



WIS

Managing your online / digital presence

WARWICK
THE UNIVERSITY OF WARWICK

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Introduction & Expectations



Outline of session

- What do I want my online presence to be?
- What is it!.
- Why raise your research profile? For what purpose / benefit?
- Consider social media options for academia
- How I measure impact / what I can use
- Plan of action



What is your online/ digital presence?



**What kind of online/ digital
presence do you want?**



Why raise your online / digital presence?

What is the purpose / benefits?



Why ?

- Professional Researcher - reputation
- Collaborations
- Funding opportunities – bids / grants / £
- Research projects
- Research opportunities / Publications opportunities/ Teaching opportunities
- Expert knowledge / experience or skills
- Consultancy opportunities



Why?

- Research Excellence Framework (REF)
- Teaching Excellence Framework (TEF)
- Visibility
- Showcase
- Evidence
- Securing a job
- Assisting promotion



Research process

- Finding & curating Information
- Data capture
- Data analysis
- Online collaboration
- Dissemination



CURRENT

What do you currently do?

How do you measure success/impact?

FUTURE

What do you want/need to do? and Why?

How will you measure success/impact?



Social Media Honeycomb model



<https://smhoneycomb.wordpress.com/>

**What can you do to raise your online/
digital presence?**



What can you do?

- Twitter
- Facebook research page
- Linked-in
- Google Scholar
- Academia. Edu
- University presence eg UoW profile / eRA / WREP / WRAP
- (Own) website / blogs/ project website
- In other people's electronic information eg email footer
- Writing/ articles
- Research Gate
- Research Professional (Research Research)
- Slideshare
- Use Media eg TV / online newspaper



What can you do?

- Professional / researcher / academic
 - journals / articles / books / publications (specialist & non-specialist)/ citations
 - conferences (invited speaker / key note speaker / chair a session / panel member)
 - dept or faculty seminars
- Local or National or International online / digital presence
- Formal or informal opportunities



A-Z of social media for academics



Digital Identity Health Check for Academics



Impact & Measurement



Measurement / Impact / Analytics

- ▶ Followers
- ▶ Tweets / re-tweets
- ▶ Hits
- ▶ Views
- ▶ Reviews
- ▶ Endorcements
- ▶ Google scholar – www.scholar.google.com
- ▶ Figshare
- ▶ Altmetrics – www.altmetric.com
- ▶ Twitterfall – www.twitterfall.com



Plan of Action



Resources & References



Resources/ References

Within Warwick

- Research & Impact Services <http://www2.warwick.ac.uk/services/rss->
- **Warwick Research Excellence Portal** <http://www.warwickexcellence.co.uk>
- My Profile http://www2.warwick.ac.uk/services/rss/manage_profile/wera/myprofile/
- eRA - **Warwick eRA Portal** (Electronic Research Administration portal)
- WRAP <http://www2.warwick.ac.uk/research/wrap/>
- Library
- Open access
- Citations
- GRP – Global Research Priorities <http://www2.warwick.ac.uk/research/priorities>

Outside Warwick

- Vitae www.vitae.ac.uk
- Research Development Framework (RDF)
- Enterprising lens on Researcher Development Framework 2012
- Engaging Researcher booklet
- Digital Researcher booklet



Resources/ References

- ▶ jobs.ac.uk
 - Marketing yourself & your work as an academic
 - How to raise your International Profile
 - 5 Tips to make you more employable this year
 - Esteem indicators & how to develop them for REF
 - How to raise your profile in 3 simple steps – H Coleman

 - ▶ [Digital Tools for Researchers 2017 – Moodle course](#)

 - ▶ [A-Z of social media for academics](#)

 - ▶ [Digital Identity Health Check for Academics](#)

 - ▶ [Social Media Honeycomb model](#)

 - ▶ Mark Carrigan, [Social Media for Academics](#)
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