

Building your online reputation

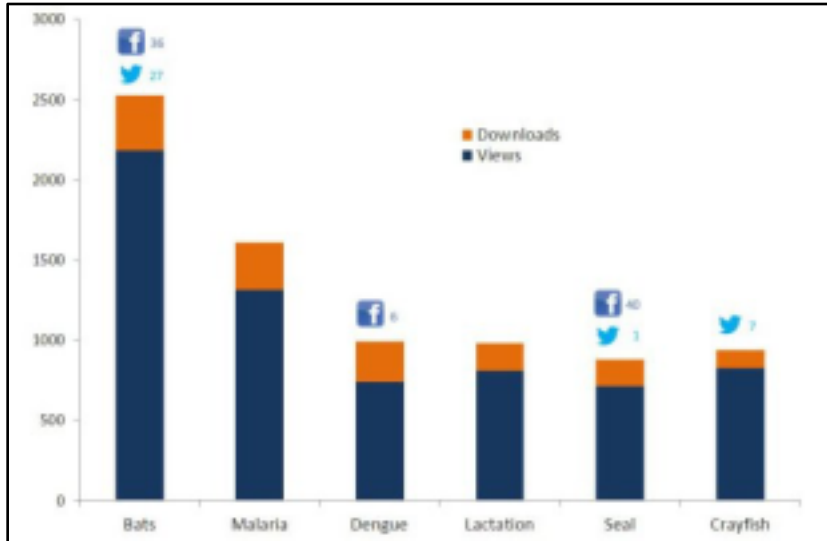
Stacy Konkiel

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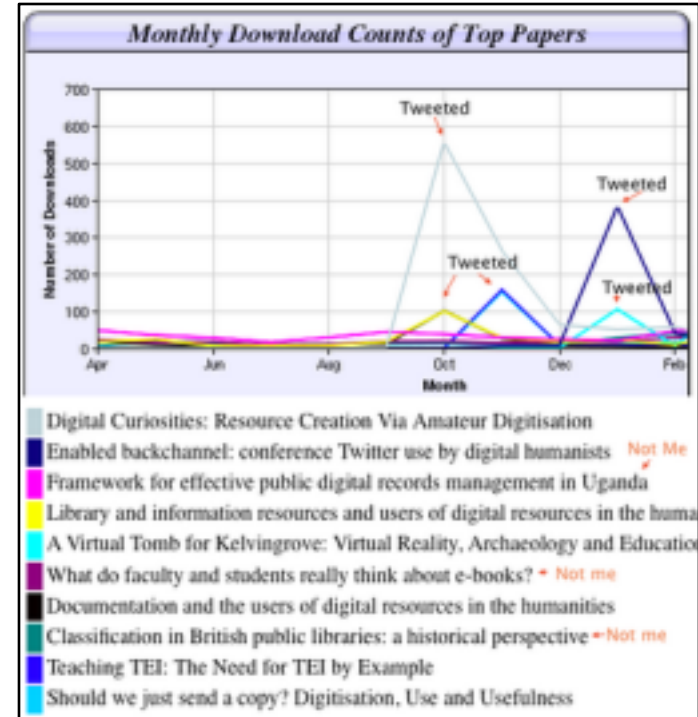




Some success stories



Cameron Webb: tweeted, blogged, emailed
Vastly outperformed other papers ([via](#))



Melissa Terras: tweeted
11x the attention of her other work ([via](#))

What you need

A nice headshot

A killer bio

Open research

Social media & analytics tools

A strategy

Strategy

The background of the slide is a blurred image of a map with green borders and a network of lines. Several small, colorful toy soldiers (orange, green, blue) are positioned on the map, some pointing in different directions. The overall theme is strategy and planning.

What is your goal?

What tactics can help you reach it?

How can you measure success?



Khadijah, PhD candidate,
Sociology, USA

Goals:

- To publish her first monograph
- To eventually find a tenure-track university position

Tactics: Blogging, speaking at conferences, and engaging other scholars (esp. “influencers”) on social media

Success metrics:

- **Intermediate:** Blog visitors, speaking gigs, Twitter followers, Twitter reach
- **Ultimate:** # solicitations from high-quality publishers, # job interviews/offers

Tactics

To discuss

Commenting on blogs

Blogging - personal

Blogging - guest

Twitter

Advanced

Kudos (growkudos.com)

Infographics

Webinars

Conference presentations (slides, recordings, related blog posts)

Video abstracts

Analytics

Track attention to
your research

- [Impactstory](#)
- [Altmetric
bookmarklet](#)
- publisher metrics

Track your overall
online engagement

Sumall



Ethan White   

University of Florida Associate Professor

 2  4  3

OVERVIEW

ACHIEVEMENTS

ACTIVITY

PUBLICATIONS


ACHIEVEMENTS

[view all](#)



Wikitastic ⁸⁹

Your research is mentioned in 5 Wikipedia articles! Only 11% of researchers are this highly cited in Wikipedia.

 Your Wikipedia titles include [Holocene extinction](#), [Quaternary extinction event](#), [Ingelfinger rule](#) and 2 more.



Open Access ⁸⁷

80% of your research is free to read online. This level of availability puts you in the top 13% of researchers.



Greatest Hit ⁹⁹

Your top publication has been saved and shared over 2.327 thousand times. Only 1% of researchers get this much attention on a publication.

 Your greatest hit online is [Best Practices for Scientific Computing](#).

ACTIVITY

[view all](#)

9997

Saves and shares
across 12 channels:

7.4k 2.4k 84 61 26 5 5 4 4

PUBLICATIONS

[view all](#)



Best Practices for Scientific Computing

2014 *PLoS Biology*

2327



Species abundance distributions: Moving beyond single prediction theories to integration within an ecological framework

2007 *Ecology Letters*

1397



Relationships between body size and abundance in ecology



About this score

In the top 25% of all research outputs scored by Altmetric

MORE...

Mentioned by

- 1 news outlet
- 1 blog
- 1 policy source
- 1 tweeter

Readers on

131 Mendeley

Tools

- Open in a new tab
- Download as JSON

SUMMARY

News

Blogs

Policy documents

Twitter

Title Active commuting and cardiovascular risk: a meta-analytic review

Published in Preventive Medicine, May 2007

DOI 10.1016/j.ypmed.2007.03.006

Pubmed ID 17475317

Authors Hamer M, Chida Y

Abstract Leisure time physical activity is inversely associated with cardiovascular risk, although evidence... [\[show\]](#)

[View on publisher site](#)

[Alert me about new mentions](#)

TWITTER DEMOGRAPHICS

MENDELEY READERS

SCORE IN CONTEXT

The data shown below were collected from the profile of 1 tweeter who shared this research output. [Click here to find out more about how the information was compiled.](#)



Geographical breakdown

Country	Count	As %
Unknown	1	100%

Demographic breakdown

Type	Count	As %
Members of the public	1	100%

Library

x

123



Check-ins Recs



Followers



Post Activity



Tweet Activity



Day

Wk



Instagram



Foursquare



Twitter



Tumblr



Google Adwords



MailChimp



Shopify

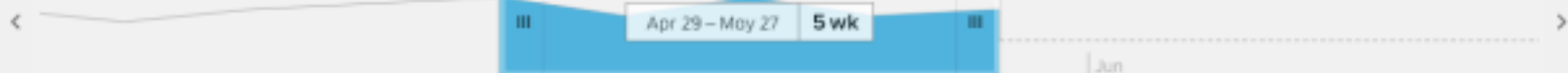


Facebook

INTEGRAL COUNT

Monday, Apr 29, 2013

Monday, May 27, 2013



Set a Goal

251

86

▲ 45.8 %

25

▲ 8.7 %

6

▼ 33.3 %

2

▲ 100.0 %

27

Lifetime

Year to Date

Last 30 Days

Last 7 Days

Last 24 Hours

Apr 29 → May 27



My Goals



Platforms



Settings

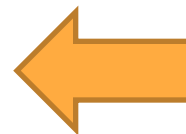
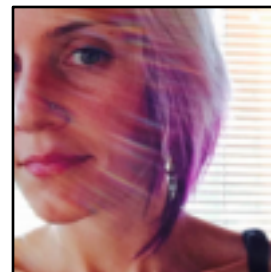
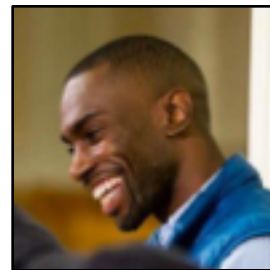
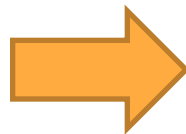
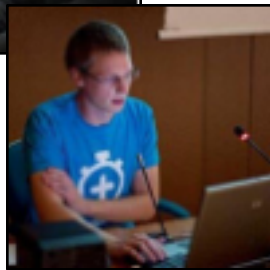
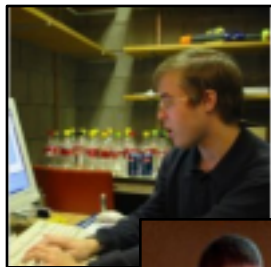


How To



Need help?

Headshot





Bios: micro, short & long

Automate it! <http://bit.ly/biotoolforce>

The Manual Process

Establish credibility + Explain what you do (research interests) + Brag a little + Call to action

Customize

[Check out GradHacker.org for a thorough guide](http://GradHacker.org)

First, the basics.

Your Name

Buffy Summers, Dr. Seuss

Your Subject Pronoun

for example: she, he, they, ze

Your Object Pronoun

for example: her, him, them, zir

Your Possessive Adjective

as in her unicorn, his taco, their kitten, zir favorite

Continue

Adapted from the Cover template for
Bootstrap, by [@mdo](#). Details on [GitHub](#).

Privacy policy: Your data never leaves your
browser and isn't stored. Once you close this
tab, it's gone. ♥

Paul Groth is Disruptive Technology Director at Elsevier Labs. He holds a Ph.D. in Computer Science from the University of Southampton (2007) and has done research at the University of Southern California and the Vrije Universiteit Amsterdam. His research focuses on dealing with large amounts of diverse contextualized knowledge with a particular focus on the web and science applications. This includes research in data provenance, data science, data integration and knowledge sharing. He lead architecture development for the Open PHACTS drug discovery data integration platform. Paul was co-chair of the W3C Provenance Working Group that created a standard for provenance interchange. He is co-author of "Provenance: an Introduction to PROV" and "The Semantic Web Primer: 3rd Edition" as well as numerous academic articles. He blogs at <http://thinklinks.wordpress.com>. You can find him on twitter: @pgroth .

Establish credibility + Explain what you do (research interests)
+ Brag a little + Call to action

Open research

Publish Open Access

- Citation advantage
- Attention (altmetrics) advantage

Share your data, presentations & code openly

- General purpose: Institutional repositories, Figshare, Zenodo, Dryad
- Software: GitHub;
- Presentations: Slideshare

Open licensing

- License your work for maximum reuse (CC-0 or CC-BY)

Practice radical research transparency

- Open lab notebooks & blogs
- Documenting negative results
- Tools and techniques you're using

Recommended tools: the essentials

Comments on others' blogs

Personal blog

Guest blog posts

Twitter

Automators (ORCID, IFTTT, Zapier)

Analytics (Impactstory, Altmetric bookmarklet, Sumall)

A place to showcase your research (ResearchGate, Academia.edu, Figshare)

Comments on other blogs

Fair enough. We could also have different types of journals – the quick-and-dirty kind and the perfectionist kind. Could the megajournals be described as “quick-and-dirty” (and expensive)?



POSTED BY **ANDERSKASTBERG** | APR 15, 2016, 9:19 AM

REPLY TO THIS COMMENT

<https://scholarlykitchen.sspnet.org/2016/04/14/three-things-scholarly-publishers-should-know-about-researchers/>

Guest blogs

Home Latest About Research Book Series Resources LSE Comment Popular 

Tracking the impact of intervention research reveals the interplay of researchers' actions and external factors



Lucie Rychetnik and **Robyn Newson** were part of a team examining the 'real-world' impacts of health intervention impact assessment scoring system, they found significant impacts. They also found local contextual and unpredictable windows of opportunity were as important as the skills of individual researchers and the quality of their research.

Increasingly, in both the health sector and beyond, we have expectations that those making important decisions will consider and apply research evidence to inform what they do – be that public policy, program and health service delivery, or individual practice. The underlying logic for this expectation

Before pitching, determine:

Who is their audience?

How big is their audience?

Do they accept guest posts?

What do you have to offer?

Popular Posts This Week



Personal blog

Things to blog about

Papers you've published

Talks you've given

Other people's research

Conference recaps

Relevant issues in academia

Interviews with others

Tips & tricks

Research-oriented

Jonathan Eisen, Rosie Redfield, Threadbared

Commentary-oriented

Melissa Terras, Mike Taylor, April Hathcock

Tips & tricks

Miriam Posner, Martin Paul Eve, Philip Guo,
Matt Might

Twitter



Manage your “brand”

5-3-2 rule

5 - sharing others’ work

3 - sharing your own work

2 - personal updates

Be nice.

Think about separating your personal and professional identities (optional)

A quick note on
putting yourself out
there...

Automators

Auto-updates of your
research outputs

ORCID

Auto-updates to
social media

IFTTT, Zapier, Buffer, Hootsuite

Connect the accounts you want to
automate

Linkers (IFTTT, Zapier)

IF I create a new blogpost

THEN share the title and a link on
Twitter

Schedulers (Buffer, Hootsuite)

Five steps to making this work for you

Always add value

Batch

Automate

Track

Repurpose



Essential resources

[30 Day Impact Challenge e-book](#)

[LSE Impact Blog](#) & [Twitter guide](#)

whyopenresearch.org



How you can get started

1. Define your goals
2. Open up your research process
3. Choose your tactics
 - a) Brainstorm a list of topics that you'd like to blog about
 - b) Find and follow 50 new people on Twitter and start engaging them
 - c) Find research outputs (software, presentations, data) that you can share in your IR or on Figshare
4. Get to work!

Thanks!

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