



COLLEGE OF AGRICULTURE AND LIFE SCIENCES  
**AGRICULTURAL, LEADERSHIP,  
 AND COMMUNITY EDUCATION**  
 VIRGINIA TECH.

## Strategies for Public Sharing of Our Scholarship

Facilitated by Eric Kaufman

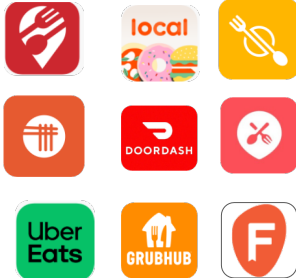
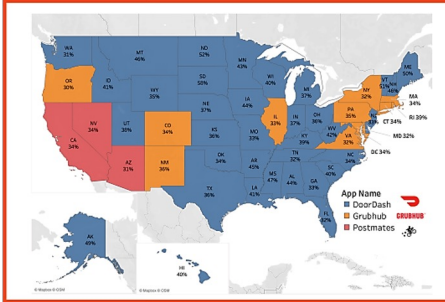
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### Is Your Work Severed from Public Awareness?



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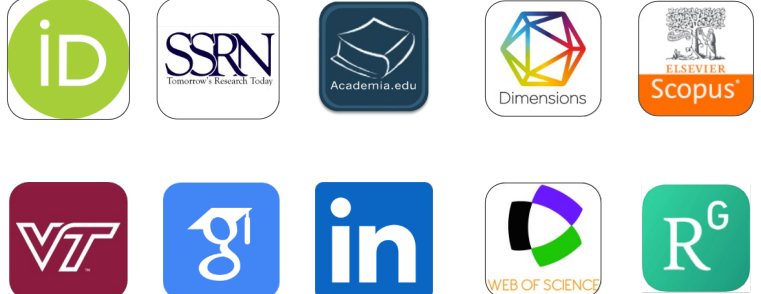
### Which Mobile App Do You Use to Order Food?

State	DoorDash (%)	GrubHub (%)	Postmates (%)
AK	0%	0%	0%
AL	0%	0%	0%
AZ	0%	0%	0%
CA	31%	0%	0%
CO	0%	0%	0%
CT	0%	0%	0%
DC	0%	0%	0%
DE	0%	0%	0%
FL	0%	0%	0%
GA	0%	0%	0%
HI	0%	0%	0%
IA	0%	0%	0%
IL	0%	0%	0%
IN	0%	0%	0%
KS	0%	0%	0%
LA	0%	0%	0%
MA	0%	0%	0%
MD	0%	0%	0%
ME	0%	0%	0%
MI	0%	0%	0%
MN	0%	0%	0%
MO	0%	0%	0%
MS	0%	0%	0%
MT	0%	0%	0%
NC	0%	0%	0%
ND	0%	0%	0%
NH	0%	0%	0%
NJ	0%	0%	0%
NM	0%	0%	0%
NV	0%	0%	0%
NY	0%	0%	0%
OH	0%	0%	0%
OK	0%	0%	0%
OR	0%	0%	0%
PA	0%	0%	0%
RI	0%	0%	0%
SC	0%	0%	0%
SD	0%	0%	0%
TN	0%	0%	0%
TX	0%	0%	0%
UT	0%	0%	0%
VA	0%	0%	0%
VT	0%	0%	0%
WA	0%	0%	0%
WI	0%	0%	0%
WV	0%	0%	0%
WY	0%	0%	0%

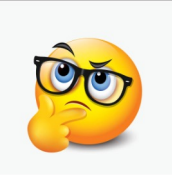
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### Which Scholarly Platforms Display Your Work?



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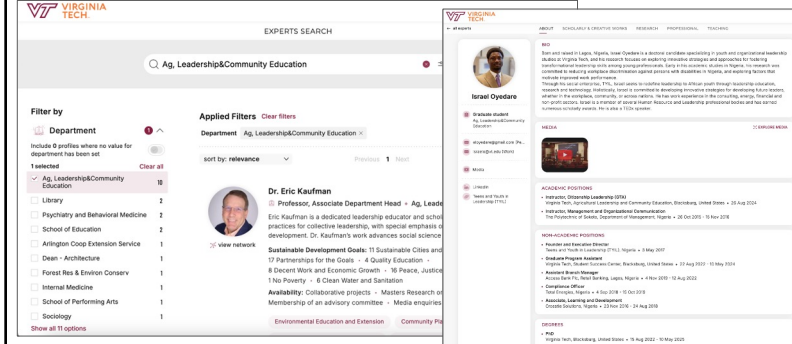
“Global bibliographic databases and search platforms, such as Scopus, Web of Science, PubMed, and Google Scholar, are widely used for profiling authors with indexed publications. Scholarly networking websites, such as ResearchGate and Academia.edu, provide indispensable services for researchers poorly visible elsewhere on the Internet. . . . The advantages are related to their openness and chances of boosting the researcher impact. Some of the profiling websites are complementary to each other.”



- From “Researcher and Author Profiles: Opportunities, Advantages, and Limitations” by Gasparyan et al., 2017

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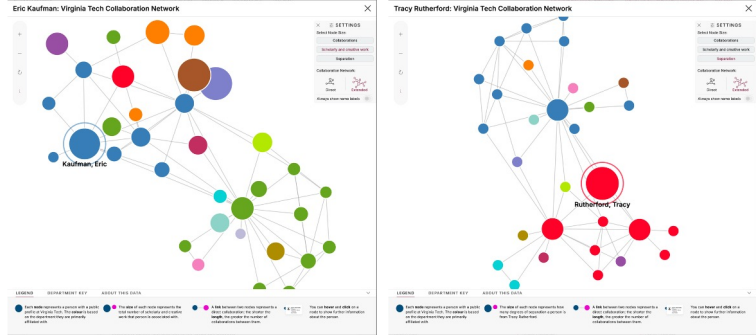
### Options Through Virginia Tech...



The screenshot shows the 'EXPERTS SEARCH' interface on the Virginia Tech website. It features a search bar with the query 'Ag. Leadership&Community Education'. Below the search bar, there are filter options for 'Department' and 'Applied Filters'. A list of departments is shown, including 'Ag. Leadership&Community Education', 'Library', 'Psychiatry and Behavioral Medicine', 'School of Education', and 'Arlington Coop Extension Service'. A profile for Dr. Eric Kaufman is displayed, including his title as Professor and Associate Department Head, his department, and a list of his research interests and publications.

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### Expanding Our Collaboration Network Profiles

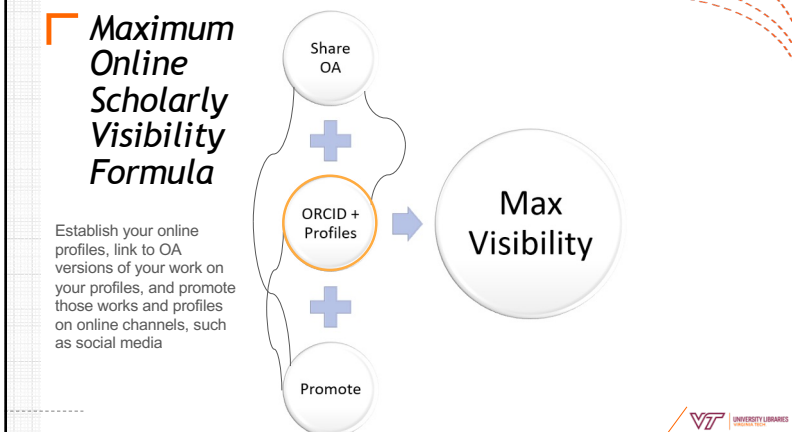


The image displays two network graphs side-by-side. The left graph is titled 'Eric Kaufman: Virginia Tech Collaboration Network' and shows a complex network of nodes and connections. The right graph is titled 'Tracy Rutherford: Virginia Tech Collaboration Network' and shows a similar network structure. Both graphs include a legend and a 'SETTINGS' panel.

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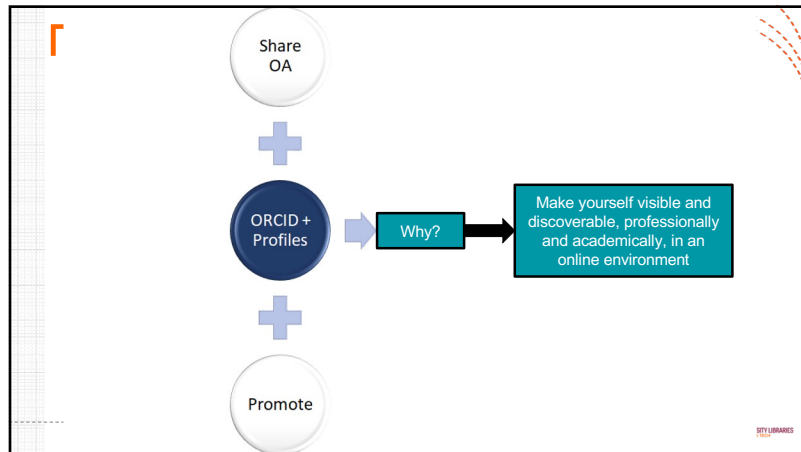
### Maximum Online Scholarly Visibility Formula

Establish your online profiles, link to OA versions of your work on your profiles, and promote those works and profiles on online channels, such as social media



The flowchart illustrates the 'Maximum Online Scholarly Visibility Formula'. It shows a sequence of steps: 'Share OA' (in a white circle), followed by a plus sign, 'ORCID + Profiles' (in an orange circle), followed by another plus sign, and 'Promote' (in a white circle). An arrow points from this sequence to a large white circle labeled 'Max Visibility'. The Virginia Tech logo is visible in the bottom right corner.

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## Internal & External Researcher Profiles

### Internal

- Symplectic Elements
  - Used by faculty for their faculty activity reports (FAR)
  - Used by the university to track researcher activity
- Banner
  - HR system; feeds into many other systems

### External

- ORCID
- Google Scholar Profile
- Web of Science ResearcherID / Publons
- Scopus Author Profile & Identifier
- arXiv Author Identifier
- figshare.com Account
- SSRN Author ID
- Virginia Tech Experts
  - Check out these slides on setting up your Experts profile <https://bit.ly/PDNExperts>

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## Elements feeds directly into Experts

Elements

➔

Experts

Internal system, only visible to those at Virginia Tech (such as faculty members, graduate students, and administrators). Used for eFARs, but also for tracking scholarly activities across the university. Elements feeds into other systems for this purpose.


Public profile system that anyone on the Internet can view. **You** decide what displays on Experts by setting visibility settings on Elements. By default, your profile on Elements is set to “private,” which means that you have **no visible profile** on Experts.

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## What Is Your Best Next Step to Improve Your Online Presence?

- A. Virginia Tech Experts Profile
- B. Google Scholar Profile
- C. LinkedIn Profile
- D. Other: ORCiD, SciENcv, Publons, Scopus, ResearchGate, Academia.edu, etc.



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<https://guides.lib.vt.edu/Elements/Documentation/experts>

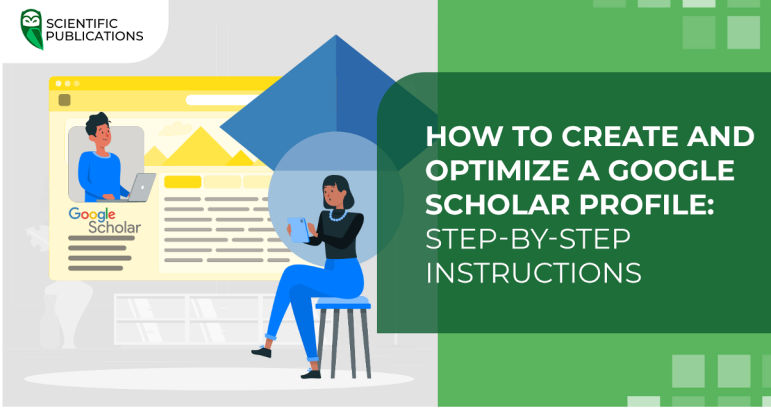
## Create a Virginia Tech Experts Profile to Share Your Scholarship and Attract Collaborators

Rachel Miles  
Research Impact Coordinator  
[ramiles@vt.edu](mailto:ramiles@vt.edu)

<https://bit.ly/PDNExperts>



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SCIENTIFIC PUBLICATIONS

## HOW TO CREATE AND OPTIMIZE A GOOGLE SCHOLAR PROFILE: STEP-BY-STEP INSTRUCTIONS

<https://spubl.al/en/blog/how-to-create-and-optimize-a-google-scholar-profile-step-by-step-instructions>

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## LinkedIn Scholarly Profiles and Identifiers

### Building your research profile via social media, with a focus on LinkedIn


A guide to creating effective researcher profiles on social media, with practical tips for using LinkedIn

Career advice   Outreach and communication   North America   Feature article

 **Tjitske Dijkstra**  
Academic Career Coach

16 Mar 2022

<https://guides.lib.vt.edu/researcher-profiles/linkedin>



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