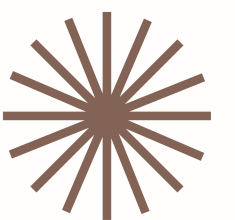


Prioritize Your Online Presence for Impact



OCTRI Research Forum
Robin Champieux
February 17, 2022

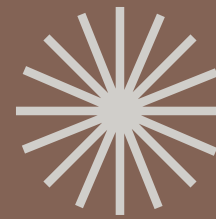


Things we'll do
and discuss:

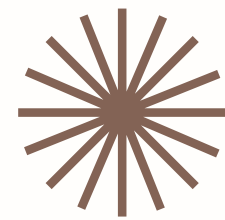
Today's Agenda



- Where are you now exercise (10 min)
- Tools showcase (30 min)
- Crafting a bio that inspires engagement (10 min)
- Q & A (10 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.

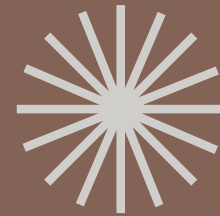
Google yourself or choose a current profile to review (5 min)
Share back (5 min)

This can help: <https://bit.ly/octriimpact>

Let's get started



Where are you visible?



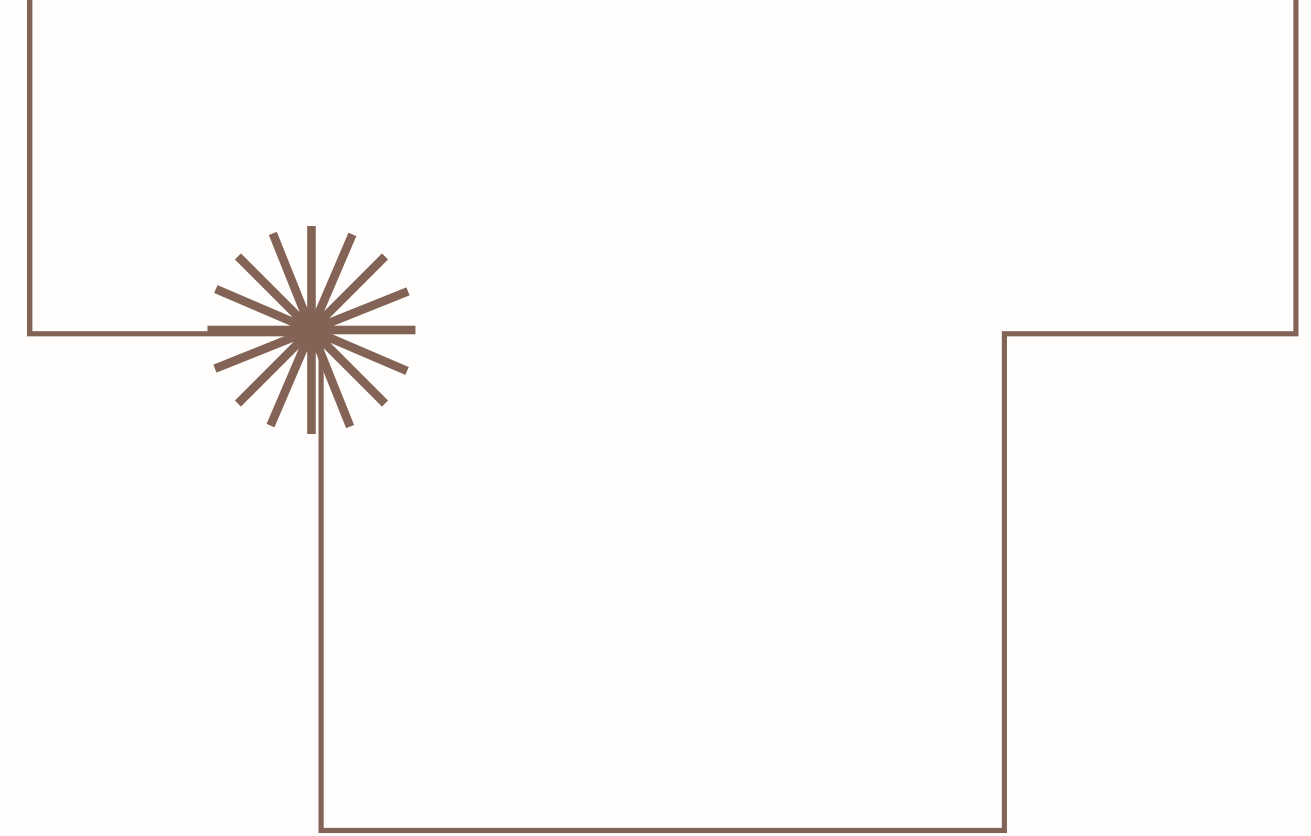
What are you communicating?



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

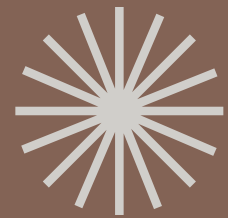
Share a public profile of your publications and research impact metrics.

03

ORCID

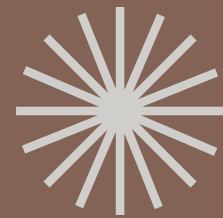
Disambiguate yourself from other researchers, comply with funder requirements, and make reporting more efficient.

OHSU Tools



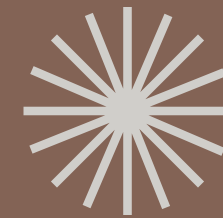
What are they

OHSU People Profiles
OHSU Experts (Pure) Profiles



What are they great for

Showcasing your expertise and
your relationship to OHSU



Where to get started

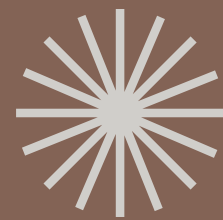
[Edit your OHSU People profile](#)
[Resources for OHSU Profiles](#)
[OHSU Experts](#)

Google Scholar Profile



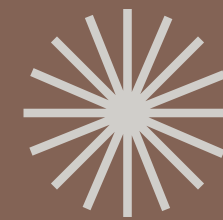
What is it

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

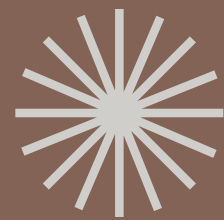
Easy to create, maintain, and highly visible. A broad spectrum of academic outputs, including peer-reviewed articles, book chapters, and presentations are indexed.



Where to get started

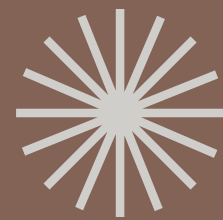
<https://scholar.google.com/intl/en/scholar/citations.html>

ORCID



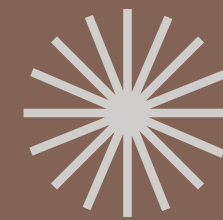
What is it

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

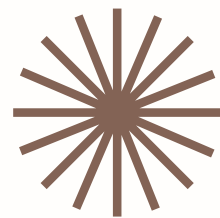
Connect it to other systems, like Scopus and NCBI to ensure recognition for all your contribution and save time on reporting. **It's also required by some funders.**



Where to get started

<https://orcid.org/>

Yeah, but which one should I use?



Choose a portable hub, and make it work for you

- Realistically, you will probably need to maintain multiple profiles online
- This doesn't mean you have to curate each one fully or manually.
- Choose a tool that you take with you as your career advances
- Leverage it to populate other profiles

For example:

My hub is Google Scholar +
Professional bio

I use these tools to maintain
other profiles:

OHSU People Profile
ORCID
OHSU Experts



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

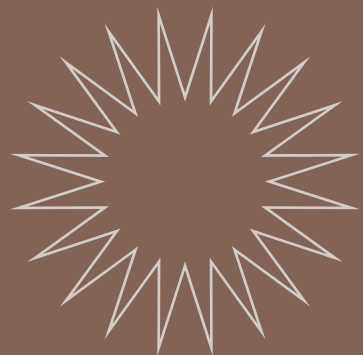
Your bio tells a story of your credibility, interests, activities, and accomplishments.

Communication Tool

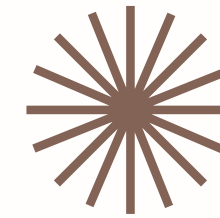
Your bio is a communication tool.

Concise

Your bio should be concise, serving as an abstract of yourself.



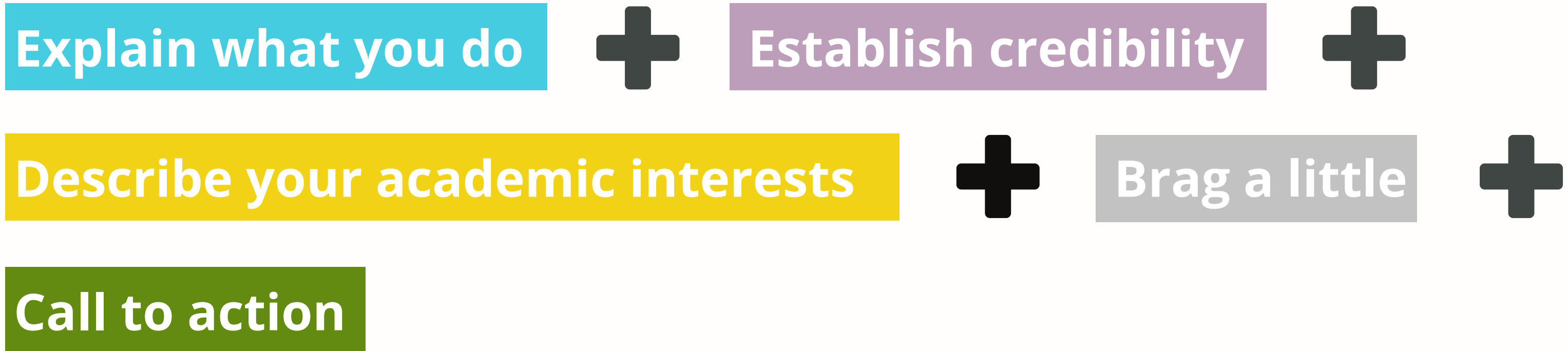
Use a recipe



It makes writing and
retooling a good bio easier



Personal Bio Ingredients

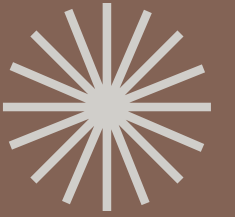


Robin's short bio:

Robin is the Director of Education, Research and Clinical Outreach at Oregon Health & Science University Library, and co-founder of the Metrics Toolkit. Her work and research are focused on understanding and advancing the inclusive creation, reproducibility, accessibility, and impact of knowledge. She was a 2018 NLM/AAHSL Leadership Fellow, and is a graduate of the Harvard Leadership Institute for Academic Librarians. See Robin's Google Scholar profile to learn more about her work. You can contact her 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.

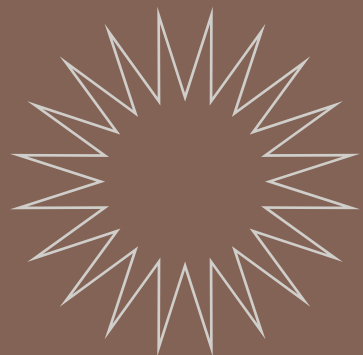
OHSU Experts

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 and CVs

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!

champieu@ohsu.edu

