

# Tools and Methods for Developing Your Online Presence



Faculty Development Fridays  
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Things we'll do  
and discuss:

# Today's Agenda



- 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.

Break into groups of 2–3 (10 min)  
Share back (5 min)  
**Use this: <https://bit.ly/ffb breakout>**

# Let's get started



Where are you visible?



What are you communicating?



How can people engage you?





# 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](https://ohsu.pure.elsevier.com)

[Resources for OHSU Profiles](#)

# Google Scholar Profile

Let's take a look



## 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

<https://scholar.google.com/intl/en/scholar/citations.html>

# 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 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

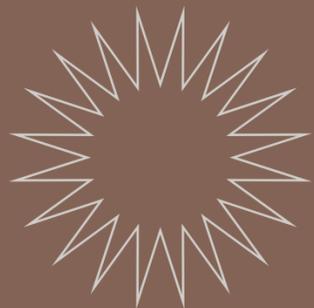
Your bio tells a story of your credibility, interests, activities, and accomplishments.

## 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

# 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](mailto: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.

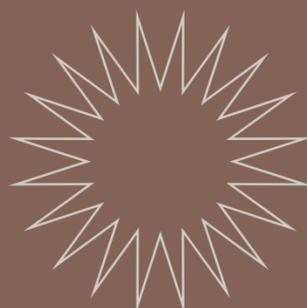
## OHSU Experts

If you have questions about your OHSU Experts profile, write [funding@ohsu.edu](mailto:funding@ohsu.edu). If you have questions about your faculty profile, you can write [research@ohsu.edu](mailto: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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[champieu@ohsu.edu](mailto:champieu@ohsu.edu)

