

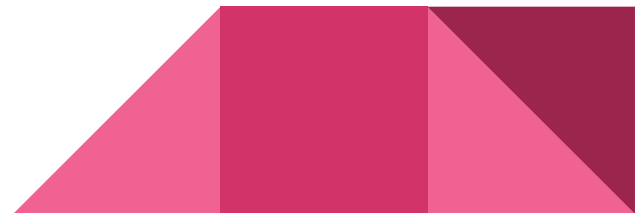
Increasing your online presence in academia and beyond

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March 2021

Topics

- Accessibility
- Campus Press
- YaleSites
- Google Sites
- Wikipedia
- Github
- Populating an ORCID page
- Inspire-HEP
- SelectedWorks
- Academia.edu
- ResearchGate
- Google Scholar
- LinkedIn and LinkedIn Learning
- Twitter



Before you begin: Accessibility

- Yale University is committed to making information, programs, and activities on its websites and web applications accessible to people with disabilities, designing a web for everyone, regardless of individual perceptual abilities.
- The accessibility.yale.edu website has self-service resources to improve knowledge of digital accessibility, techniques and services for testing and improving the accessibility of your digital assets, and guidance on working with vendors to meet Yale accessibility requirements.
- Sign up for training at usability.yale.edu/web-accessibility/training



Campus Press

- A place to make and maintain any number of WordPress sites, using templates and an administrative interface, that is sponsored by Yale
- Available for individual and group sites
- URL is <https://campuspress.yale.edu/netID>
- Yale NetID required to create sites, but non-Yale members can collaborate
- Can be easily migrated to another WordPress site at any time
- [Quick Start training guides](#) available
- Need more help? YaleSites staff available for [website consultation services](#).

<https://campuspress.yale.edu/>



YaleSites

- YaleSites is powered by Drupal, a free, open-source content management system, using templates. There are no licensing fees and hosting is provided by ITS for free.
- **NOT available for personal websites** for faculty, alumni, students and staff
- YaleSites IS available for schools, departments and organizations; labs and research centers; and student groups
- URL is sitespecificnamehere.yale.edu (e.g. wlab.yale.edu, physics.yale.edu)
- Yale NetID required to create sites, but non-Yale members can collaborate
- Not set up to be migrated outside of YaleSites.
- YaleSites provides [online tutorials, training guides, and an archived support forum](#)
- Need more help? YaleSites staff available for [website consultation services](#).

<https://yalesites.yale.edu/>



Google Sites (including EliApps)

- Google Sites is a structured wiki- and web page-creation tool included as part of the free, web-based Google Docs Editors suite offered by Google.
- EliApps (Google Apps for Education) is a collection of Google's tools, including Google sites, that is used by part of the Yale community.
- URL is sites.google.com/yale.edu/sitespecificnamehere
- Yale NetID required to create EliApps sites; anyone can create Google Site
- You can export a Google site.
- Google provides [online training documentation and support](#).
- *Caution: Google sites set up with EliApps and non-EliApps accounts do not show up together in the Google sites index.*

<http://sites.google.com/>



Wikipedia

- Wikipedia is the free, online encyclopedia anyone can edit, but there's a lot of collaboration behind every article, and general guidelines to ensure reliability and neutrality of information presented.
- Articles should summarize topics and should be written in a neutral point of view.
- Topics on Wikipedia need to be verifiable and notable; including citations from reliable sources.
- Wikipedia is NOT an appropriate place for a person to present themselves on the internet.
- Conflict of interest (COI) editing involves contributing to Wikipedia about yourself, family, friends, clients, employers, or your financial and other relationships. COI editing is strongly discouraged on Wikipedia, but if you do edit an article with a COI, you should clearly [disclose your COI](#) on the page.
- Wikipedia is not a place to publish your own conclusions or theories about a topic.
- Independent of the subject means the publisher doesn't have a stake in presenting a biased point of view (either positive or negative). For example, self-publicity, advertising, self-published material by the subject of your article, autobiographies, and press releases are not considered independent.

<https://en.wikipedia.org/>



Websites with GitHub Pages

- **GitHub** provides free website hosting for any user
 - <https://pages.github.com>
 - Extremely simple, uses Markdown instead of HTML
 - Can be expanded using tools like [Jekyll](#)
- **Personal websites:** great for building online portfolio for your professional work
 - <https://academicpages.github.io>,
<https://bryanwweber.com>
- **Project websites:** useful to promote your work and host documentation
 - <https://tlangfor.github.io/CAENReader>
- *Not linked to your Yale credentials, persists if/when you leave the university*
- Detailed tutorial on [YCRC documentation page](#) and hands-on workshop to be hosted later this semester





Your Sidebar Name

Your biography for the left-hand sidebar

📍 Location

🐦 Twitter

🏠 Github

🎓 Google Scholar

📖 PubMed

🔗 ORCID

academicpages is a ready-to-fork GitHub Pages template for academic personal websites

This is the front page of a website that is powered by the [academicpages template](#) and hosted on GitHub pages. [GitHub pages](#) is a free service in which websites are built and hosted from code and data stored in a GitHub repository, automatically updating when a new commit is made to the repository. This template was forked from the [Minimal Mistakes Jekyll Theme](#) created by Michael Rose, and then extended to support the kinds of content that academics have: publications, talks, teaching, a portfolio, blog posts, and a dynamically-generated CV. You can fork [this repository](#) right now, modify the configuration and markdown files, add your own PDFs and other content, and have your own site for free, with no ads! An older version of this template powers my own personal website at [stuartgeiger.com](#), which uses [this Github repository](#).



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Publications

Paper Title Number 3

Published in *Journal 1*, 2015

This paper is about the number 3. The number 4 is left for future work.

Recommended citation: Your Name, You. (2015). "Paper Title Number 3." *Journal 1*. 1(3).

<http://academicpages.github.io/files/paper3.pdf>

Paper Title Number 2

Published in *Journal 1*, 2010

This paper is about the number 2. The number 3 is left for future work.



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🎓 Google Scholar

📄 PubMed

🆔 ORCID

CV

Education

- B.S. in GitHub, GitHub University, 2012
- M.S. in Jekyll, GitHub University, 2014
- Ph.D in Version Control Theory, GitHub University, 2018 (expected)

Work experience

- Summer 2015: Research Assistant
 - Github University
 - Duties included: Tagging issues
 - Supervisor: Professor Git
- Fall 2015: Research Assistant
 - Github University

ORCID

- Open your email and look for your account info
 - Reset your password if need be
 - Log in with Yale and/or grant Yale institutional permissions
- If you have never published before, it's time to create your ORCID
- I will walk you through what I'm talking about and paste this slide info into the chat



<https://orcid.org/>

Why Invest in ORCID?

- Yale is an institutional member
- Many funders (NSF, NIH) are enabling autofill with ORCID at various stages of the proposal process to reduce data entry errors and make things easier for submitters
- Many physical sciences publishers require to publish (at least from the corresponding author)
- INSPIRE, ADS, and other search tools have ORCID logins
- If you change your name, *you can still be identified as you*
- If you have a common name, *you can still be identified as you*
- Robust privacy permissions
- **You own your data**



Inspire-HEP

Literature, author, and other types of search tools for the high-energy physics community.

- Log in with your ORCID
- Author profiles – email to claim them and have them updated
 - Most useful if there are positions that are wrong, missing, or if there are duplicate profiles for you
- You can also look up others :)

The screenshot shows the Inspire-HEP website interface. At the top, there is a navigation bar with a search box containing 'authors' and a magnifying glass icon. Below the navigation bar are tabs for 'Literature', 'Authors', 'Jobs', 'Seminars', 'Conferences', and 'More...'. The main content area displays the profile for 'Karsten M. Heeger (Yale U.)'. The profile includes a list of experiments: SNO, SNO+, CUORE, DAYA-BAY, DUNE, PROSPECT. It also lists the author identifier 'K.M.Heeger.1' and the PhD advisor 'R.G.Hamish Robertson'. A notification box states: 'For any changes in the profile, contact us at authors@inspirehep.net'. To the right, a vertical timeline shows positions: '2013-present SENIOR, Yale U.', '2006-2013 SENIOR, Wisconsin U., Madison', and '2002-2006 POSTDOC, LBL, Berkeley'. Below the profile, there is a 'Research works (178)' section with a 'Cited By' tab. A bar chart shows the 'Date of paper' from 1996 to 2020. The first research work listed is 'Volume IV. The DUNE far detector single-phase technology' by the DUNE Collaboration, published in JINST 15 (2020) 08, T08010, with 31 citations. The second work is 'Volume III. DUNE far detector technical coordination'.

<https://inspirehep.net>

SelectedWorks

- Now branded “Experts” and SelectedWorks
- <https://works.bepress.com/experts/yale-university/>
 - You can sign up here
 - See some of the example profiles
- Your profile can travel with you when you leave Yale for another institution

The screenshot shows the Yale Experts website. At the top is a dark blue header with the Yale logo on the left and a 'MENU' icon on the right. Below the header is a white section titled 'Discover Experts at Yale University'. This section contains a search bar with the placeholder text 'Search by name, research interest, or department...' and a magnifying glass icon. To the right of the search bar is a dropdown menu currently set to 'All Organizations'. Below the search bar is a section titled 'Trending Experts' which features two profile cards. The first card is for Galadriel Chilton, Ivy Plus Libraries Director of Collections Initiatives, with a photo and a 'Disciplines' tag for 'Library and Information Science'. The second card is for Nicole C Roughan, JSD student, Yale Law School, with a photo and a 'Disciplines' tag for 'Philosophy, Law'. Below these cards is a button that says 'Explore All Experts >'. At the bottom of the page is a section titled 'Trending Research Topics' with a list of topics: 'Library and Information Science', 'Law', 'Philosophy', and 'Anthropology'.

<https://works.bepress.com/experts/yale-university/>

Academia.edu and ResearchGate

- “Freemium” services with a free profile and a paid one
 - Paid services claim they give you search benefits. Use QuickSearch instead!
- Email preferences can be tricky to set up; both email you a lot by default
- Keep your author agreements and make sure that what you upload to these sites is in alignment with your author rights
 - Some publishers allow posting on sites like Academia.edu, some don't.
 - Often, if it is allowed, you will need to post a copy that doesn't have the final journal formatting.
- Useful for connecting with researchers beyond your current institution
- ResearchGate can connect with LinkedIn

The ResearchGate logo consists of a teal rectangular background with the word "ResearchGate" written in white, sans-serif font, centered within the rectangle.

ResearchGate


academia.edu

<https://www.academia.edu/>

<https://www.researchgate.net/>

Google Scholar

- Recommendation: Use your personal gmail, not your Yale email, but confirm your affiliation with your Yale email (you lose your Yale email when you leave)
- People with more unique names can have the profile auto-approve new papers
- Pro: Everyone uses Google Scholar
- Pro: Searching for a scholar's name will make a link to their profile appear
- Con: Automated indexing, so there are many data errors



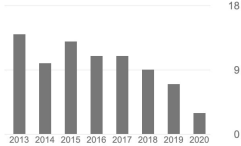
Gwyneth Crowley
Yale University
Verified email at yale.edu
economics human behavior library science suffrage

[FOLLOW](#) [GET MY OWN PROFILE](#)







TITLE	CITED BY	YEAR
User perceptions of the library's web pages: A focus group study at Texas A&M University GH Crowley, R Leffel, D Ramirez, JL Hart, TS Armstrong II The Journal of Academic Librarianship 28 (4), 205-210	81	2002
User perceptions of the "reliability" of library services at Texas A&M University: A focus group study J Ho, GH Crowley The Journal of Academic Librarianship 29 (2), 82-87	60	2003
Probing user perceptions of service quality: using focus groups to enhance quantitative surveys GH Crowley, CL Gilreath Performance Measurement and Metrics 3 (2), 78-84	38	2002
Unmediated document delivery: A project using FirstSearch and EBSCOdoc GH Crowley Interlending & document supply	12	1999
Using the Web of Science for unmediated document delivery GH Crowley, JL Hart Interlending & document supply 28 (4), 178-184	5	2000
Understanding the Research Practices of Humanities Doctoral Students at Yale University D Hersey, S Calhoun, G Crowley, J Krentz, M Grate Yale University, Yale	4	2015
Library outreach through media wall exhibits: Interactions with the research community L Bronars, G Crowley College & Research Libraries News 75 (11), 605-609	4	2014
Wayfinding the Web: Applying Critical Information Literacy to a Google Instruction Session K Bohémier, M Maksin, G Crowley Online Searcher 41 (4), http://bit.ly/2uj7zZv	3	2017
Tropes in women's suffrage postcards GH Crowley Southern Connecticut State University	1	2014

Cited by [VIEW ALL](#)

	All	Since 2016
Citations	209	41
h-index	5	4
i10-index	4	2



Co-authors



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-  **Denise Hersey**
University of Vermont
-  **Sarah D. Calhoun**
Carleton College Library
-  **Kayleigh Ayn Bohémier**
Science Research Support Libra...
-  **Melanie Maksin**
Social Science Librarian, Yale U...

<https://scholar.google.com/>




LinkedIn

- Useful for careers outside of academia
- Professional “social” media feed separates your personal from your professional contacts
- Can link out to a portfolio (ORCID, Academia.edu, or another resource)

<https://www.linkedin.com/>



Kayleigh Bohémier
Science Research Support Librarian at Yale University
New York City Metropolitan Area · 259 connections

 [Yale University](#)
 [Syracuse University](#)
 [Portfolio](#)

[Join to Connect](#)

About

I'm a research librarian at Yale University, where I work with the Astronomy, Earth & Planetary Sciences, Linguistics, and Physics disciplines as their liaison to library resources. I do collection development, provide presentations and interactive workshops of all lengths to members of the university community, and maintain on-demand information for members of the departments I serve in the form of tutorials, research guides, and outreach efforts.

My professional interests:

- Research data management and file organization
- Bibliometric analysis in the physical sciences
- Information overload, information literacy, and instruction/teaching
- Research impact

Yale LinkedIn Learning

- Use the link below to access
- Many courses on how to optimize your LinkedIn and other social profiles
- There's even a course on podcasting!

The screenshot shows the LinkedIn Learning interface. At the top, there's a navigation bar with the LinkedIn Learning logo, a search bar containing 'linkedin profile', and navigation icons for Home, My Learning, Notifications (with a red badge), Me, EN, and a Yale logo. Below the search bar, it indicates '592 Results for "linkedin profile"'. On the left side, there are several filter categories: 'Content by' (LinkedIn Learning (591), Yale University (1)), 'Type' (Courses (28), Videos (562), Learning Paths (1), Collections (1)), 'Level', 'Time to Complete', 'Software', 'Subjects & Topics', 'Custom Tags', and 'Continuing Education Units'. At the bottom left, there are links for 'Language: English', 'About', 'Become an Instructor', 'Help', 'Privacy & Terms', 'Accessibility', and 'Apps'. The main content area displays a list of search results. The first result is a course titled 'Rock Your LinkedIn Profile' by Lauren Jolda, released Oct 28, 2019, with 273,787 learners. The second is a video 'Optimize your LinkedIn profile for recruiters' released Apr 8, 2016, with 144,940 learners. The third is a video 'Create a great profile' released Mar 21, 2017, with 37,277 learners. The fourth is a video 'Optimizing your LinkedIn profile' released Oct 3, 2018, with 6,958 learners. The fifth is a course 'Learning LinkedIn (2017)' by Oliver Schinkten, updated Sep 18, 2020, with 287,854 learners. Each result includes a thumbnail image, a title, author, release date, learner count, and 'Save' and 'More' buttons.

<https://lnkd.in/eqNq8vv>

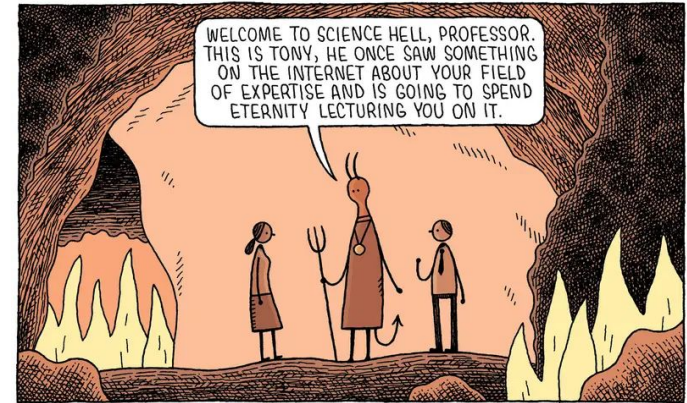
Twitter

PRO

- Useful for communicating science
- Social media can increase the reach of your articles
- Provides an opportunity to be visible and combat mistaken views about science
- Ranks high in search results
- Recently-added tools allow one to restrict replies to tweets

CON

- Social media sites are ad revenue machines that use human psychology to keep people stressed and scrolling, so it's hard to avoid overusing these tools. Twitter burnout is common



<https://scicomm.plos.org/2019/06/18/a-nifty-guide-for-academics-on-using-twitter/>

<https://medium.com/@smojarad/a-beginners-guide-to-academic-twitter-f483dae86597>

<https://twitter.com>

Questions?

