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Getting Found - Using social media to build your research profile

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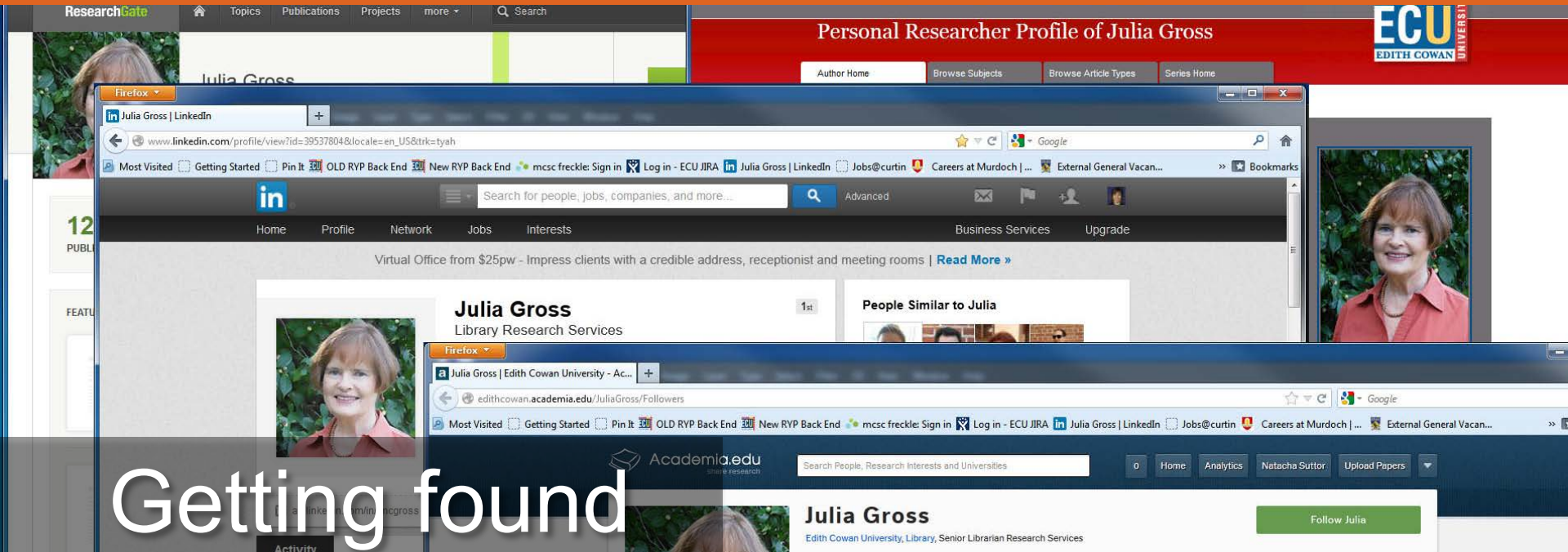
ECU RESEARCH WEEK
16-20 September 2013
Knowledge - Insight - Inspiration

AUSTRALIA
ECU
UNIVERSITY
EDITH COWAN

Getting found

Using social media to build your research profile

Julia Gross, ECU Research Services Librarian

Natacha Suttor, ECU Senior Online Marketing Coordinator

ECU Staff Profile

Where: Faculty & School

Who: Permanent & Fixed Term staff

How: Faculty Web Developer (on request from org. unit)

Web Search   vs   Staff Directory

ECU Staff Profile

What (abbreviated)?

- Aggregated from other University systems, e.g.:

  – Contact details [Alesco]

  – Staff **qualifications** [Staffkiosk]

  – Recent research grants [RMS]

  – Recent publications (Last 5 years) [RAS] (e.g. Books, Book chapters, Journal articles, Conference publications)

  – Research student supervision [Research Assessments]

- Plus content you can submit to be manually added, e.g.

  – Awards and recognition, Professional memberships

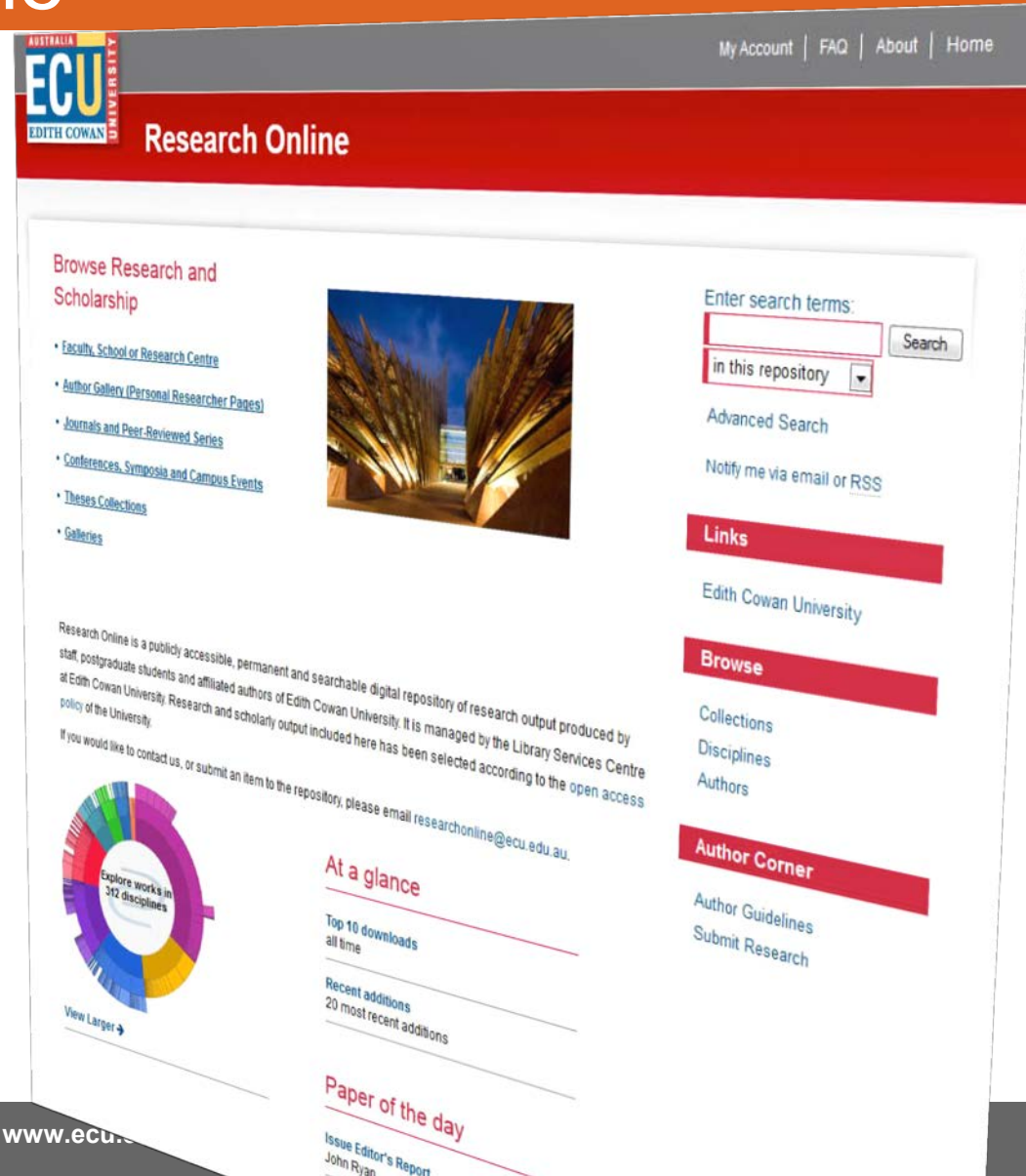 – Research areas and interests

  – See also…

ECU Research Online

What: Profile with links to research publications

Where: Research Online

Who: ECU Researchers and HDR students

How: Library will set up

ECU Researcher Profiles

- Share your work with colleagues

- Link your research outputs to your Personal Researcher Profile

Researcher Profiles Gallery

- ECU Personal Researcher Profiles

- ECU branding

- Links to Research Online

- Researcher can edit

- Unique URL

- Download reports
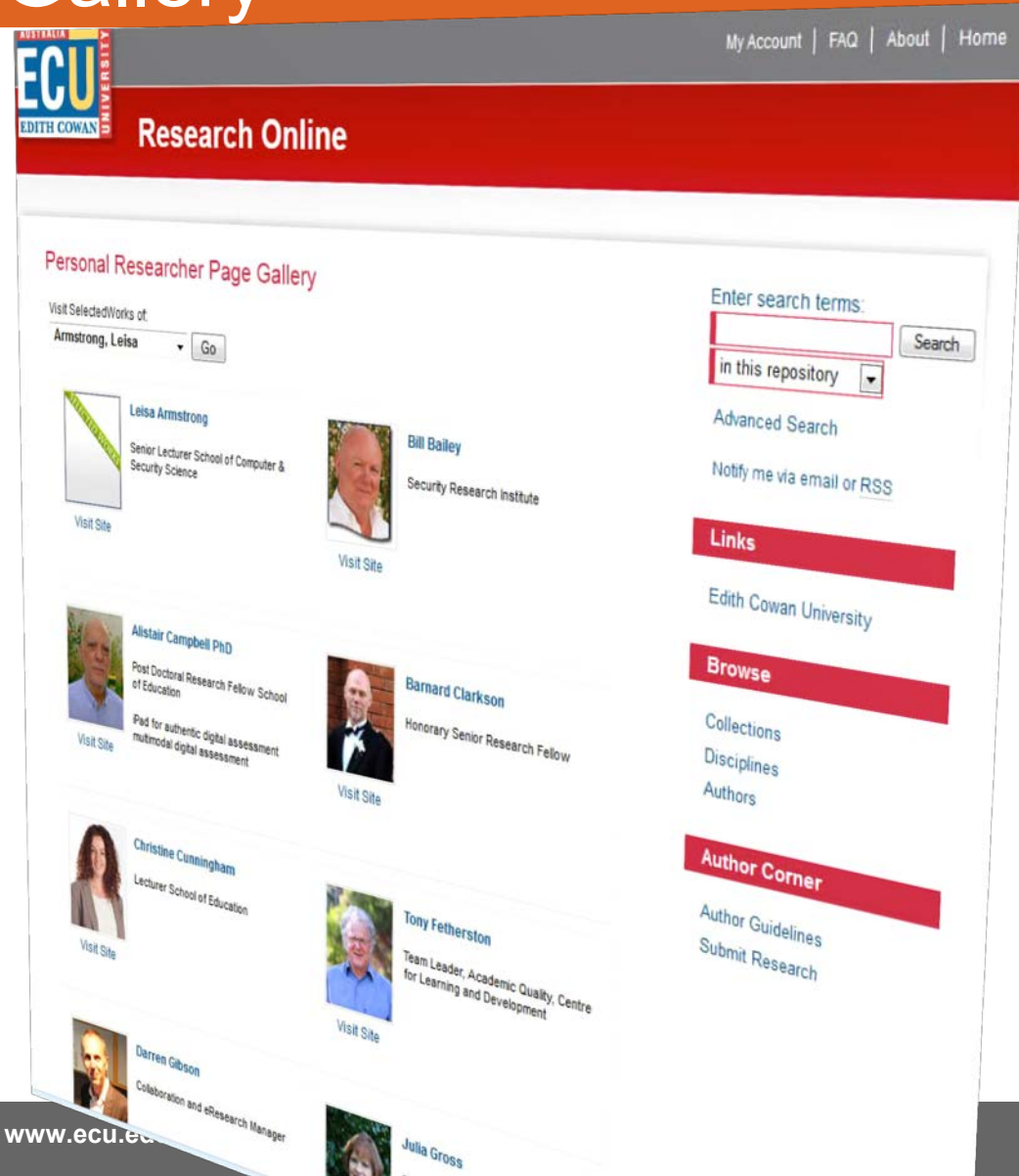
LinkedIn

LinkedIn.com

Professional Network.

- 225 million members
- Across 147 industries
- Over 200 countries and territories
- 2 new members join every second*

Australia:

- ~4.3 million members

As at September 2013, except *: as at February 2013

LinkedIn Users

Professional/Industry focus

- Connect directly with:

    – Colleagues and peers (beyond Researcher to Researcher (R2R) or Academic to Academic (A2A) focus)

    – people practicing in the industry/field/function you are researching

- Connect indirectly:

    - Join LinkedIn group(s) catering to the industry/field/function you are researching

    - Follow Companies

    - Follow Universities

Seniority Levels on LinkedIn (January 2013)

- Senior
- Manager
- Owner
- Director
- VP
- CXO
- Partner
- Training
- Entry
- Unpaid

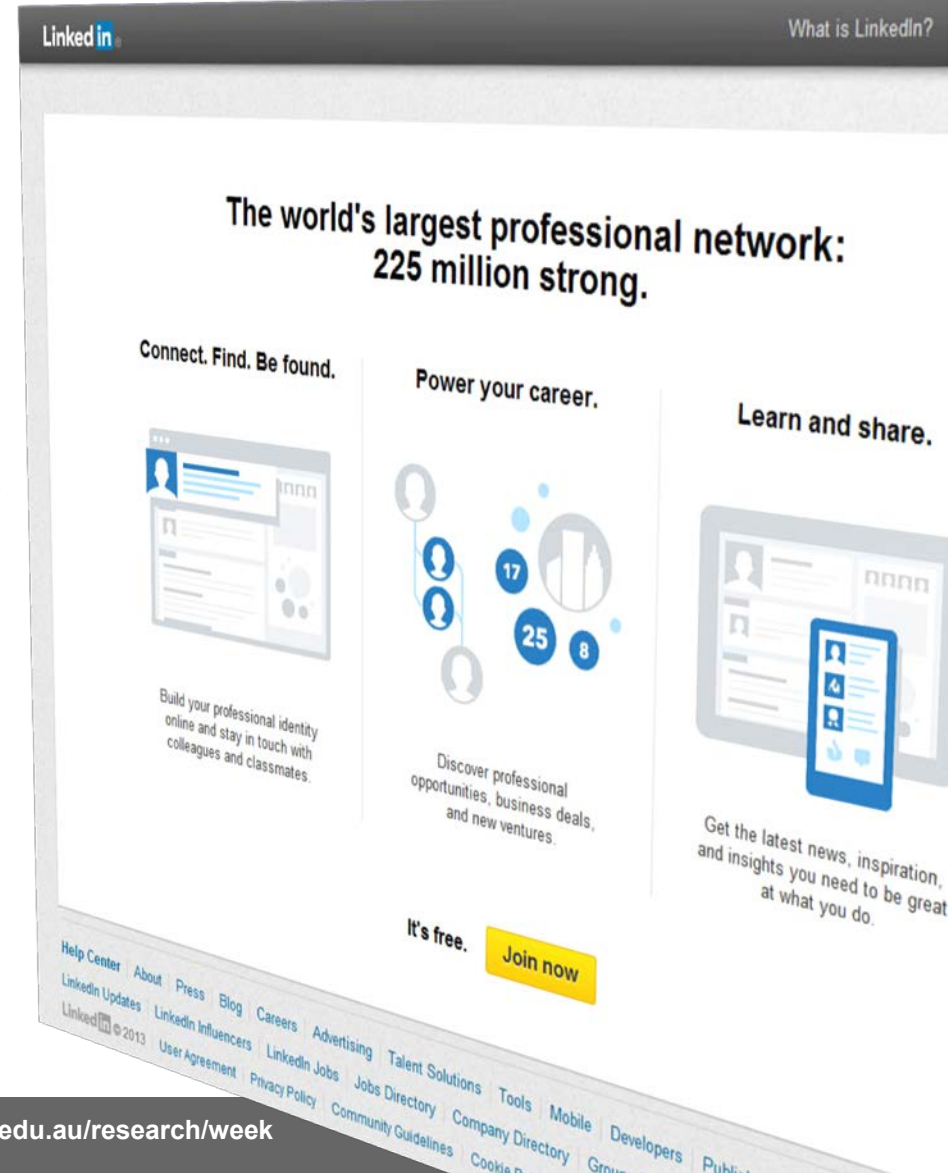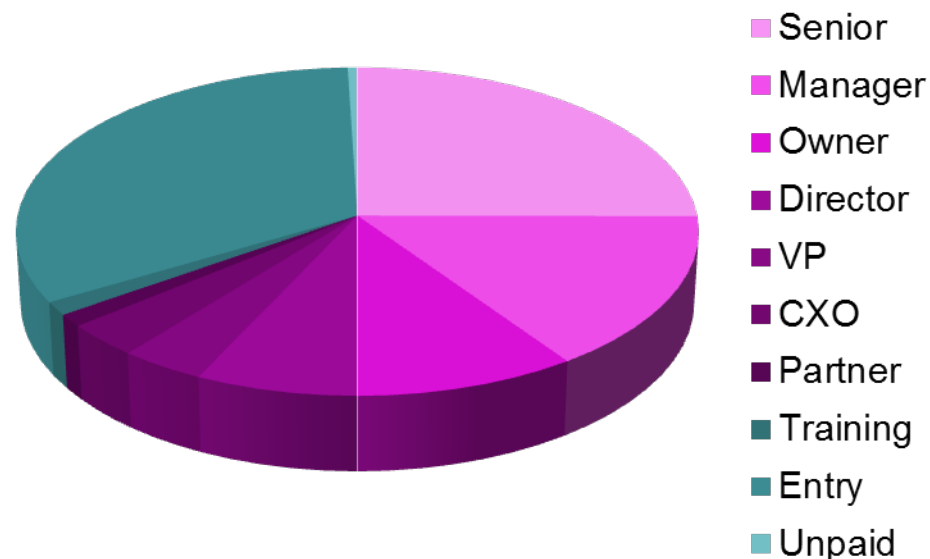A list of the 147 industries: ellipticalpointofview.com/2013/08/29/what-industries-are-on-linkedin and advanced search results in locations (Anywhere, AU, WA)

Visualising data from the post above as ratios of representation for industries in each location ellipticalpointofview.com/2013/09/03/ratios-of-linkedin-profiles-by-industry-for-locations-anywhere-australia-western-australia

Your LinkedIn Profile

What (abbreviated)?

- Activity Updates (~Facebook status update)

- Experience (Employment history by position)*

- Key projects you have been involved in

- Publications

- Patents

- Education*, Certifications, Test Scores, Languages

- Honors [sic] & Awards

- Recommendations (e.g. equivalent to a reference)

- Skills & expertise (You can add skills, people can endorse you for those and other skills)

Profile visibility: Your public profile appears in search results for Google, Bing and other search engines. Your full profile is viewable to signed in LinkedIn members.
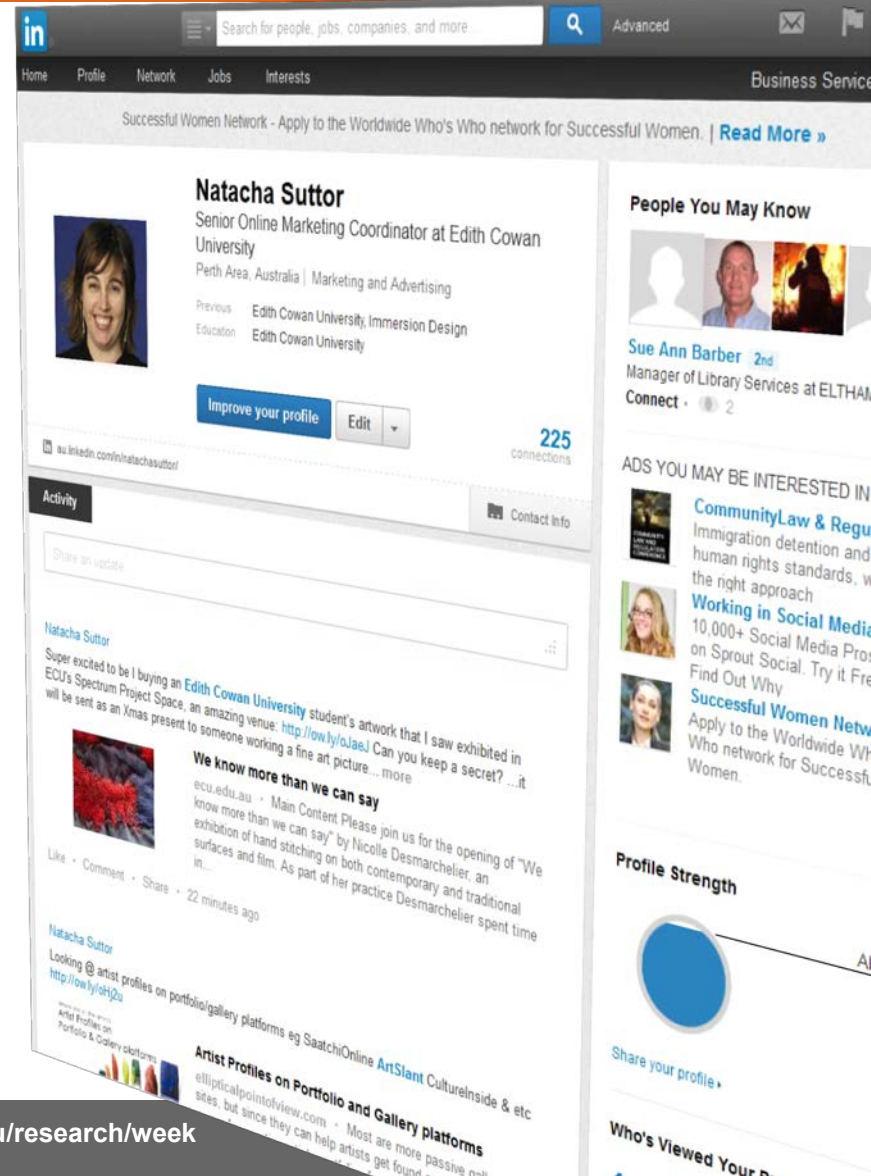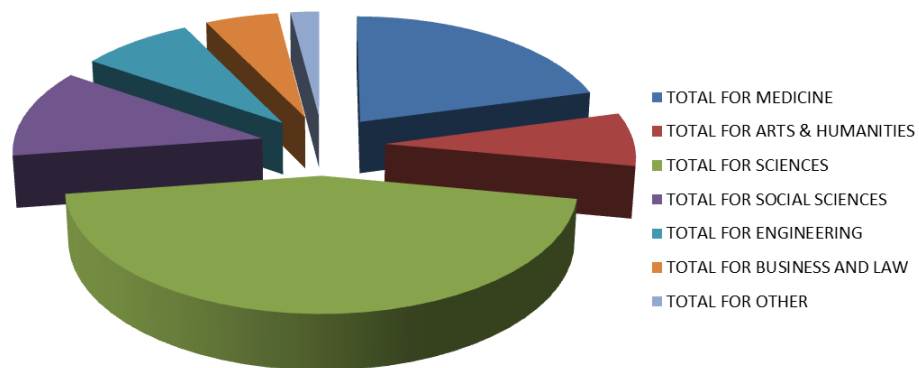
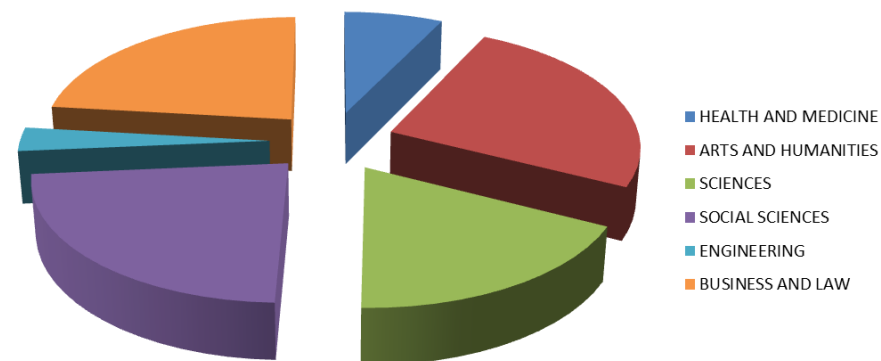# Researcher Social Media Platforms

Discipline Representation
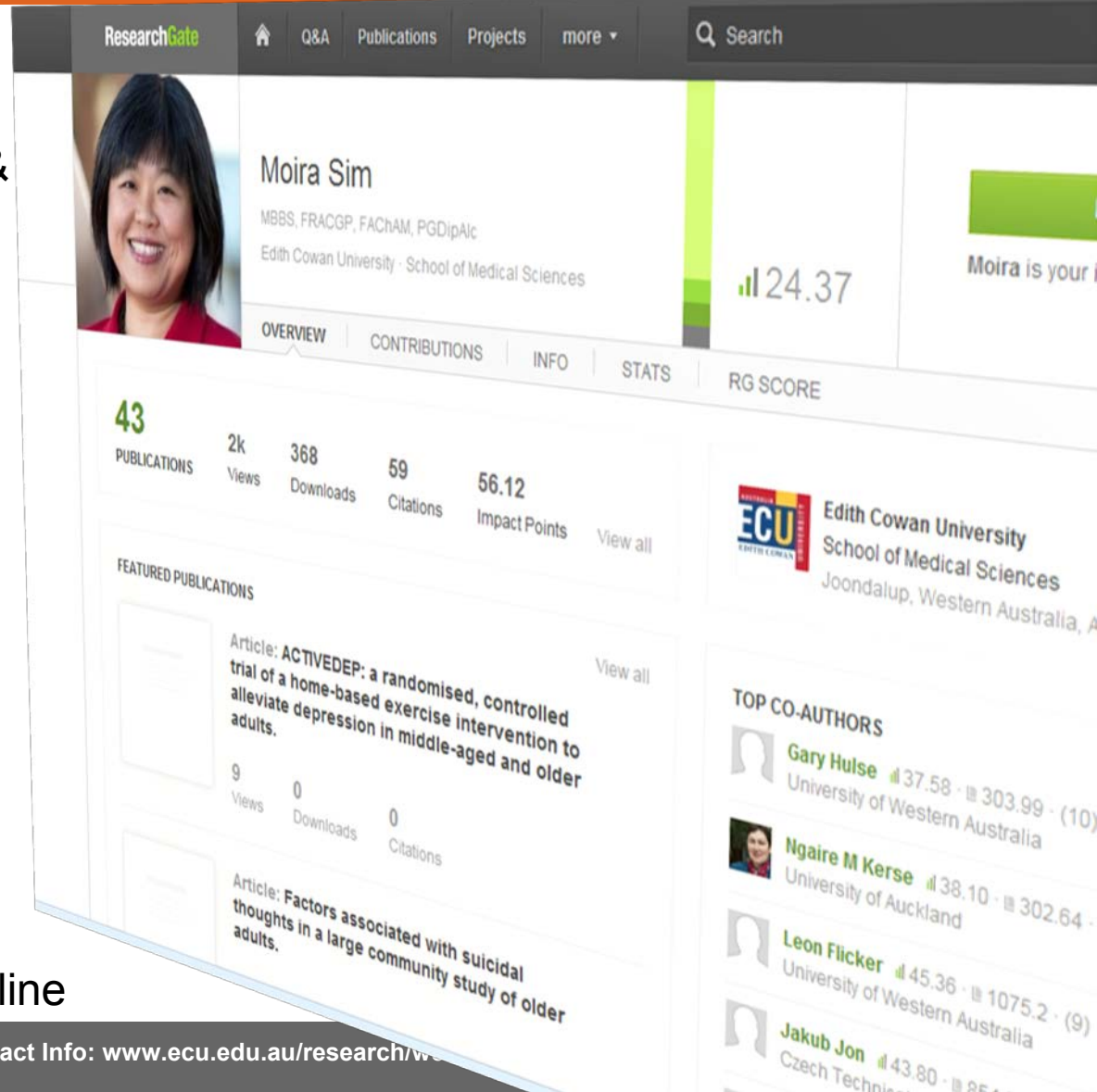
ResearchGate

Academia.edu

ResearchGate

ResearchGate.net
Platform dedicated to science & research. Connect, collaborate, discover publications, jobs & conferences.

- 2.8 Million members

- 131 countries

- 469 ECU members

- Strengths in Sciences

- Social, collaborative

- Can upload PDFs

- Copyright ambiguities?
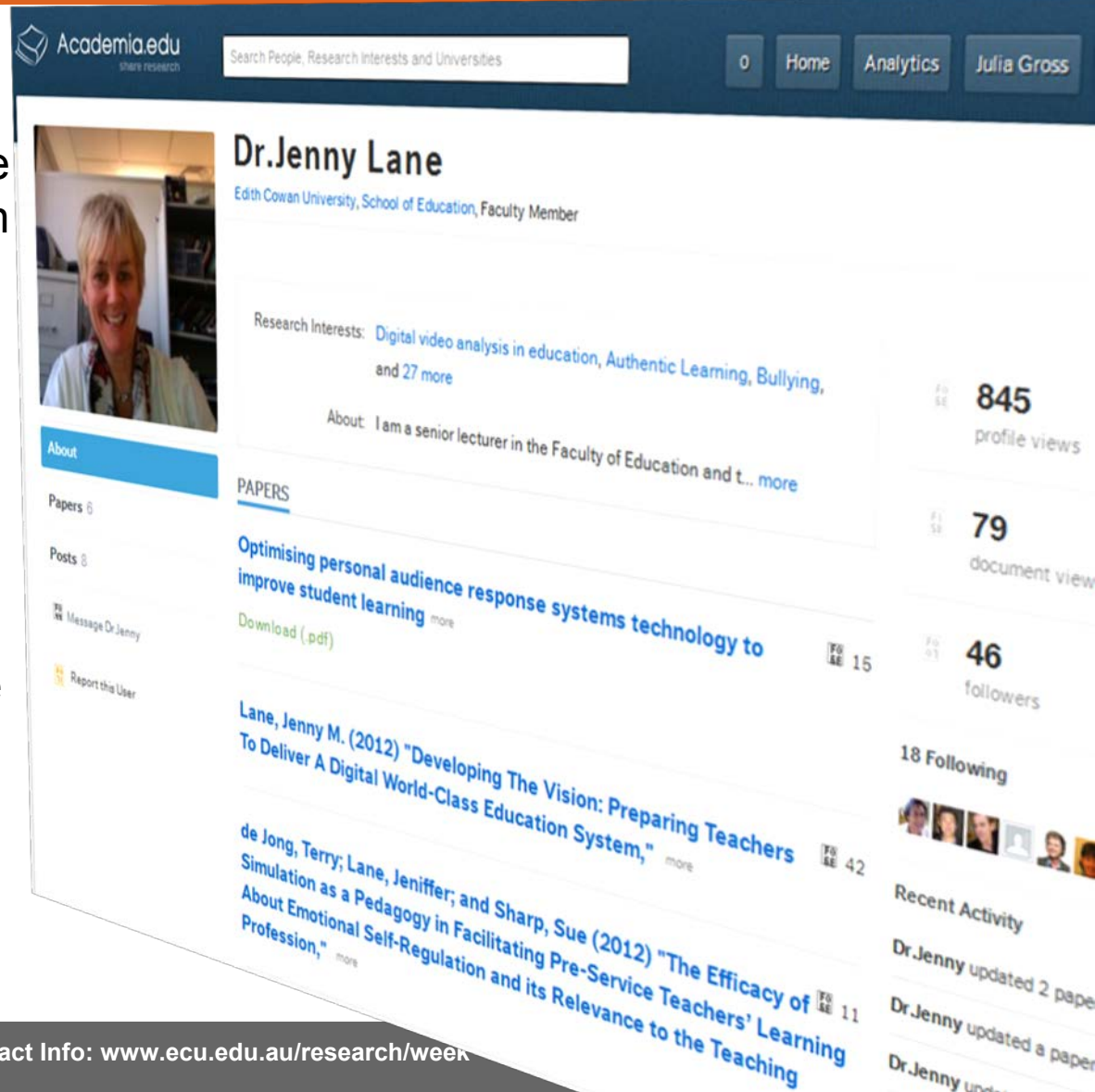
- Cannot link to Research Online

Academia.edu

Academia.edu

Platform for academics to share research and track the research of academics they follow.

- 2.5+ million Users

- 257+ users ECU

- Across all disciplines

- Social, collaborative

- Can link to Research Online

Google Scholar Citations

scholar.google.com

- Is profile site
- Not a social media site
- Across all disciplines
- Links to Google Scholar
- Links to Research Online
- Personal Researcher Profiles
- Links to ECU Library

Make effective decisions about platforms

Question: Are you looking to connect with People in Industry or Researcher to Researcher (R2R) or Academic to Academic (A2A)?

Make effective decisions about the platform(s) you adopt, based on:

- **who** you want to connect with, and

- **what** you want to do on the platform

- No platform is **mutually exclusive**

- Each has different **strengths**

- Each has different **user demographics**

Find your audience where they naturally occur.

Observe, be mindful of space and interact with respect.

Search Results

If being **found** is important…

…consider the aggregate picture when setting your priorities for adopting platforms…

e.g. Where is your profile on that platform likely to rank in search results for you?

Legend

- ECU Staff Profile
- PDF on ECU Research Online
- ECU Research Online Profile
- LinkedIn Profile
- Academia.edu Profile
- ResearchGate.net Profile
- Google Scholar Profile

Don't discount the workload each profile brings

Expect to spend **at least** 15m – 45m on your profile **per week**, **per platform**, e.g.

- General day-to-day updates and interactions
- Fostering the connections and collaborations you are on the platform to develop
- Requirement updates each time your situation changes or you complete:
  - Projects
  - Publications
  - Activities
- Monitoring and participating in groups you are connected to

Consider: Your digital footprint and your security online

- Be careful what you put online, it's **permanent**

- Be **conservative** about your digital footprint

- You may be releasing **more** information about yourself than you realise (metadata leaks)

- People can **aggregate** this data over time to build a picture of you

- **Don't** share your home address, birthday, location, mobile phone/home phone

- Be **restrictive** about contact methods

Map of a Twitter Status Object
Raffi Krikorian <raffi@twitter.com>
18 April 2010

ECU Security Research Institute (ECUSRI)
Metadata: What is unseen seminar slides: slideshare.net/EdithCowanUniversity/ecusri-metadatawhatisunseenseminar
Geostalker geostalker.openduck.com

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Comparison Chart

	LinkedIn	Academia.edu	ResearchGate	Google Scholar
News Feed & Alerts?	✓	✓	✓	Alerts when you are cited
Status Updates, Posts or Other?	✓	✓ Post, Ask a Question	✓ Ask a Question	No
Search?	• People • Groups • Companies • Universities	• People • Research Interests (aka Topics) • Universities	• People • Topics (aka Research Interests) • Research Centres & Institutes	• People • Topics
Connect, join or follow?	• Connect with people • Join groups (Up to 50) • Follow companies • Follow universities	• Follow People • Follow Research Interests	• Follow People • Follow Topics	• Follow People • Follow Topics
Analytics?	• Profile views • Statistics for Groups (e.g. Demographics) • Statistics for Companies (e.g. Demographics) • Statistics for Universities (e.g. Alumni careers)	• Profile views • Document views • Number of followers • Google name searches • Views by country	• RG score • Document bookmarks • Quality research votes • Number of followers	• Google Scholar based • citation metrics • h-index • i10-index
Add affiliation and research interests?	✓	✓	✓	
Upload CV, publications and contact information?	✓ Publications Note: Can link to Research Online copy of publication	✓ Publications Note: Can link to Research Online copy of publication	✓ Publications Note: Must upload publisher's PDF of publication	✓ Manually or by searching for them Publications Note: Links to Find it at ECU library. Can link to Research Online copy of publication
Include other social profiles (Facebook, Twitter, etc.)	Post from LinkedIn to Twitter	Facebook, Google +	Facebook, Twitter	No
Create summary of research project	✓	✓	✓	No
Special features	• Upload portfolio examples • Wordpress Publicize • Behance portfolio			Can add co-authors if they are on Google Scholar too

Based on a table prepared by Pat Loria, Charles Sturt University, Bathurst, Australia

Contact Info: www.ecu.edu.au/research/week

Who are we?
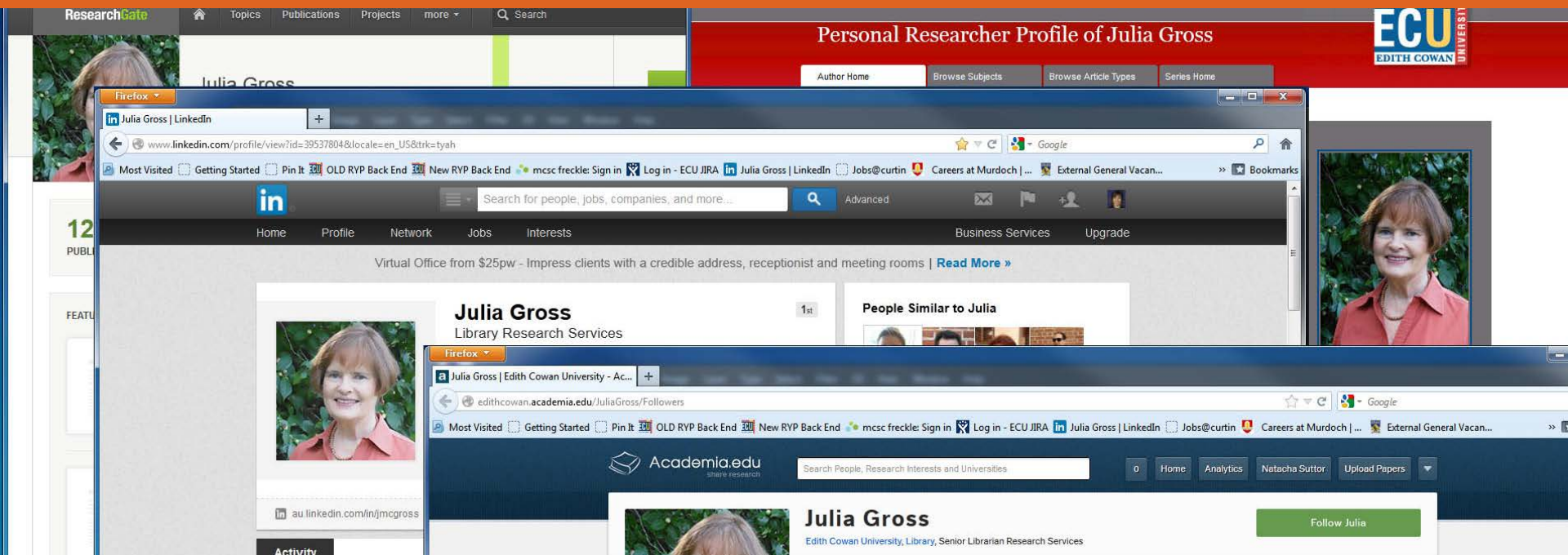
Julia Gross, Senior Librarian

Library Services Centre (Research Services), Edith Cowan University

Where you can find me:

Research Online: works.bepress.com/julia_gross

LinkedIn: au.linkedin.com/in/jmcgross

ResearchGate.net: researchgate.net/profile/Julia_Gross3

Academia.edu: edithcowan.academia.edu/JuliaGross

Natacha Suttor, Senior Online Marketing Coordinator

Marketing and Communications Services Centre (Online Marketing Team), Edith Cowan University

Where you can find me:

Twitter: www.twitter.com/natachasuttor

LinkedIn: www.linkedin.com/in/natachasuttor

Blog: www.ellipticalpointofview.com

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Think about identifying yourself for outsiders

- Define acronyms as well as including them

- Be consistent

- Try not to be "inventive" with names

ECU Staff Profile Full

What?

- Title
- Role
- Contact details [Alesco]
- Availability
- Responsibilities
- Background
- Staff qualifications [Staffkiosk]
- Awards and recognition
- Professional memberships
- Research:
    – Research areas and interests
    – Recent research grants [RMS]
    – Recent publications (Last 5 years) [RAS]
        • Books
        • Book chapters
        • Journal articles
        • Conference publications
    – Research student supervision [Research Assessments]
        • Principal supervisor
- See also, you can request the following types of links added:
    – ECU Research Centres/Institutes you are affiliated with
    – Your professional profile on LinkedIn, Academia.edu, ResearchGate.net)
    – Your professional twitter account
    – Your Author Page on ECU's Research Online repository

ECU Research Online Profiles

What?

ECU Library populates for you:

- Author's RO works
- Metadata and full text gathered from RO
- Links to full text, or metadata
- Photo
- Name
- University
- Position title

Authors can add:

- Expertise
- Honours and Awards
- Links
- Author's works not in RO

Order of works

Default: Sorted by document type

Other option: Sorted by author's chosen subjects

Your LinkedIn Profile

What?

- Activity Updates (~Facebook status update)

- Summary

- Experience (Employment history by position)*, Volunteering & Causes

- Key projects you have been involved in

- Publications

- Patents

- Education*, Certifications, Test Scores, Languages

- Additional info: interests, contact details, advice about contacting you

- Honors [sic] & Awards

- Recommendations (e.g. equivalent to a reference)

- Skills & expertise (You can add skills, people can endorse you for those and other skills)

*Option to add examples of work (e.g. images, audio, video, presentation slides, documents)
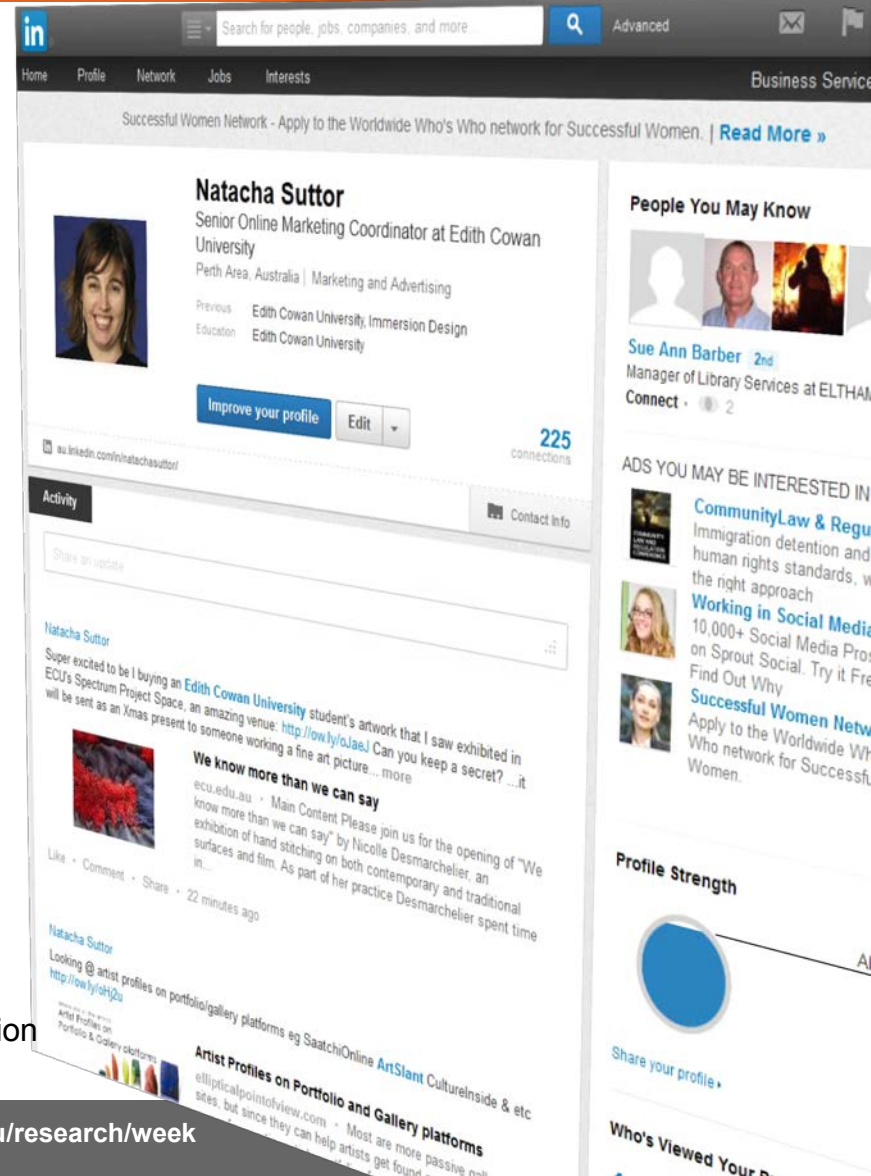
Your LinkedIn News Feed

- Landing page when you log in (~ Facebook news feed)
- Aggregates:
    - Activity by your connections (e.g. their activity updates, if they have made a new connection, if they have been endorsed for a skill, if they have started following a company etc…)
    - Company status updates for companies you follow (ECU has a company page)
    - University page updates for Universities you have identified in the Education section of your profile or that you are following (ECU has a University Page)
    - General information:
        - Where you have recently visited
        - Count of who has viewed your profile
        - Stats for who has viewed your updates