Online Presence for Researchers

Using websites & social media for knowledge dissemination, collaboration, and profile raising (while still having time for your research)

Joe Rubin & Shannon Lucky

Follow along with our examples & share your own at:
tinyurl.com/ceblip16
Why Bother?

Everyone has an online identity (whether you like it or not)

Cultivating your online identity...

- Lets you express who you are and what you do as a researcher
- Brings together your research profile in a place you can control
- Provides a point of contact for collaborators, students, & media
- Disseminates your research to a wider audience
- Demonstrates your impact beyond scholarly citation rates
Choose Your Weapon(s)

- Personal Website
- Institutional Website
- Facebook
- Twitter
- YouTube
- Flickr
- Pinterest
- Instagram
- Google+
- Linkedin
- Academia.edu
- Researchgate
- Mendeley
- CiteULike
- Epernicus
- Blogging
- Podcasting ...

Why Bother?

Choose Your Weapon

Websites

What to Include

Technical Tips

Analytics

Content & Design

Promotion

Thank You
Websites

Why Bother?
Choose Your Weapon

**Websites**

What to Include
Technical Tips
Analytics
Content & Design
Promotion
Thank You
What to Include

**Minimum**
- Your name & a good photo
- Contact information
- CV (or “contact me for my CV”)

**Unlimited Options**
- Project profiles
- List students/collaborators
- News
- Links to course websites, online resources
- Photos from the lab/field research /events/your office
- Curated list of resources for teaching & the broader research community
- Annotated bibliography
Technical Tips

➔ Buy a domain (yourname.com)
➔ Do some basic SEO
➔ Connect all your accounts
➔ Use analytics to refine your strategy (spend your time where it really matters)
Analytics Dashboard in Wix
Content & Design Matters

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*hint: one of these is a stock photo
Promote Your Online Presence

➔ Include your website URL, Twitter handle, ORCID:
  ◆ In your email signature
  ◆ On your business cards

➔ QR codes on research posters

➔ Teaching and conference presentation materials

➔ Make your online presence part of your day-to-day scholarly & professional communication
Thank You

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Slides will be available shortly via links from our websites and at ecommons.usask.ca