

Online Identity Inventory

2017 NLI Summer Workshop

NLI Summer Session “Get Noticed: Managing your scholarly career in an age of metrics, social media, and open research,” June 12 & 13, 2017 Walz/Pannabecker/Potter/Young/McMillan

Use this inventory of options to manage your online presence and identify areas where your professional online presence is already optimal, as well as opportunities to improve it.

<p>What do people find when they search for you?</p> <p>Search for your name in Google, Yahoo, and/or another search engine. Review the top 10-20 results.</p> <p>What did you find? Are there out of date results that come up that you can manage? (An old website, blog, or profile page?)</p> <p>Are you easy to find and identify as the ‘correct’ you? → If you have a common name, is it easy to find you by adding Virginia, Virginia Tech, or a keyword for your field to a search for your name? (Think about how new colleagues might search for you if they met you at a conference or read an article you wrote.)</p> <p>What is missing that you would like to see come up?</p>	<p>Notes</p>
<p>What do you have in place / what would you like to add (or discontinue)?</p> <p>Profiles and Identifiers - For Researchers & Social Networking</p> <p>Which profiles do you have from the list on the right?</p> <p>What needs to be updated in your current profiles?</p> <p>Are there any current profiles / accounts that you wish to discontinue?</p> <p>Which new profiles / identifiers are you thinking about starting? (Which do your colleagues use?) What do you need to make these profiles complete and up to date?</p> <p>**What information can you get from these platforms? How do you think you may use this information or the metrics available? In what other ways will these platforms be helpful to you?</p>	<p>VT Internal profile: Elements (ORCID / ResearcherID connected?)</p> <p>Optional Profiles / IDs: ORCID / ResearcherID / Scopus Author ID Google Scholar Impact Story ResearchGate / Academia.edu LinkedIn Twitter/Facebook/Instagram</p>



Online Identity Inventory

2017 NLI Summer Workshop

NLI Summer Session "Get Noticed: Managing your scholarly career in an age of metrics, social media, and open research," June 12 & 13, 2017 Walz/Pannabecker/Potter/Young/McMillan

Overall Online Identity - Across Profiles, Websites	
<i>Consider the following across your different profiles, accounts, web pages that you can control or talk to someone about editing. Though you will often wish to tailor each to its particular audience, consider key information that can carry across profiles and accounts that will help to connect them.</i>	
Item	Notes for updates needed, etc.
Profile Photo <i>- current (last 2 years), high quality headshot/s, with only 1 or 2 used consistently across major profile pages / accounts</i>	
Name / Username / URL <i>- reflects some portion of actual name (first, last, nickname), consistent across profiles / accounts and disambiguated from other individuals with similar names</i>	
Bio / About / Mission <i>- current (last 2 years), includes job title and workplace, relatively consistent information, but also tailored to the specific profile / account type</i>	
Professional Work Showcased <i>- examples of research, teaching, and other scholarly/professional work are linked, related to mission statements, and easily accessible</i>	
Portfolio / Landing Page <i>- connect social media profiles by linking them to at least 1 or 2 portfolio or personal web sites that allow you control over your social media presence</i>	
Optimizing Presence <i>- a number of elements will optimize your presence, including: customizing domain, full profiles, using strategic keywords, connecting social media accounts</i>	
Network Engagement <i>- a strong presence requires activity, including following other professionals, engaging in conversation (liking or commenting) with other professionals, and contributing new content regularly</i>	

