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#### Basics for Establishing Your Online Identity

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## Basics for Establishing Your Online Identity

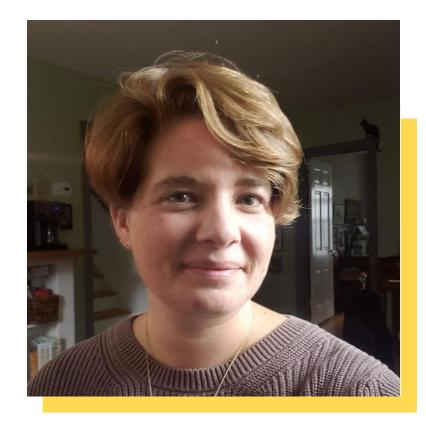
November 30, 2021 Liberal Arts Research Series: Promoting Your Research Rebecca Welzenbach Research Impact and Information Science Librarian University of Michigan Library

# Link to these slides: <a href="https://bit.ly/PromotingYourResearch">https://bit.ly/PromotingYourResearch</a>

#### 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 <u>orcid.ora</u>
- 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 <u>Day 1 of the</u>
   <u>Research Impact Challenge</u>

# Claim your Google Scholar Profile

- Start at <u>Google Scholar</u>
- 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 <u>Day 2 of</u> 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 <u>Day 3 of the</u> <u>Research Impact Challenge</u>

### 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 <u>Day 4 of the</u> <u>Research Impact Challenge</u>

# Questions & Discussion?



Thank you! Good luck!