Cultivating an Online Scholarly Presence: for Early & Pre Career Researchers

Why create and maintain an online scholarly presence? A professional and curated online presence improves the likelihood that your research will be found, read, discussed and cited; in short, it helps promote you and your work.

Steps you can take before you publish

- **Register for a unique author ID like ORCID or ResearcherID (or both!)**
  - Author IDs easily connect you identity with your works and institutional affiliations and helps distinguish you from other others with similar names.
  - Some IDs only allow users to list peer-reviewed journal articles but others- such as ORCID- allow you to list many types of work including articles, conference presentations and book chapters.
  - Other author IDs include: Google Scholar and Scopus Author Profiles.

- **Submit publications to quality sources and avoid predatory journals**
  - It's important to submit articles for publication to sources that are high quality and appropriate for the material. Tools such as the InCites Journal Citation Reports , reviewing recent issues of journals, and asking library staff can assist in this selection process.
  - See our Predatory Publishing LibGuide for red flags and tips on how to evaluate a journal

Steps to can take after you publish

- **Share your work and make it easy to find**
  - Studies show that making your articles and your data freely accessible can have positively affect a paper's citation count.
  - If you're a NOAA author or NOAA funded author, submit publications to the NOAA Institutional Repository
  - Use a consistent form of your name and link your ORCID/ResearcherID to all your publications.

- **Make your data available and linked to related publications and presentations**
  - Archive data in a data repository such as NCEI (for NOAA and NOAA-funded researchers) or another reputable repository. The Registry of Research Data Repositories can help identify an appropriate and trustworthy repository in which to archive your data.

Steps to can take after you publish, cont.

- **Maintain your author profiles & monitor your impact**
  - Keep publication lists and contact information up to date and ensure multiple profiles have consistent information
  - Keep an eye on your progress using the integrated tools in ResearcherID and Google Scholar and use tools like InCites to track citations and performance of your publications
  - Request a Research Impact Report from the library if you've published 10 or more papers

Promoting Yourself – A Note on Academic Twitter

Twitter can be a great tool to promote yourself and your work (and helps raise your Altmetric scores)

- Use hashtags relevant to your article, like #fisheries or #ArcticScience, to attract an audience
- Pin tweets about recent articles to your profile
- Add an image or quote from the article to help hook readers

Check out *Twitter for Scientists* by Daniel S. Quintana for a comprehensive guide to leveraging Twitter to your advantage.

Daniel S. Quintana

TWITTER
FOR
SCIENTISTS

A guide to boost your academic career
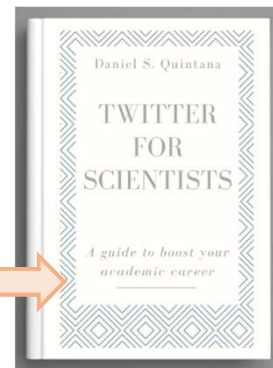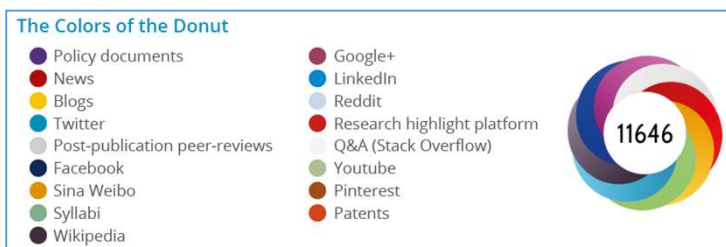
Academic Social Networks

Academic Social Networks (ASNs) including ResearchGate and Academia.edu allow you to share your work, including preprints, regardless of copyright status are an easy way to get visibility for you and your work. However, ASNs have a number of drawbacks including:

- Are proprietary companies designed to monetize the data they contain
- Are not true archives and cannot be relied on to preserve work
- May charge fees to recommend papers

➢ A 2017 Forbes article explored these issues in more depth

Altmetrics

Altmetrics are metrics and qualitative that are meant to measure how often articles and other scholarly outputs are discussed and used around the world. Altmetric scores are meant to be **complementary** to traditional, citation-based metrics. The altmetric donut below is from Altmetric the company but Plum Metrics and many other publishers also provide various Altmetrics.

The Colors of the Donut

- Policy documents
- News
- Blogs
- Twitter
- Post-publication peer-reviews
- Facebook
- Sina Weibo
- Syllabi
- Wikipedia
- Google+
- LinkedIn
- Reddit
- Research highlight platform
- Q&A (Stack Overflow)
- Youtube
- Pinterest
- Patents

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For more information see our at https://libguides.library.noaa.gov/bibliometrics or email library.bibliometrics@noaa.gov