2021-11-30

Basics for Establishing Your Online Identity

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https://dx.doi.org/10.7302/4455

https://hdl.handle.net/2027.42/172425

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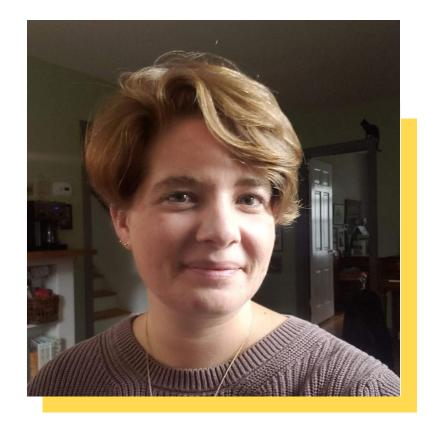# Basics for Establishing Your Online Identity

November 30, 2021
Liberal Arts Research Series: Promoting Your Research
Rebecca Welzenbach
Research Impact and Information Science Librarian
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Link to these slides:
https://bit.ly/PromotingYourResearch

This is me:

I've been with the U-M Library since 2009

Work in scholarly communications, online journals, digital humanities projects, open access publishing, research impact, and more.

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Agenda: Basics for establishing your online identity

- Register your ORCID
- Claim your Google Scholar Profile
- Deposit your work in an appropriate repository
- Take some time to ponder your use of social media

Not the Goal:

Launch you as a Twitter Celebrity or TikTok star!

Goal:

Take some key steps that will set you up for success, minimize daily decisions and stress in this area, make this a manageable part of your life.

Register your ORCID

- Easy to do at orcid.org
- Author identifier registry, helps to disambiguate among authors with similar names
- Non-profit membership organization sustained by universities -- not a specific company, publisher, or institution--so will stay with you for your whole career
- Required by some publishers and funders
- For more info, see Day 1 of the Research Impact Challenge

Claim your Google Scholar Profile

- Start at Google Scholar
- Ensure that Google Scholar's record of your work is accurate
- Receive automatic alerts of new citations or new publications captured by Google
- Make it easy for someone looking up your work to find an accurate record of your publications
- For more information, see Day 2 of the Research Impact Challenge.

Make a plan to deposit your work in a suitable digital repository

- Help guarantee persistent access to your work
- Make your work more findable on the web
- Consider institutional or disciplinary repositories
- Consider institutional, publisher, or funder requirements
- Think about a plan that works for you. What type of work makes sense to deposit? What timeline (annually? After each semester? Whenever you update your CV?)
- For more information, see Day 3 of the Research Impact Challenge

Take some time to think about your social media use

- What makes sense for your work? For your life?
- Not everyone experiences social media the same way. Is it productive? Enjoyable? Safe?
- How do your values inform your choices?
- What kind of separation do you want between your personal and professional/academic life?
- Review your accounts any privacy settings. Revisit periodically!
- For more information, see Day 4 of the Research Impact Challenge

Questions & Discussion?

Thank you! Good luck!