Managing your Scholarly/Researcher Identity

Scholarly Communication at the UC San Diego Library

From Academics’ online presence: a four-step guide to taking control of your visibility
CC-BY-SA Sarah Goodier & Laura Czerniewicz

❖ Do what you can do / time and ability
❖ Be Consistent!
❖ Build your network
❖ Track your impact
❖ Monitor yourself and schedule maintenance
Look for:

<table>
<thead>
<tr>
<th>SITE/PLATFORM</th>
<th>CONTENT</th>
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<tbody>
<tr>
<td>1. Stability</td>
<td>1. Audience - who do you want to reach</td>
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<td>2. Interoperability/index-ability</td>
<td>2. Describe your background in accessible language</td>
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<td>3. Read the fine print - keep control</td>
<td>3. Keep it current, updated, &amp; consistent</td>
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<td>4. Social media, reports and analytics</td>
<td>4. Link to publications in a repository</td>
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<td>5. Collect your networks, other accounts</td>
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<td>6. Pay attention to copyright &amp; licenses</td>
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<td>7. Visually interesting and clean</td>
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Make a plan:

- Create & maintain an online profile (GoogleScholar, etc.)
- Use persistent identifiers (e.g. ORCIDs, DOIs) to disambiguate/link
- Publish in fully OA journals or choose OA options
- Creative Commons license your work for re-use
- Post pre- or post-prints to repositories (eScholarship, https://osf.io/preprints/socarxiv, etc.)
- Make social media engagement a habit
- Engage your audience in meaningful conversations
- Connect with other researchers
- Monitor - set up a regular schedule to review/adjust

Need help? Contact your librarian!

lib.ucsd.edu/schol-comm or scholcomm@ucsd.edu

Subject specialists https://library.ucsd.edu/about/contact-us/librarians-by-subject.html