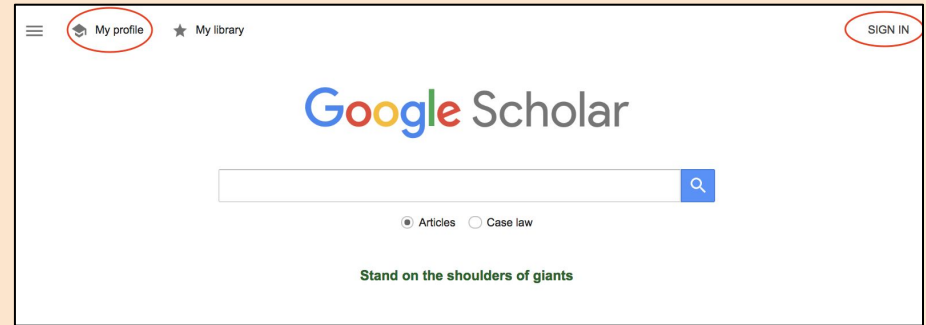
Hypothes.is: Development of Digital Annotation Services
Andrew W. Mellon Foundation (NY, NY)
2014-06 to 2016-06|Grant
GRANT_NUMBER: [21400642](#)
Source: Rebecca Welzenbach Preferred source

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.

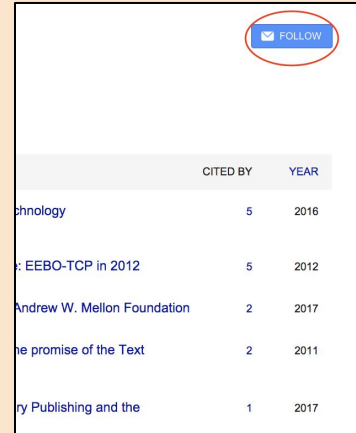
A screenshot of the Google Scholar profile creation form. On the left side, there is a vertical sidebar with three numbered steps: "1 Profile", "2 Articles", and "3 Settings". The "1 Profile" step is highlighted. The main content area contains the following fields:

- Name:** A text input field containing "Rebecca Welzenbach". Below it, the text "Full name as it appears on your articles" is displayed.
- Affiliation:** A text input field. Below it, the text "E.g., Professor of Physics, Princeton University" is displayed.
- Email for verification:** A text input field. Below it, the text "E.g., einstein@princeton.edu" is displayed.
- Areas of interest:** A text input field. Below it, the text "E.g., general relativity, unified field theory" is displayed.
- Homepage (optional):** A text input field. Below it, the text "E.g., http://www.princeton.edu/~einstein" is displayed.

At the bottom of the form, 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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