2013

Getting Found - Using social media to build your research profile

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http://ro.ecu.edu.au/creswk/60
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)
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

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

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

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**Total memberships in Research Gate for each discipline category**

- TOTAL FOR MEDICINE
- TOTAL FOR ARTS & HUMANITIES
- TOTAL FOR SCIENCES
- TOTAL FOR SOCIAL SCIENCES
- TOTAL FOR ENGINEERING
- TOTAL FOR BUSINESS AND LAW
- TOTAL FOR OTHER

**Discipline category breakdown of ECU membership in Academia.edu**

- HEALTH AND MEDICINE
- ARTS AND HUMANITIES
- SCIENCES
- SOCIAL SCIENCES
- ENGINEERING
- BUSINESS AND LAW
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

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

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

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

Contact Info: www.ecu.edu.au/research/week
## Comparison Chart

<table>
<thead>
<tr>
<th>News Feed &amp; Alerts?</th>
<th>LinkedIn</th>
<th>Academia.edu</th>
<th>ResearchGate</th>
<th>Google Scholar</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td></td>
<td>Yes</td>
<td>Yes</td>
<td>Alerts when you are cited</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Status Updates, Posts or Other?</th>
<th>LinkedIn</th>
<th>Academia.edu</th>
<th>ResearchGate</th>
<th>Google Scholar</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td></td>
<td>Post, Ask a Question</td>
<td>Yes</td>
<td>No</td>
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</table>

<table>
<thead>
<tr>
<th>Search?</th>
<th>LinkedIn</th>
<th>Academia.edu</th>
<th>ResearchGate</th>
<th>Google Scholar</th>
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</thead>
<tbody>
<tr>
<td>People</td>
<td>People</td>
<td>People</td>
<td>People</td>
<td>People</td>
</tr>
<tr>
<td>Groups</td>
<td>Research Interests (aka Topics)</td>
<td>Topics (aka Research Interests)</td>
<td>Topics</td>
<td></td>
</tr>
<tr>
<td>Companies</td>
<td>Universities</td>
<td>Research Centres &amp; Institutes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Universities</td>
<td></td>
<td></td>
<td>No</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Connect, join or follow?</th>
<th>LinkedIn</th>
<th>Academia.edu</th>
<th>ResearchGate</th>
<th>Google Scholar</th>
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</thead>
<tbody>
<tr>
<td>Connect with people</td>
<td>Follow People</td>
<td>Follow People</td>
<td>Follow People</td>
<td>Follow People</td>
</tr>
<tr>
<td>Join groups (Up to 50)</td>
<td>Follow Research Interests</td>
<td>Follow Topics</td>
<td>Follow Topics</td>
<td></td>
</tr>
<tr>
<td>Follow companies</td>
<td>Follow universities</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Follow universities</td>
<td></td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Analytics?</th>
<th>LinkedIn</th>
<th>Academia.edu</th>
<th>ResearchGate</th>
<th>Google Scholar</th>
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</thead>
<tbody>
<tr>
<td>Profile views</td>
<td>Profile views</td>
<td>RG score</td>
<td>Google Scholar based</td>
<td></td>
</tr>
<tr>
<td>Statistics for Groups (e.g. Demographics)</td>
<td>Document views</td>
<td>Document bookmarks</td>
<td>citation metrics</td>
<td></td>
</tr>
<tr>
<td>Statistics for Companies (e.g. Demographics)</td>
<td>Number of followers</td>
<td>Quality research votes</td>
<td>h-index</td>
<td></td>
</tr>
<tr>
<td>Statistics for Universities (e.g. Alumni careers)</td>
<td>Google name searches</td>
<td>Number of followers</td>
<td>i10-index</td>
<td></td>
</tr>
<tr>
<td>Views by country</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Add affiliation and research interests?</th>
<th>LinkedIn</th>
<th>Academia.edu</th>
<th>ResearchGate</th>
<th>Google Scholar</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td></td>
<td></td>
<td></td>
<td>Manualy or by searching for them</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Upload CV, publications and contact information?</th>
<th>LinkedIn</th>
<th>Academia.edu</th>
<th>ResearchGate</th>
<th>Google Scholar</th>
</tr>
</thead>
<tbody>
<tr>
<td>Publications Note: Can link to Research Online copy of publication</td>
<td>Yes</td>
<td>Online copy of publication</td>
<td>Must upload publisher's PDF of publication</td>
<td>Manually or by searching for them</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Include other social profiles (Facebook, Twitter, etc.)</th>
<th>LinkedIn</th>
<th>Academia.edu</th>
<th>ResearchGate</th>
<th>Google Scholar</th>
</tr>
</thead>
<tbody>
<tr>
<td>Post from LinkedIn to Twitter</td>
<td></td>
<td>Facebook, Google +</td>
<td>Facebook, Twitter</td>
<td>No</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Create summary of research project</th>
<th>LinkedIn</th>
<th>Academia.edu</th>
<th>ResearchGate</th>
<th>Google Scholar</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td></td>
<td></td>
<td></td>
<td>No</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Special features</th>
<th>LinkedIn</th>
<th>Academia.edu</th>
<th>ResearchGate</th>
<th>Google Scholar</th>
</tr>
</thead>
<tbody>
<tr>
<td>Upload portfolio examples</td>
<td></td>
<td></td>
<td></td>
<td>Can add co-authors if they are on Google Scholar too</td>
</tr>
<tr>
<td>Wordpress Publicize</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Behance portfolio</td>
<td></td>
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</tbody>
</table>

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