Activity 1: How visible are you online?

- Google your name.
  - What are the top 10 results?
- Google a top scholar in your field.
  - What are the top 10 results?
- What patterns do you notice? What kind of information about yourself would you like to surface?
How can you boost your visibility online?

1. Develop a strategy
2. Create and maintain a well-designed website with good content.
3. Establish a strong social media presence.
4. Make your work easy to find.
1. Develop a strategy
Tips

● Define your “brand”
  ○ Clarity, consistency, and constancy
    ■ Name
    ■ Picture
    ■ Description
  ○ Keep it updated
  ○ Get feedback
Activity 2: Sketch your strategy for raising the visibility of your work

- **Why** do you want to establish a stronger presence online? To land a job? Get citations? Etc
- **Who** is your audience?
- **What** identity as a researcher do you want to shape?
- **What** are the channels and approaches in your discipline for raising the visibility of your work?
- **How** can you make best use of your time?
2. Create and maintain a well-designed website.
What are the strengths & weakness of:

● http://www.cmadan.com/
● https://ryancordell.org/
● http://www.wordsinspace.net/shannon/
● https://www.gmu.edu/centers/publicchoice/faculty%20pages/Tyler/
What content should be included?

- **About**
  - Biography
  - Photo/ avatar

- **Research**
  - Research interests
  - Publications
  - Grants

- **CV**

- **Contact Information**

- **Teaching**
  - Teaching philosophy
  - Syllabi/ Course list

- **Optional:**
  - Twitter stream
  - Video of talks
  - Blog
  - Dissertation abstract
How do you create a web presence efficiently?

- Use a content management system like WordPress or SquareSpace.
- Choose a theme that is professional and reflects your image.
- Keep it simple.
- Update your website regularly.
- Aggregate content from multiple places, e.g. Twitter.
- Convert articles to blog posts.
Activity 3: Sketch Your Website

- What content would it contain?
- How would it be structured?
- What message would it project?

3. Establish a strong social media presence
Use Social Media To...

- Raise awareness of your work
- Participate in scholarly conversations
- Learn about new work
- Establish your voice at conferences
On ResearchGate & Academia

Advantages

● Wide use by many disciplines
● Easy to use
● Connects researchers, so you can find people & they can find you

Disadvantages

● Commercial, with unclear business models
● Viewed by some as spammy
● Sign-in required to access your work
Track Your Impact Using Altmetrics

● What it is
● Pros & cons
● Tools you can use, e.g. altmetric widget
  ○ If you have a doi, paste it after altmetric.com/details/doi/
How to best use social media

● Understand what platform(s) your community uses.
● Know how the platform handles your data.
● Participate, e.g. reply to tweets directed at you.
● Be conscious of the public profile you are creating (e.g. a potential employer might read your tweets.)
Activity 4: Tweet

Craft a 140 character tweet to highlight recent research.

Andrew Piper @_akpiper

The #Humanities: Theory Rich, Evidence Poor. On the importance of theory for computation at txtlab: txtlab.org/?p=764

Digital Culture @ssrcdigital

New on Parameters: Anne Kelly Knowles on the implications of #HGIS & close vs distant reading in digital scholarship ow.ly/GYUb302SOIR

10:00am · 3 Aug 2016 · Hootsuite

RETWEETS 9
LIKES 5
4. Make your work easy to find.
How can you make your work discoverable?

- Use a platform like WordPress that has built-in Search Engine Optimization.
- Share good content on your website (e.g. articles)
- Keep content current, e.g. with a blog.
- Use precise keywords for your work.
- Encourage others to link to your website & link to it on your social media profile (e.g. Twitter)
- Establish a presence on disciplinary portals (e.g. Humanities Commons).
More Discoverability Strategies

- Make your work accessible through an institutional or disciplinary repository.
- Set up a Google Profile.
- Include your website, Twitter handle, and even a link to your latest work in your email signature.
- Blog about your work, such as on sites like Medium.
ORCID

- Unique scholar identifier
  - Name disambiguation
  - Reduce data entry
  - Ensure credit for your work
  - Increase discoverability/visibility
- Example ORCID profile:
  - http://orcid.org/0000-0002-1825-0097
- Over 20 publishers now require ORCID IDs for authors

http://libguides.rice.edu/AuthorIdentifiers/ORCID
Google Scholar Profiles

- Obtain citation metrics
- Get your h-index
- Find collaborators
- Receive alerts about new publications based on keywords in your profile
- Export your citations to ORCID
- Increase discoverability (when profile is public)

http://libguides.rice.edu/AuthorIdentifiers/GoogleScholar
Activity 5: Discoverability

- Jot down 3-5 keywords that describe your expertise and academic interests.
Activity 6: Update your strategy

Include plans for the following in your strategy:

- Developing a web presence
- Using (or not using) social media
- Making your work discoverable
Post-Session Activities

● Set up your ORCID.
● Set up your Google Profile.
Resources

● Cordell, Ryan. “Creating and Maintaining a Professional Presence Online: A Roundup and Reflection.”
● Konkiel, Stacy. “The 30-Day Impact Challenge: the ultimate guide to raising the profile of your research”