Using Twitter and Other Tools to Promote your Research

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Outline of today’s session

- Research profiles definition, advantages
- ORCID
- Google Scholar Citations
- Academic Social Networks, e.g., ResearchGate
- Twitter and blogging
- Citation metrics
- Altmetrics
- Researchers.usask.ca
- Wrap-up
What is a Research Profile?

A user-friendly and efficient way of showcasing a researcher’s work online. [1] Examples of research profile web sites include author identifiers such as ORCID, academic social networks, and departmental web sites.

Advantages of creating a research profile

- Greater visibility of your research and scholarly outputs, thus greater potential to attract students, collaborators, and industry partners
- Accurate identification of your works through use of a unique identifier (e.g., distinguishing between you and authors with the same name, variation in your name and how it is published)
Advantages of creating a research profile, cont’d

- Demonstration of impact of your work through citation tracking and traditional and alternative metrics
- Greater awareness of research and scholarly activities on similar topics being done by others
Check out this guide:

https://libguides.usask.ca/ResearchProfile