Developing your online profile

University of Suffolk Graduate School

Researcher Development Programme

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Agenda

- Discussion: why develop an online profile – the pros and cons.
- Setting up your institutional profile.
- Setting up your institutional repository profile.
- Setting up your Google Scholar profile.
- Claiming your ORCID ID.
- Setting up your own website.
- Blogging and communicating research in an online environment.
- Developing a professional social media presence.

Key take away – you have an online presence (whether you know it / like it or not), so you need to put yourself in control of that and make it work for you.

About me

◈ Associate Professor in Politics.

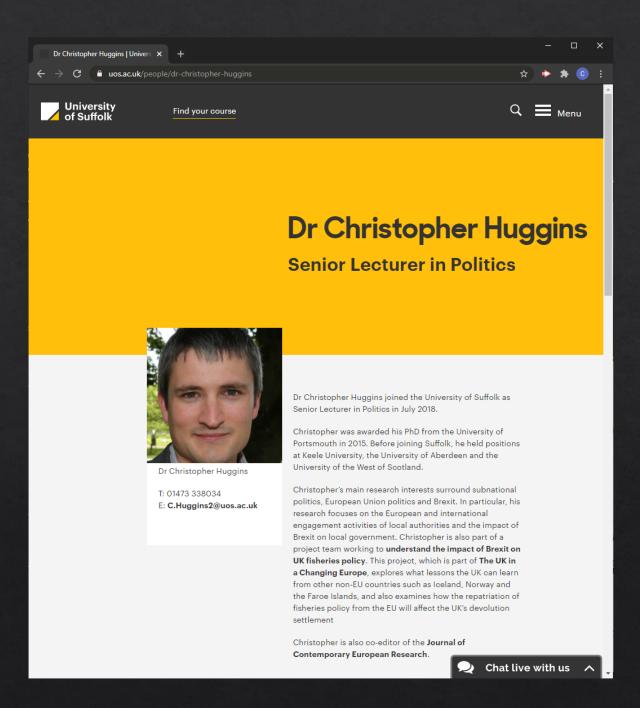◈ Associate Dean for Learning, Teaching and Student Experience in the School of Social Science and Humanities.

◈ PhD, University of Portsmouth, 2015.

◈ Research interests: subnational governance, multi-level politics and governance in the EU, UK-EU relations and Brexit, pedagogy of politics.

◈ Research projects

   ◈ Transnational local government networking (PhD research, 2010-2015)

   ◈ Impact of Brexit on local government (post-PhD, 2016-2017)

   ◈ Brexit and fisheries governance (2017-current, ESRC-funded project tied to UK in a Changing Europe initiative)

Your thoughts on developing an online profile.

Why do it?
What are the advantages?
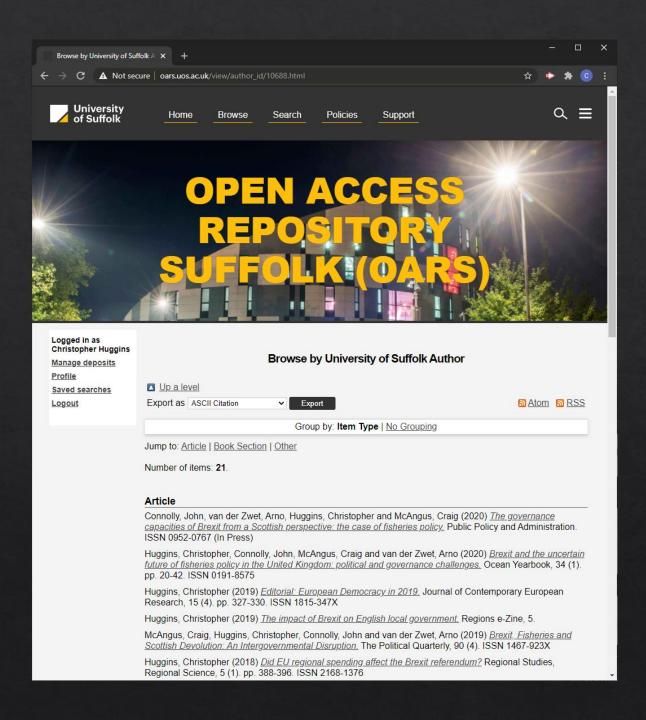What are the drawbacks?
What do you do already?

Get a university web profile

◈ My profile: https://www.uos.ac.uk/people/dr-christopher-huggins (out of date, but it's in the process of being updated!)

◈ Gives you external credibility as a research affiliated to the university.

  ◈ Can help with building your network.

  ◈ Can help with fieldwork / securing participants.

  ◈ Can help with wider public engagement.

◈ Setting up:

  ◈ If a member of staff, talk to your School Coordinator.
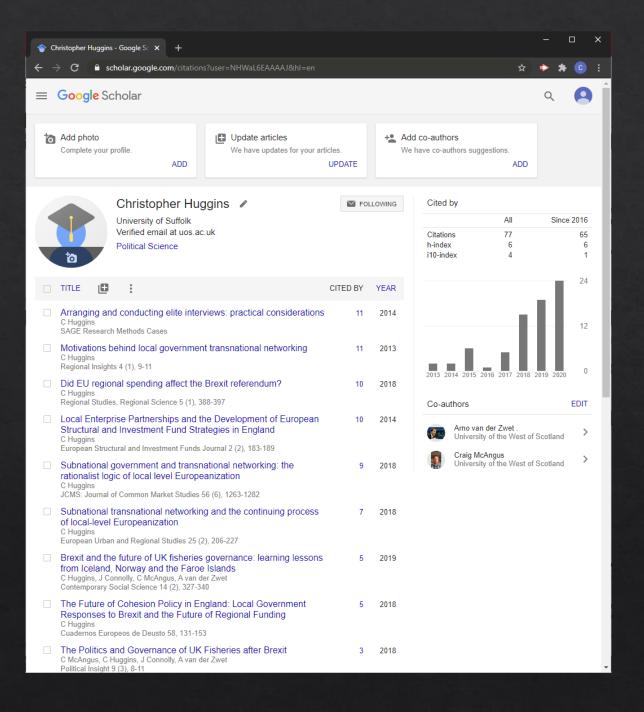
  ◈ If a PhD student, talk to the Graduate School.

Set up a profile on the institutional repository

◈ http://oars.uos.ac.uk/

　◈ Set up by emailing: oars@uos.ac.uk

　◈ My profile: http://oars.uos.ac.uk/view/author_id/10688.html

　◈ More details: https://libguides.uos.ac.uk/research/openaccess

◈ Enhances accessibility of your published research through 'Green Open Access'.

◈ A prerequisite for eligibility to be included in REF (e.g. all accepted journal articles must be deposited within three months of acceptance (not publication)).

◈ Demonstrates your research contribution to the wider institutional research culture.
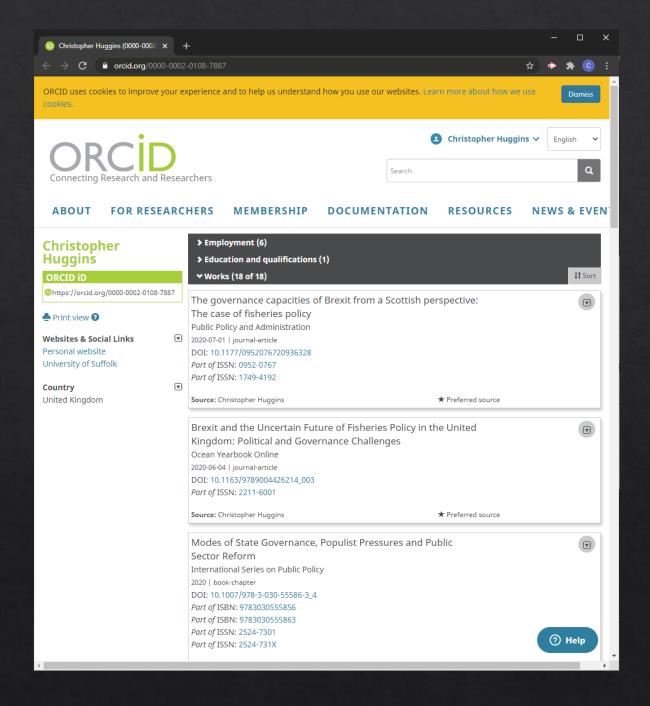
Set up a profile on Google Scholar

◇ https://scholar.google.com/

  ◇ My profile:
    https://scholar.google.com/citations?user=NHWaL6EAAAAJ&hl=en

◇ Claim your publications and link them to your profile.

◇ Links to Google Scholar academic search engine.

◇ Allows you to track your citations, which can help with keeping up-to-date in your field.

◇ Advice on setup here:
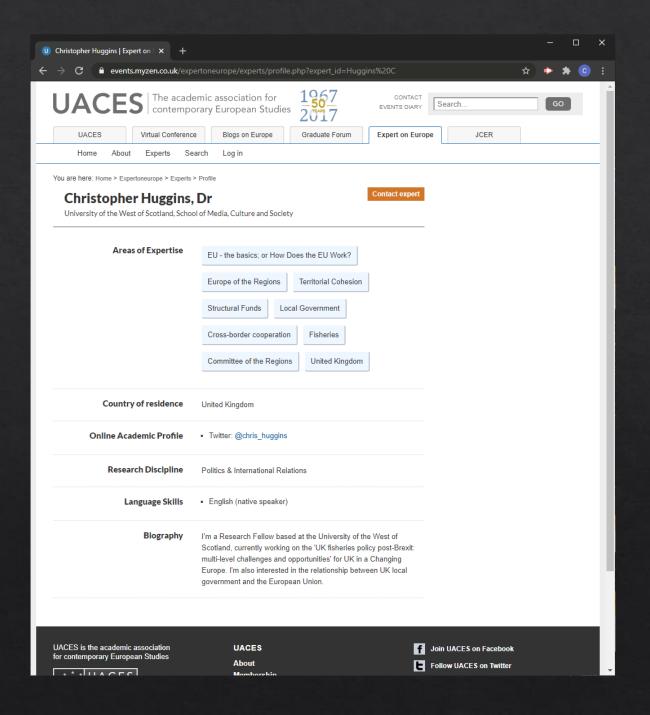 https://libguides.reading.ac.uk/boost/google-scholar-profile

Claim your ORCID ID

- https://orcid.org/
  - Register: https://orcid.org/register
  - My profile: https://orcid.org/0000-0002-0108-7887

- Functions as a unique academic identifier, allowing you to claim your outputs.

- Most journal publishers will now offer the opportunity to include your ORCID ID on published article – make sure you take up the offer!
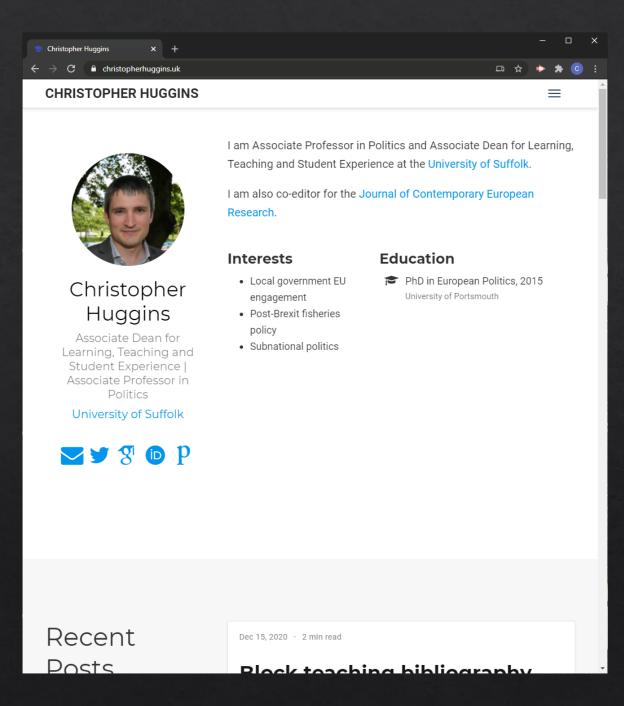
- Once set up, tends to look after itself.

Get set up on expert directories

◈ Many academic associations / learned societies have expert directories – use them!

◈ Often used by media as a way to identify academic expertise / commentators.

◈ Also helps build your profile among academic networks.

◈ My profile on UACES's 'Expert on Europe' directory: https://events.myzen.co.uk/expertoneurope/experts/profile.php?expert_id=Huggins%20C (again it's out of date and I should update it!)
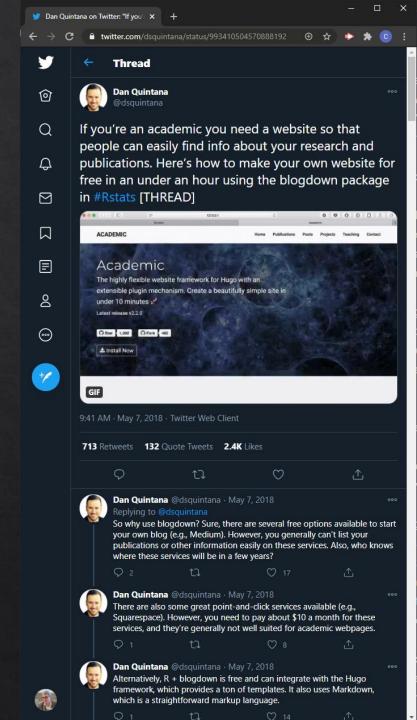
Setting up a professional website

◈ My website: https://christopherhuggins.uk/

◈ Acts as an online CV.

◈ Helps to build your credibility as qualified expert / research in your field.

◈ Enhance accessibility of published research through 'Green Open Access'.

  ◈ Most publishers allow you to post an open access 'accepted version' of your paper on a personal website.

How did I create my website?

◇ I used the 'Hugo Academic' theme for my website, following a 'Tweetorial' on building a website using the R programming language and GitHub (I'm familiar with both) https://twitter.com/dsquintana/status/993410504570888192.

◇ The same outcome (without the need to code), can be achieved by following this advice: https://georgecushen.com/create-your-website-with-hugo/.

◇ I have free server hosting for my website via Netifly and GitHub (tutorials above explain how).

◇ I have a professional domain name (christopherhuggins.uk). This costs approx. £20 every three years.

  ◇ Make sure you have clear and domain name (i.e. your name), with a recognised ending (e.g. ".me", ".com", ".uk"). Think long-term about your domain name and don't bind yourself to a time-limited project (this is why your name is a good idea).

◇ My way isn't necessarily the 'right' way. Other options available (e.g. Wix, Medium). Do some digging / what works for you!

What to put on your website?

◈ An overview of who you are, where you're based and what your research interests are.

◈ A record of your publications.

    ◈ Post up open access version of your papers (e.g. accepted manuscripts as per publishers' rules).

    ◈ Link to the actual publication using DOI address.

    ◈ Link to the record on your institutional repository.

◈ Posts.

    ◈ Post about your publications as a minimum.

    ◈ If blogging on other platforms, ask if you can cross-post (most will say "yes").

    ◈ Be careful not to turn your website into just a blog.

What to put on your website?

- ◈ A record of projects your working on.
  - ◈ Link to project websites, collaborators, etc.

- ◈ A copy of your academic CV.

- ◈ Links.
  - ◈ Your institutional profile.
  - ◈ Your Google Scholar profile.
  - ◈ Your ORCID record.
  - ◈ Your social media profile(s).
  - ◈ Your contact details.

Academic blogging and online communication

◈ Great way to communicate ideas around your research and how they fit to contemporary events, politics, policy.

 ◈ E.g. my blogs on Brexit and fishing policy: https://ukandeu.ac.uk/author/chuggins/

◈ Blogging regularly helps build your profile. I also believe it can help improve your communication and writing skills. But make sure you have something interesting and relevant to say. Ground it in your expertise and research.

◈ Trying to maintain your own blog can be difficult unless you can guarantee a constant regular stream of content. So make use of respected / well known blogging platforms in your field.
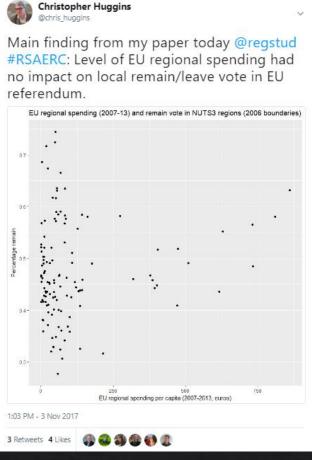
Blogging academic publications

◇ Policymakers, practitioners and the wider public don't want to read academic papers and journal articles. Blog posts allow you to distil your findings in a more accessible format. It also gives you more free reign to link your research / finding to wider topical debates.

◇ Write a blog post for every academic publication you produce. For example:

  ◇ The article: https://doi.org/10.1080/21681376.2018.1544852

  ◇ The blog post: https://christopherhuggins.uk/post/20181214_euref_eufunding/

◇ Provide links to both published articles and (crucially) open access versions (if available).

◇ Many journals now offer their own blogging platforms for authors to write blogs based on published articles.

◇ Advice here on converting articles to blog posts form the LSE Impact of Social Sciences Blog: https://blogs.lse.ac.uk/impactofsocialsciences/2016/01/25/how-to-write-a-blogpost-from-your-journal-article/

Cultivating your online / social media presence

- Develop a 'professional' social media presence to build your reputation as a credible researcher / expert in your field.

  - I use Twitter (https://twitter.com/chris_huggins) and to a lesser extent LinkedIn (https://www.linkedin.com/in/christopher-huggins-10465b22/).

- Great way to communicate short, snappy bits of your research to wider audiences. Also good for linking your research expertise to current affairs. But it's a public forum, and there can be downsides – I am privileged in my experience of social media.

- Also useful for finding out about new journal articles, potential events, calls for evidence and generally keeping up to date with news in your area of research.

- Gradually cultivate a professional profile based on your expertise and research. Avoid scatter-gun commentary. Keep the tone professional, but be yourself and use your own 'voice'.

Three key tips to approaching social media as an academic

◇ Be active.

  ◇ Contribute regularly to build you profile.

  ◇ But don't spend all day on social media!

◇ Be yourself.

  ◇ Don't try to be someone you're not.

  ◇ Don't be tempted to branch out into areas you're not qualified to talk about – you'll be quickly found out.

◇ Be interesting and useful.

  ◇ Be a credible contributor to discussion.

  ◇ Base discussion on your research and expertise to build credibility.

Summarised from Simon Usherwood blogpost - more advice here: https://activelearningps.com/2017/09/19/using-social-media-as-an-academic/

Some final thoughts…

◈ Developing an online profile is now a key expectation of all researchers / academics. It cannot be avoided. Whether you like it or not you already have an online profile. So you need to put some effort into making sure you control it and it works for you.

◈ Keeping various online profiles up to date is challenging (as I found out preparing for this session!), but a little effort can really pay off in building your profile.

◈ Social media engagement can be a double-edged sword.

    ◈ Great for publicising your work to wide audiences and engaging in topical discussions around your research.

    ◈ But… concerns around tone and quality of discussion outside professional networks, and certain groups get a very different experience compared to others.

◈ Be strategic in what you do – your focus should be on:

    ◈ Using an online profile to contribute to the development of your research.

    ◈ Enhancing the visibility and dissemination of your research.

    ◈ Enhancing your career progression.

Any questions?