Tools and Methods for Developing Your Online Presence

Faculty Development Fridays
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October 8, 2021
Today's Agenda

Things we'll do and discuss:

- Where are you now exercise (15 min)
- Tools showcase (30 min)
- Crafting a bio that inspires engagement (10 min)
- Where to go for further help (5 min)
- Q & A (15 min)
Where are you now?

Assess your current location to know where to head

The proliferation of tools and expectations for creating an online presence can be overwhelming. Starting by reflecting on where you are now and where you want to go will help you navigate your options more effectively.
Let's get started

Break into groups of 2–3 (10 min)
Share back (5 min)
Use this: https://bit.ly/ffbreakout

Where are you visible?
What are you communicating?
How can people engage you?
Tool Showcase

Some options for curating your visibility

01
OHSU Tools

Use OHSU Experts and your faculty profile to describe and share your interests and accomplishments.

02
Google Scholar

Share a public profile of your publications and research impact metrics.

03
ORCID

Disambiguate yourself from other researchers, comply with funder requirements, and make reporting more efficient.
OHSU Tools

Let's take a look

What are they
OHSU Faculty Profiles
OHSU Experts (Pure) Profiles

What are they great for
Showcasing your work and your relationship to OHSU
Showcasing your work and its relationship to everyone

Where to get started
Your department
ohsu.pure.elsevier.com
Resources for OHSU Profiles
Let's take a look

Google Scholar Profile

What is it

Google Scholar is a free profiling service that allows you to publicly share a list of your scholarly publications and related metrics.

What's it great for

Google Scholar profiles are easy to create, maintain, and highly visible. A broad spectrum of academic outputs, including peer-reviewed articles, book chapters, and presentations are indexed, so it is relevant to faculty across domains.

Where to get started

ORCID

Let's take a look

What is it
ORCID is a free persistent digital identifier (an ORCID iD) that you own and control, and that distinguishes you from other researchers.

What's it great for
You can associate your iD with information, such as your affiliations, grants and publications. Connect it to other systems, like Scopus and NCBI to ensure recognition for all your contribution and save time on reporting. It's also required by some funders.

Where to get started
https://orcid.org/
A good bio is your Rosetta Stone

A strategic invitation for meaningful engagement

Aim to describe yourself and your work in a way that promotes interest and action by the communities you want to engage.
The Basics

Your bio is:

Not a list
Your bio should not be a list of everything you’ve ever done.

Tells a story
Your bio tells a story of your credibility, interests, activities, and accomplishments.

Communication Tool
Your bio is a communication tool.

Concise
Your bio should be concise, serving as an abstract of yourself.
Use a recipe

It makes writing and retooling a good bio easier
Personal Bio
Ingredients

Explain what you do + Establish credibility +
Describe your academic interests + Brag a little +
Call to action

Approach adapted from Stacy Konkiel: https://www.altmetric.com/blog/building-your-online-reputation/
Robin's short bio:

I am the Director of Education, Research and Clinical Outreach at Oregon Health & Science University Library, and the co-founder of BioData Club and the Metrics Toolkit. My work and research is focused on understanding and advancing the inclusive creation, reproducibility, accessibility, and impact of knowledge. See my ORCID record to learn more about my work. You can contact me via rchampieux@gmail.com or on Twitter.
We've set the foundation

More tools and consultation services:

Research Impact
OHSU Librarians can help you identify and use tools for tracking and communicating the impact of your work.

OHSU Experts
If you have questions about your OHSU Experts profile, write funding@ohsu.edu. If you have questions about your faculty profile, you can write research@ohsu.edu.

Biosketches
Contact the Library to learn about optimizing NCBI to create your biosketch and citing different types of research products.

Contact OHSU Research Development for strategic review of biosketches and to learn about trainings on the upcoming changes to them.
Questions?

Reach out to us!
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