

# Going beyond publications: Using online profiles and social media to improve the visibility of researchers and research



Caroline Armitage  
University Library



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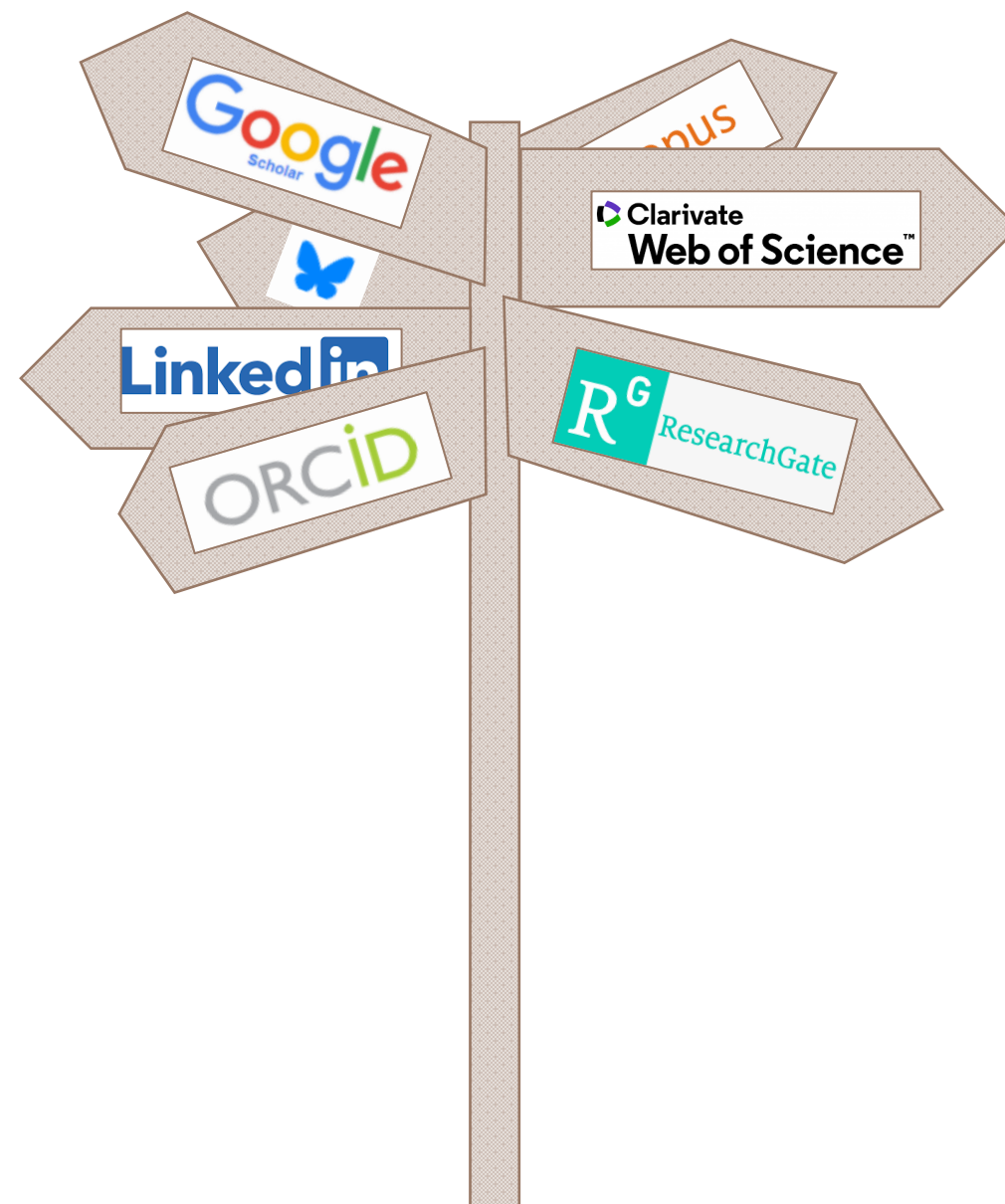


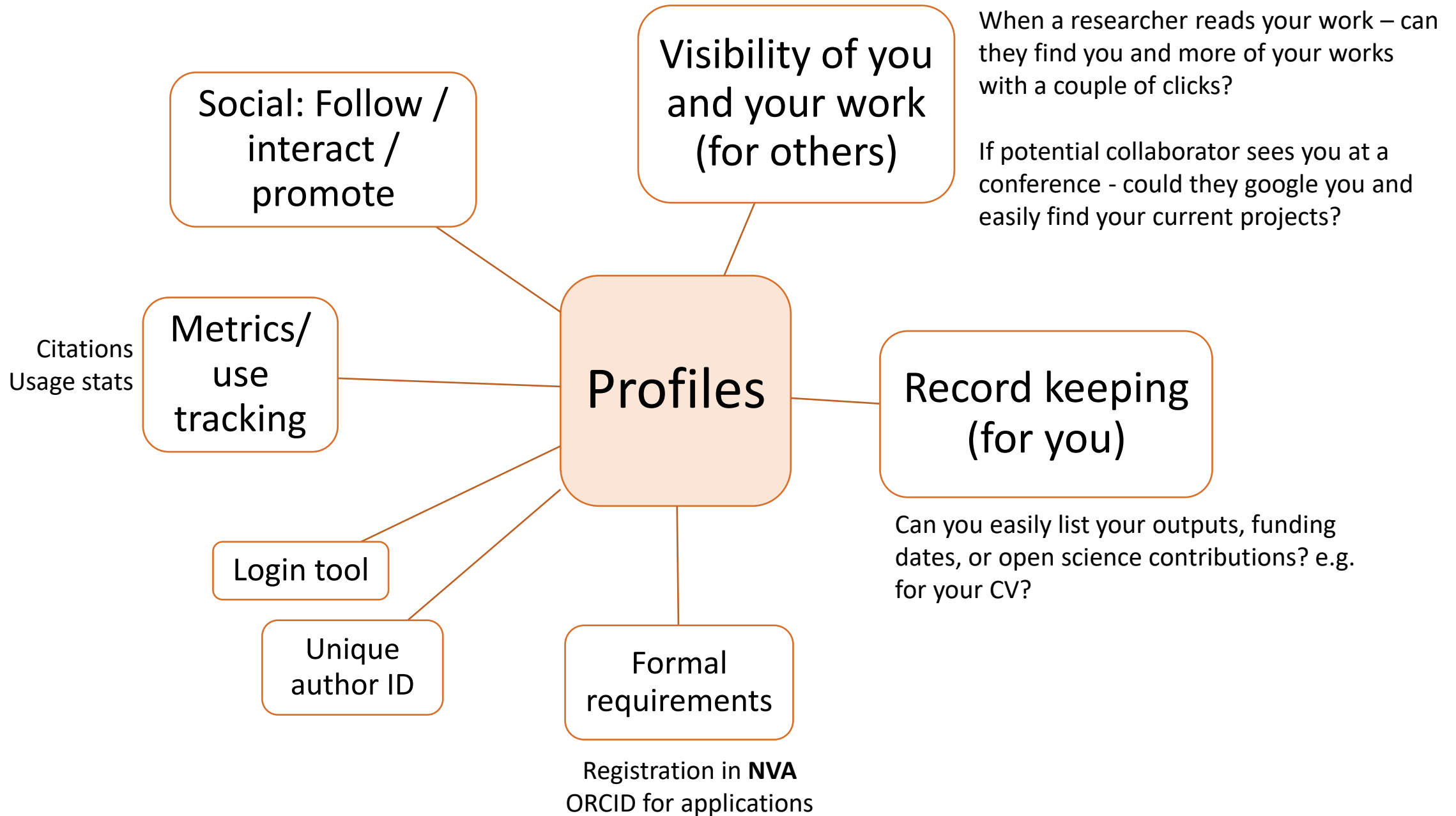
Jana Wilbricht  
BCEPS



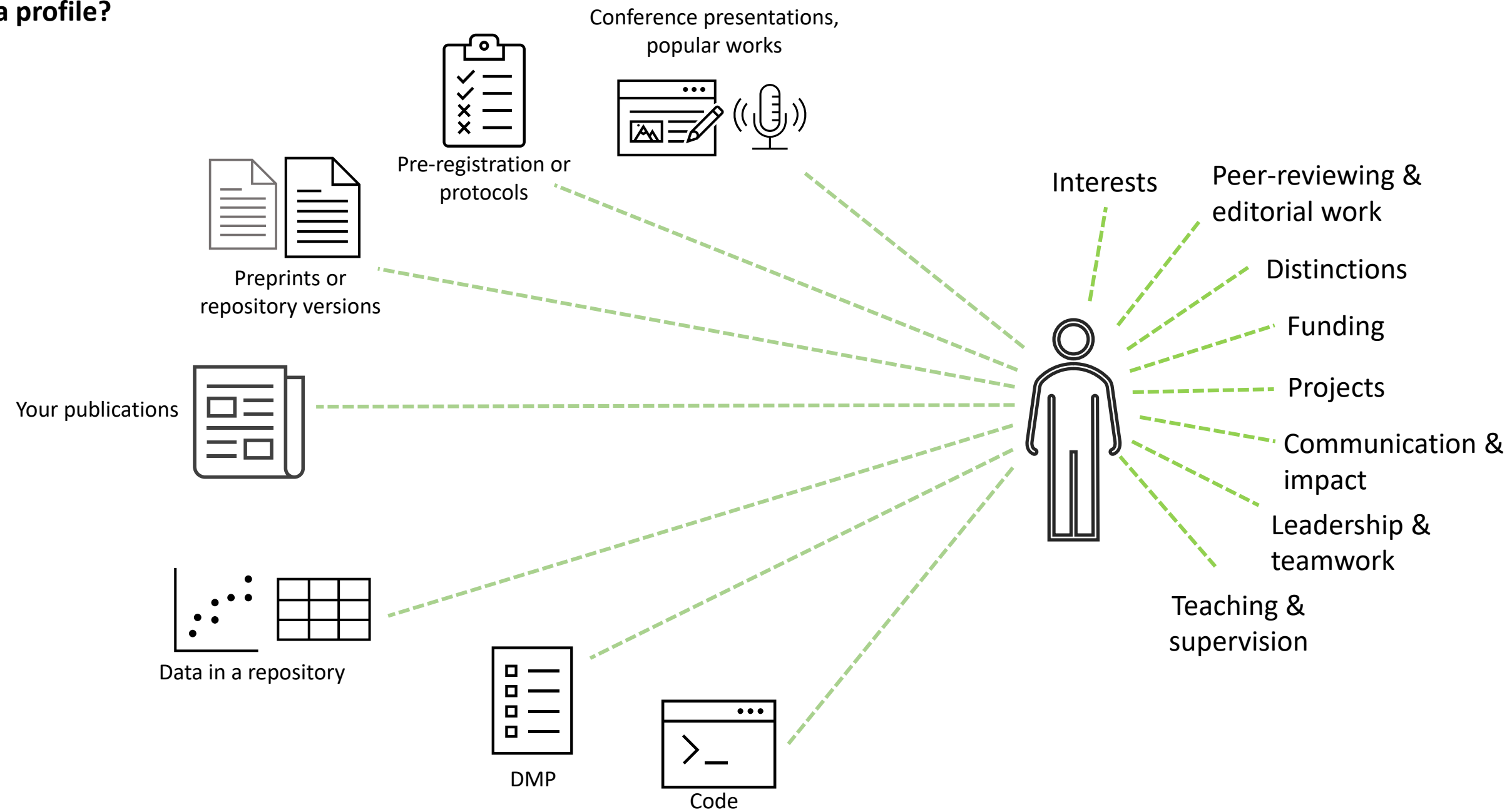
Researcher profiles

Social media





**What might you want to show on a profile?**



# Why get an author ID?

An author ID is a unique identification number – helps people find your works, and be sure they are yours

- Recommended for all (especially if name is not unique, changed, or can vary)
- An ORCID ID is required by some journals/funders

Anne-Marit Østerbø Pettersen  
Anne-Marit Østerbø Larsen

Anne-Marit Larsen  
Anne-Marit Osterbo Pettersen  
Anne-Marit Oesterboe Pettersen  
Ann-Marit Otserbo Petersen  
Anne M Pettersen

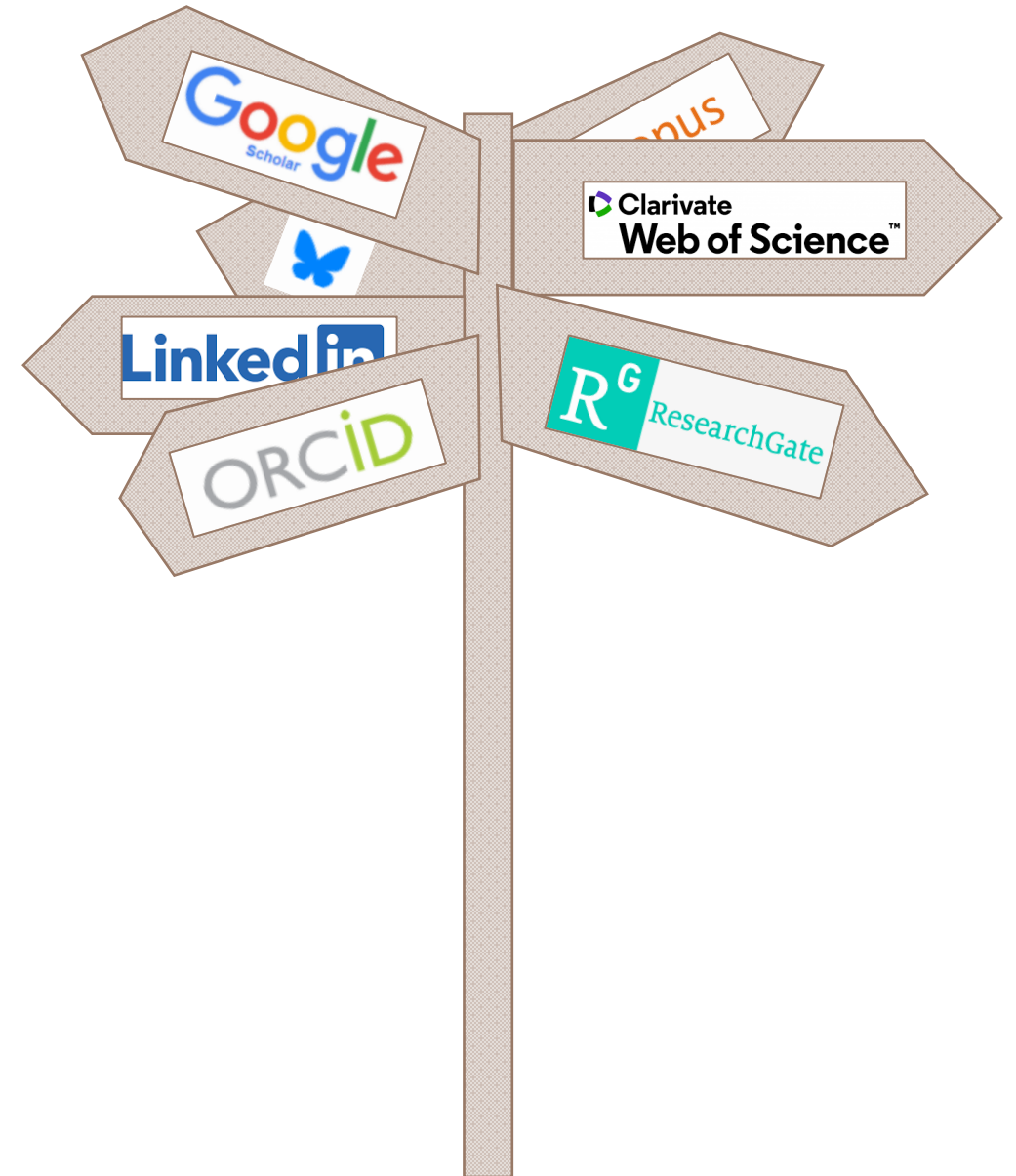
Anne Margret Pettersen  
Anne M Pettersen

Your unique author ID  
xxxx-xxxx-xxxx-xxxx

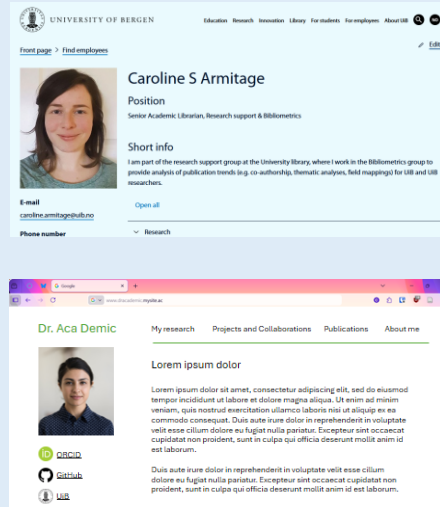


What profile  
services are  
there?

What to consider  
when choosing?



## Institutional profile / personal website



Showcase your outputs  
Showcase your interests,  
projects, impacts and  
other activities (teaching,  
communication ++)

## Author IDs and profiles



Showcase your outputs and  
improve databases  
Showcase *some* activities  
Record keeping  
Metrics  
Unique author ID

## Academic social media



233 million; locked behind sign-up



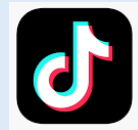
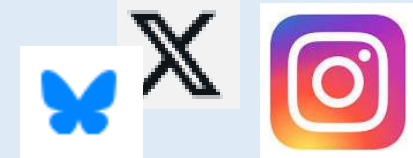
20 million; accessible without sign-up



Showcase your outputs  
Follow, interact & promote  
(Metrics)

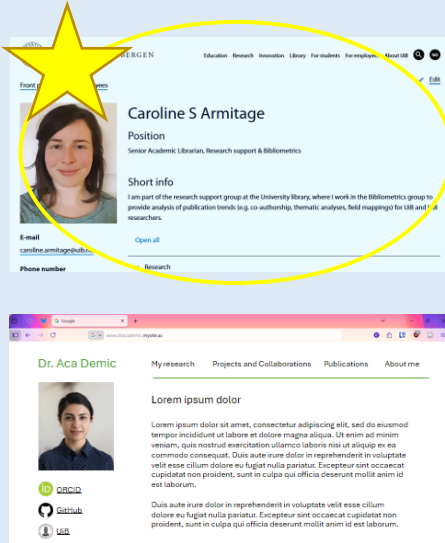
NB. You can upload works (if you have the  
right license), but not a route to open access.  
[Ensure green OA by uploading work to NVA](#)

## Social media



Follow, interact & promote  
Communicate outside  
academia

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## Author IDs and profiles



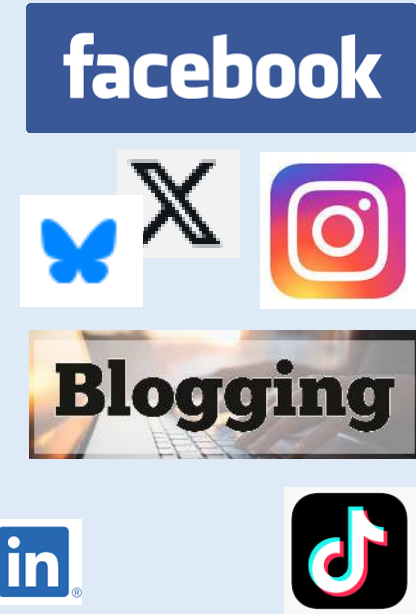
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## Social media



Follow, interact & promote  
Communicate outside  
academia

Front page > Find employees Edit



## Caroline S Armitage

**Position**  
Senior Academic Librarian, Research support & Bibliometrics

**Affiliation**  
[University of Bergen Library](#)

**Short info**  
I am part of the research support group at the University library, where I work in the Bibliometrics group to provide analysis of publication trends (e.g. co-authorship, thematic analyses, field mappings) for UIB and UiB researchers.

[Open all](#)

- Research
- Teaching
- Publications
- Projects

**Related content**

**Follow me**

[ORCID profile](#) ↗

[GitHub profile](#) ↗

[ResearchGate](#) ↗

[Web of Science author record](#)

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Professor  
Institutt for fysikk

Realfagbygget, B4-101, Gløshaugen, Høgskoleringen 5

[in](#) [ResearchGate](#) [Google Scholar](#) [TEM Gemini Centre](#) [NORTEM](#)

**Om** Publikasjoner Undervisning Formidling

**Om**  
[CV](#)

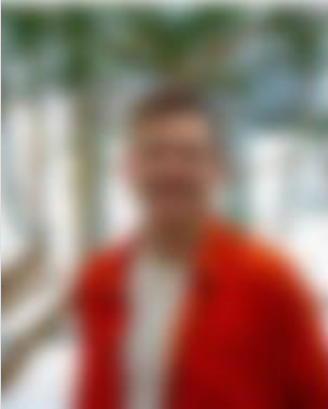
**Fagfelt/forskningsinteresser**

Aluminium

Elektron krystallografi

**UiT Norges arktiske universitet**

Enheten / Ansatte /



Førsteamanuensis / Maskinlæring

**Stillingsbeskrivelse**

Jeg er førsteamanuensis ved UiT Norges arktiske universitet og fysikk og teknologi. Min forskning fokuserer primært på dyp læring med begrensede annoteringer. I tillegg er jeg involvert i bredere maskinlæringsmiljøet. Nedenfor er en oppsummering samarbeid:

Nåværende roller:

- Førsteamanuensis

- Free description of research
- Teaching
- Communication
- Publications
- Prizes, positions, projects?
- Links to other profiles and social media?

Often relatively high in searches

UNIVERSITETET I OSLO Det juridiske fakultet

**Institutt for kriminologi**

← Personer ← Vitenskapelig ansatte

**Instituttleder**



**E-post**  
**Rom**  
**Brukernavn** [Logg inn](#)

**Prosjekter**

→ Digitalisering og privatiserte kunnskapsregimer i kriminalpolitikk (CRIMKNOW)

+ [Vis avsluttede prosjekter](#)

**Forskergrupper**

→ Forskergruppe i migrasjonsrett (2019-2022)

→ Forskergruppe om retts sosiologi

**Faglige interesser**

- Globalisering og global ulikhet

**Undervisning**

Katja har ansvarlig for følgende emner:

**Publikasjoner**



## Why do we recommend ORCID compared to other author IDs?

Non-commercial, open organisation

Cross-platform, integrated with funders and journal

Can synchronise with some profiles & improves automatic profiles

Good privacy controls – can have public and private records

MANY work types can be added

**ORCID iD**  
<https://orcid.org/0000-0003-2826-5935>

**Websites & social links**

- University of Bergen profile
- ResearchGate
- Google Scholar
- GitHub

**Other IDs**

- Scopus Author ID: 56205036300
- ResearcherID: AAG-8023-2019

**Keywords**

- algae, Seaweeds, assum muticum

**Privacy controls**

- Everyone
- Only me

**Name**  
**Caroline S Armitage**

**Biography**  
I am a Research Librarian at the University of Bergen (Norway), where I work with bibliometrics, literature search, and research support. I hold a PhD in biology, focused on non-native seaweeds, seaweed communities, and climate change.

**Activities**

- > **Employment (2)** Sort
- > **Education and qualifications (3)** Sort
- > **Funding (1)** Sort
- > **Works (17)** Sort
- > **Peer review (2 reviews for 1 publication/grant)** Sort

Record last modified Mar 7, 2024, 11:15:27 AM UTC

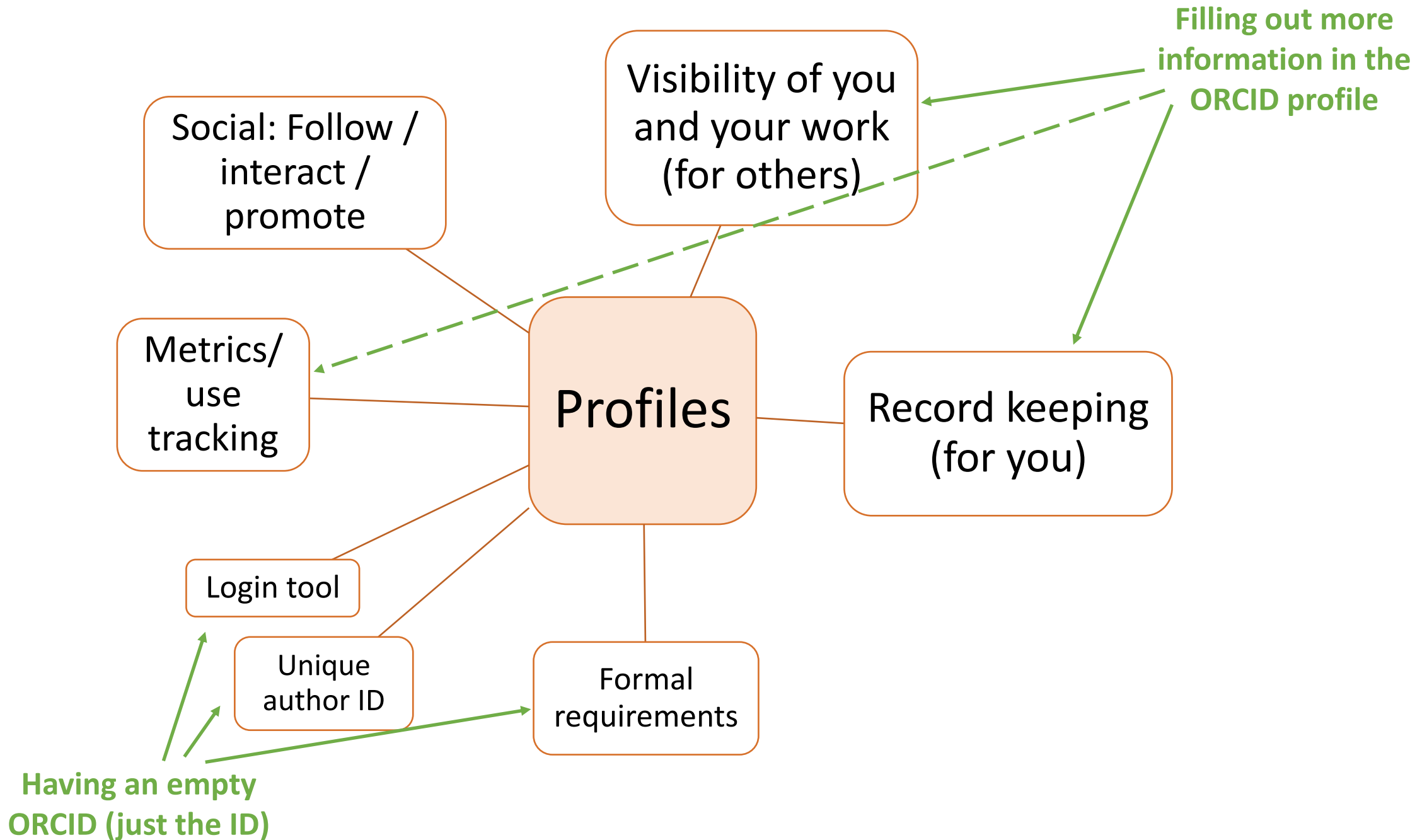
**Callout box:**  
Name: **Marta Lorenz**  
Also known as: **Marta Zygmuntowska**  
Biography: I am an Academic Librarian at the University of Bergen (Norway), where I w

Conference posters, presentations, datasets, protocols, clinical studies, artistic works, IP, patents, lectures...

# Why fill out the profile part of ORCID?

Having it filled out

- Makes what you do **visible** (including various **open science** outputs)
- Helps you keep track of what you've done (**record keeping**/autofill)
- Helps other “automatic” profiles get your data right (at no time-cost to you)
- International and **can be used your whole career**



## ORCID guidance (UBB103):

<https://mitt.uib.no/courses/29468>

- Linking to other profiles
- Adding backup email address
- ++

  
Account  
Dashboard  
Courses  
Calendar  
Messages  
History  
Hjelp  
Speak up

UBB103 > Pages > Building your ORCID

Home  
Modules  
Library  
Panopto Video

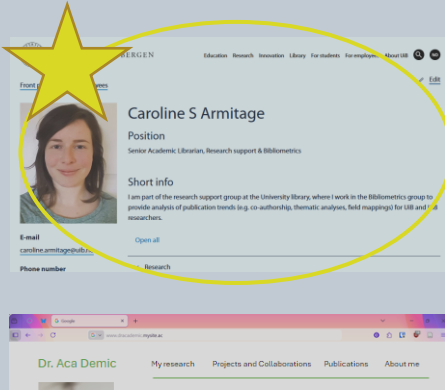
## Building your ORCID

We suggest that all should get an ORCID. See [the benefits of getting an ORCID here](#). Building your ORCID:

- 1. Register:** Go to the <https://orcid.org/> and follow the registration instructions. *Already have an ORCID, but forgotten it? Locked out of an old institutional email? Do not create a second ORCID - [recover your ORCID instead](#).*
- 2. Add works (publications, datasets, ++)** to your profile: You can do this in multiple ways. The easiest is via the "Add" then "Import works from other services" function, where publications++ are imported from databases, such as Crossref, Scopus, PMC or Datacite. We recommend starting with **Web of Science, Scopus or PubMed Central**.  
You can also add works using an identifier (doi/PubMed ID), using a BibTeX file, or manually. Manual additions work for publication types such as **dissertations, conferences, artistic works, software and much more**. [See guidance for adding works here](#), or the video below which demonstrates import. *Tip: If you allow a database/system to be a "trusted organization", some will automatically suggest updates to your profile when they find a new publication of yours.*
- 3. Edit identifying data:** Important fields to fill out include names you are known by, country and current employment. We also recommend that you provide a back-



## Institutional profile / personal website



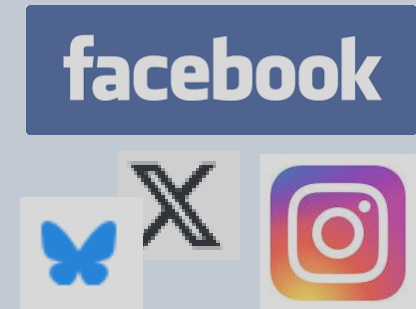
## Author IDs and profiles



## Academic social media



## Social media



Consider

1. Function
2. Visibility
3. Permanence
4. Effort

Prioritise your time, avoid outdated (or duplicate!) profiles

Showcase your outputs  
Share your interests,  
projects and other  
activities (teaching,  
communication ++)

Missing from my suggested minimum...

- Metrics, citations (impact tracking)\*
- Literature database profiles
- **Social aspects/networking**

Follow, interact & promote  
Communicate outside  
academia

Metrics  
Unique author ID

## **SOCIAL MEDIA PROFILES: START WITH WHAT YOU WANT TO GET OUT OF THEM**

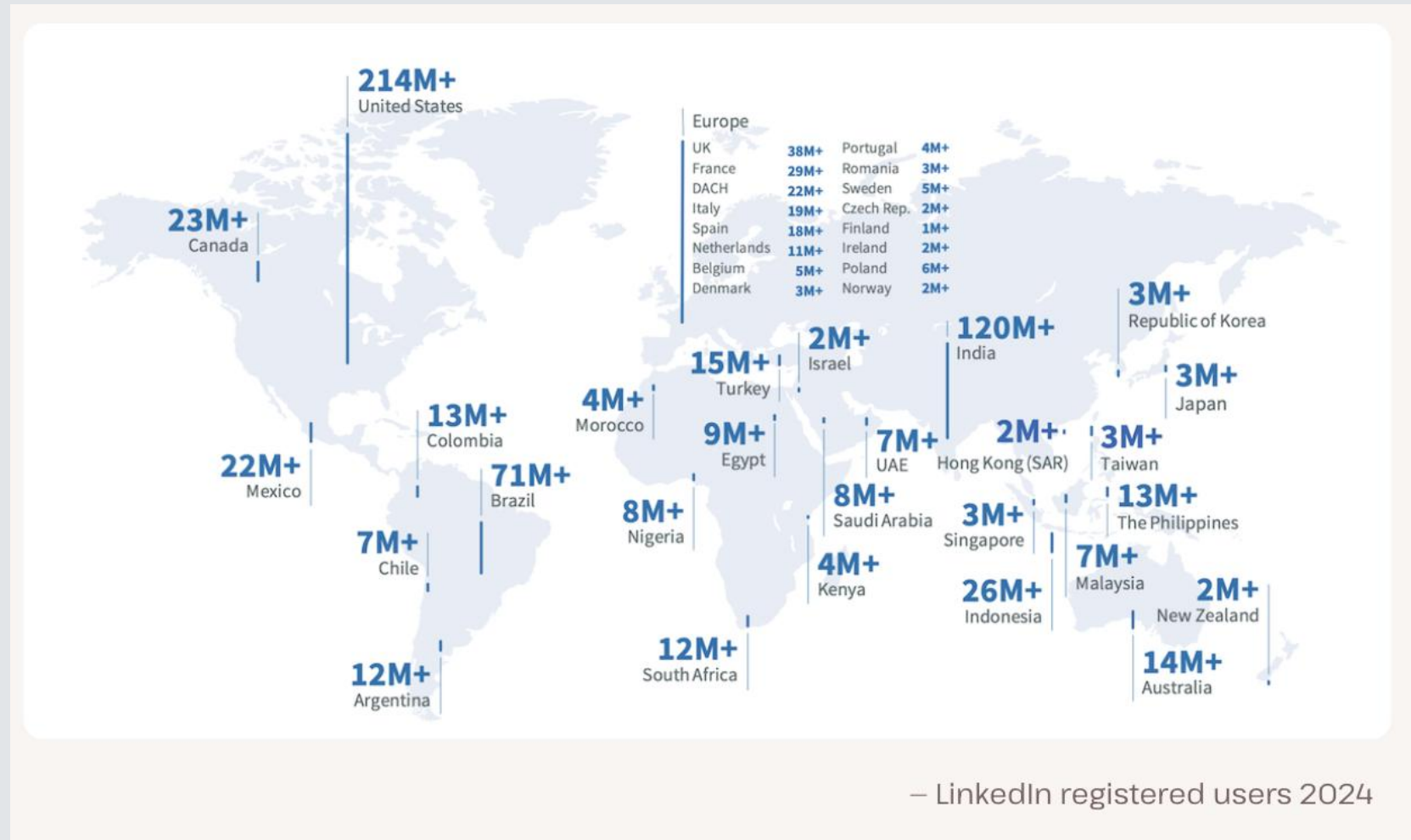
- Follow others in your field(s)
- Make more professional connections outside academia tied to a topic/area (e.g., activist groups, advocacy groups, lawyers, etc.)
- Share recent publications (for public awareness, citations, etc.)
- Get media attention
- Grow an audience (e.g., in order to publish/promote a trade press book, get invitations to non-academic conferences, sell consulting services/courses, etc.)
- Share your research with a non-academic audience (e.g., because you promised in a funding application, because you want to connect with communities it matters for)

# WHICH PLATFORMS TO INVEST YOUR TIME IN

- Align with your goals
- Out of the platforms my colleagues have mentioned, LinkedIn is probably the most promising right now to achieve several of the possible goals
- Due to limited time, I will focus on LinkedIn as an example

# WHY LINKEDIN?

- LinkedIn now has more than **1 billion** members in more than **200** countries
- **40 percent** of users access it on a daily basis
- Over **67 million** registered companies



## MORE STATS ABOUT LINKEDIN

- 59.1% of users are aged 25-34. Young professionals dominate the platform.
- The United States alone has 234 million users.
- Europe hosts over 304 million users.
- 42.8% of users are female. The gender gap is narrowing.
- Over 50% of users have a college degree. Education levels are high.
- 310 million users are active monthly. That's a huge chunk of the total base.
- 40% of users log in daily. People check LinkedIn often.

# LINKEDIN AS A NETWORKING TOOL

- Increased visibility and opportunity to position yourself as an expert
- You are in control of your content
- Many people actually do follow and pay attention
- Effective and easy way to get/stay in touch, incl. when you don't have someone's email
- Great resource to find information, others in your field, conferences, funding, jobs, consultancies, etc.
- Future collaborators, employers, journalists, etc. can find you

# TRAIN THE ALGORITHM

- Make LinkedIn more relevant for you
- The people you sent messages to, the job titles of people you connect with, the number of people at an organization you are connected with
- Keywords you have used in your profile
- Keywords and hashtags you use in your own posts
- Keywords and hashtags in posts you have interacted with (saving also counts as interacting)

## **FOLLOWING VS. CONNECTING**

- The “follow” button on your profile is opt-in – I recommend you turn it on
- Connections have to be accepted; follows don’t
- Connections allow you to send free messages back and forth; follows don’t
- Connections are shown only until 500; follower numbers are shown
- By default, new connections also become followers
- Followers who are not connections still see your posts in their feed

## HOW TO TURN ON THE “FOLLOW” OPTION

1. “Me”
2. “Settings & Privacy”
3. “Visibility”
4. “Followers” (at the very bottom)
5. Select “Make ‘follow’ primary” and “Everyone on LinkedIn”

## WHERE TO START

- Start building your followers and connections with people closest to you in field, position, etc.
- Expand from there to those higher up and/or further away
- Remember past courses, programs, conferences, etc.
- Check recommendations under “My Network”
- You can sync contacts from your email (no invites are sent automatically)
- Follow up with a LinkedIn request when you meet someone new professionally

## WHERE TO START

- When you send a connection request, include a brief message about where you met or why you want to connect (not an option on the mobile app)
- Do not limit yourself only to people to know in real life
- Follow people before you send a connection request, if possible (it will say “Jana follows you and is inviting you to connect”)
- Have a title that makes sense and builds interest

# HOW TO GROW YOUR LINKEDIN NETWORK

- Post your LinkedIn link in the chat in webinars
- Include a QR code to your profile in presentations
- Include a QR code to your profile on your business card if you use one
- Regularly go through the suggestions and connect with new people
- Post content regularly so people in your field can find you
- Engage with others' posts by reacting, commenting, and sharing; be part of the conversation

# HOW TO GROW YOUR LINKEDIN NETWORK

- When you tag others, your post is shown to *their* network
- For example, if I am connected with my colleague Anna. Maria, whom I don't know, tags Anna in a post, it shows up in my feed as "Anna was tagged in a post." I can then request to connect with Maria as well and expand my network
- It is worth sending a request to people with many shared connections that you don't know. They are likely to accept. Then, send them a message to introduce yourself, maybe ask them a question about their work, etc.

# USE LINKEDIN LIKE A SOCIAL MEDIUM

- I recommend having the app on your phone
- Check when you have a few minutes, on the bus, while waiting, etc.
- Instead of doomscrolling, use a few minutes on LinkedIn – like and save some posts, request some new connections from the recommendations
- Remember to post to LinkedIn when you did something/when you have something to say. Share colleagues' posts with your own comment

THANK YOU!

STAY IN TOUCH 😊

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<https://www.linkedin.com/in/janawilbricht/>

