SETUP ACCOUNTS

**Google Scholar**

**Where:** [http://scholar.google.com](http://scholar.google.com)

**What:** Google Scholar is primarily a search engine for scholarly literature. One of its strengths as a search engine is that it indexes literature missed by traditional library databases (e.g., conferences papers). However, Google Scholar has a number of other features that are useful for authors, including author profile pages, citation metrics (e.g., for articles and even journals), alerts, tips on how to format citations, and library to save literature.

**Why:** Scholars should create a Google Scholar author profile page so that they can make it easier for other people to find their work and so that they can easily track their own scholarship in one place.

**How:** Go to [http://scholar.google.com](http://scholar.google.com) and click on “My Profile” to create your author profile. You can let Google then add your previous work over time or you can manually add it.

**Example:** [https://scholar.google.com/citations?user=6gt1zrEAAAAJ&hl=en](https://scholar.google.com/citations?user=6gt1zrEAAAAJ&hl=en)

**ORCID (Open Researcher and Contributor ID)**

**Where:** [http://orcid.org](http://orcid.org)

**What:** ORCID is a nonproprietary alphanumerical code digital identifier that helps track and connect researchers to their work (e.g., articles or grants).

**Why:** Once you create an ORCID, you can add that identifier to manuscripts so that you and others can easily track and connect one piece of literature with another one. It will also keep an automatically updated version of digital CV.

**How:** Go [https://orcid.org/register](https://orcid.org/register) to register yourself and set up your ID.

**Example:** [https://orcid.org/0000-0002-9318-1909](https://orcid.org/0000-0002-9318-1909)
ResearcherID & Publons

Where: https://www.researcherid.com or https://publons.com

What: ResearchID (which has recently merged with Publons) is an author identification system that is part of Web of Science that is similar to ORCID.

Why: Having a ResearchID / Publons Profile is just another way to keep your work connected and visible to other researchers. It allows you to add publications, track citations, and manage your Web of Science record.

How: Go to https://publons.com/about/home/ and click on “Create a Publons Profile”

Example: https://publons.com/researcher/2494007/patrick-r-lowenthal/

Academia.edu

Where: https://www.academia.edu

What: Academia.edu is a social networking site for academics. It allows authors to share their work with others (whether that is a conference paper, a study in progress, or published work), monitor their impact (e.g., reads/citations), and follow the work of others. Academia.edu offers a number of premium features (e.g., a personal website) if you are willing to pay for them.

Why: The main reason to use academia is it is a way to share your work with others. For instance, a book chapter or an article can take months to be published and accessible to others. Sites like Academia.edu and ResearchGate enable authors to share their work with others ahead of time. It is also an easy way to find the work of others when you can’t access it through the library.

How: Go to https://www.academia.edu/ and click “Sign up with email” or you can sign up with your Google or Facebook Account.

Example: https://boisestate.academia.edu/PatrickLowenthal

ResearchGate

Where: https://www.researchgate.net/

What: ResearchGate is a social networking site like Academia.edu. As a result, it does a lot of the same things; however, it currently doesn’t have the same premium features. Both social networking sites also have apps you can download for your phone or tablet.
Why: The main reason to use ResearchGate in addition to Academia.edu is that it helps provide another place on the web to share your work with others and to find the work of others.

How: Go to https://www.researchgate.net/ and click on “Join for Free”

Example: https://www.researchgate.net/profile/Patrick_Lowenthal

**Digital Commons**


What: Digital Commons is an online platform licensed to universities as an online publishing platform that can serve as an online repository to publish scholarship and teaching materials.

Why: Digital Commons is another way to share your work with others.

How: If your university has created a digital commons, then typically you will automatically have an account created for you. However, you might need to add information to your profile and if a librarian is not in charge with updating your digital commons, you might have to log in and add the work you want to share. Often academics will host a copy of their CV on this site.

Example: https://works.bepress.com/patrick_lowenthal/

**Other Options**

- SlideShare.net, YouTube, Ted-Ed Lesson, OER Commons
- Mendeley, Zotero, EndNote WEB
- LinkedIn
- Microsoft Academic
- Scopus
- Instagram
DEVELOP A WORKFLOW TO REVIEW & UPDATE ACCOUNTS

Each account is a little different in that some give you more control than others to manually add your scholarship and/or teaching materials. However, they each are known to miss important works or even name them or cite them incorrectly. Therefore, it is important to periodically review each account for accuracy (e.g., maybe at the beginning of each semester).

You might also though develop a standard workflow each time your present a paper at a conference or publish a paper.

Possible Conference Presentation Workflow
1. Complete the study / prepare the presentation
2. Before the presentation post slides to SlideShare.net (and possibly to your Digital Commons)
3. Embed the slides from SlideShare.net on your personally website
4. Add a link to the bottom of the slides that show how the audience can access a copy of the slides
5. Post a copy of your conference paper on Academia.edu and ResearchGate.
6. Update CV

Possible Article or Book Chapter Workflow
1. Submit the paper for publication
2. Once the paper has been accepted, create a “Pre-print”
3. Post a copy of the preprint paper on Academia.edu, ResearchGate, and your digital digital commons
4. Share the preprint with others (e.g., on Facebook, Twitter, LinkedIn, Email Signature)
5. Update CV

Additional Reading
https://er.educause.edu/articles/2012/6/intentional-web-presence-10-seo-strategies-every-academic-needs-to-know
https://www.elsevier.com/connect/get-found-optimize-your-research-articles-for-search-engines