Benefits of Social Media: Your Online Footprint Matters!

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Outline

• Divisional website, MBM
• Google Scholar
• H-index
• ResearchGate
• LinkedIn
• Social Media - Twitter
Division of Clinical Pharmacology

- [https://medicine.utah.edu/pediatrics/clinical_pharmacology/index.php](https://medicine.utah.edu/pediatrics/clinical_pharmacology/index.php)

- Our webpage (still under development)
Where does the info come from?

- [https://medicine.utah.edu/pediatrics/clinical_pharmacology/faculty.php](https://medicine.utah.edu/pediatrics/clinical_pharmacology/faculty.php)
- Things are pulled from MBM – therefore your data in the MBM system needs to be up to date.
- This includes: academic profile (research statement, academic bio), research interests
MBM data


- Education
- Publications (journal articles, conference proceedings, abstracts – last 3 years)
- Global impact – any education, training done overseas, also any presentations done outside USA)
From Utrac and other sources

- Clinical trails – anything in Utrac that you are a PI on will be listed
- Videos and news – pulled from the wider university system
Outside sources

• Google yourself every once in a while, make sure there is nothing there of concern – if you plan to apply for a job, do this as pretty most employers will as part of the screening process
Google Scholar

- https://scholar.google.com/?hl=en
- Search your papers ad your profile (verify it is you and your work)
- https://scholar.google.com/citations?user=6FDIPS4AAAAAJ&hl=en
- This will give you a list of your citations – you can create a citation alert (scholaralerts-noreply@gmail.com)
- Includes papers and abstracts if published
Google Scholar

• **H-index is also listed here**

• **What is the H-index** — The h-index is an author-level metric that attempts to measure both the productivity and citation impact of the publications of a scientist or scholar. The index is based on the set of the scientist's most cited papers and the number of citations that they have received in other publications.

• **What is the i10-index** - i10 index refers to the number of paper with 10 or more citations. For the citations received and given a number of papers ranked in a decreasing order according to the citations received till now, the G-index is the biggest number such that the top G articles received (altogether) at least G² (G square) citations.
More on H-index

- To find an author's h-index in Web of Science:
  - Enter the name of the author in the top search box (e.g. Smith JT).
  - Select Author from the drop-down menu on the right.
  - Click on Search.
  - Click on Citation Report on the right hand corner of the results page. The H-index is on the right of the screen.

- Also can be found on Scopus

- [http://researchguides.uic.edu/c.php?g=252299&p=1683205](http://researchguides.uic.edu/c.php?g=252299&p=1683205)
ID’s you need to know

- Scopus Author ID 49461848600
- Need to use the institution to login to Scopus
- https://www-scopus-com.ezproxy.lib.utah.edu/
- https://orcid.org/my-orcid
- ORCID orcid.org/0000-0002-0844-3207
- ORCID provides a persistent digital identifier that distinguishes you from every other researcher – once you publish this number will follow you.
- You can build a profile on ORCID if you want or just check only your papers are linked to your profile – you can request removal if a mistake happens
Online “manuscript” advertising

- [https://www.researchgate.net/home](https://www.researchgate.net/home)
- ResearchGate is a social networking site for scientists and researchers to share papers, ask and answer questions, and find collaborators.
- [http://blogs.exeter.ac.uk/openresearchexeter/2013/11/06/74/](http://blogs.exeter.ac.uk/openresearchexeter/2013/11/06/74/)
Online profile

- https://www.linkedin.com/
- LinkedIn is the world's largest professional network with hundreds of millions of members, and growing rapidly. Our mission is to connect the world's professionals to make them more productive and successful.
- https://www.linkedin.com/in/catherine-sherwin-062b3813?trk=nav_responsive_search_tab_profile_pic
LinkedIn

• Great if you want to keep contact with people you meet, network or if you looking for person with specific expertise
• Not so great for putting your manuscripts up on
• Keep it up to date on your job, skills
• If your looking for a job it’s a good place to outline your profile – many recruiters use it to make contact
Other sites

- [https://www.academia.edu/](https://www.academia.edu/)
- Can also profile yourself and your manuscripts – links into google, so if someone searches google they will be directed to this website (you will get alerts when someone searches you)
- [https://utah.academia.edu/CatherineSherwin](https://utah.academia.edu/CatherineSherwin)
Loop

- [http://loop.frontiersin.org/](http://loop.frontiersin.org/)
- Another version of ResearchGate and academia – if you publish in a Frontiers journal you will have a loop page
- [http://loop.frontiersin.org/people/154891/overview](http://loop.frontiersin.org/people/154891/overview)
- It pulls your work in based on your ORCID
Which is the best website?

- [https://www.quora.com/Which-is-better-Academia-edu-Mendeley-com-Papers-or-ResearchGate](https://www.quora.com/Which-is-better-Academia-edu-Mendeley-com-Papers-or-ResearchGate)

- Depends on your needs
  - Academia and ResearchGate – good to distribute your work
  - Mendelay – good place to store your work
  - Docphin – good for MDs, focus on medical journals
Social Media

• Facebook – not a fan to use for professional contacts, however make sure you don’t have anything “embarrassing” on there especially if your looking for a job.

• Employers/HR will do a search of your profile
Social Media

• Twitter
• https://twitter.com/
• Many organizations are asking people to Twit during conferences etc.
• https://twitter.com/CathMSherwin1
University research profile

- https://utah.pure.elsevier.com/
- About 800 researchers were selected, based on total receipt of funding awarded between 2014-2016
- https://utah.pure.elsevier.com/admin/workspace.xhtml
SciVal

• Need to use the institution to login to SciVal
• Linked to Scopus ID
• https://www-scival-com.ezproxy.lib.utah.edu/customer/authenticate/loginfull
NIH IDs

- NIH ERA Commons ID CSHERWIN
- ERA Commons Person ID: 11120138
- My NCBI ID cmsherwin
- SciENcv – new NIH biosketch format
Social Media Do's & Don'ts: 10 Tips for Keeping Your Profiles Professional


- [http://www.forbes.com/sites/mattsymonds/2014/03/14/5-social-media-tips-to-protect-your-future-from-your-online-past/#101bb24959ab](http://www.forbes.com/sites/mattsymonds/2014/03/14/5-social-media-tips-to-protect-your-future-from-your-online-past/#101bb24959ab)
Your can’t escape an online presence – so better to be in control

- https://www.sciencemag.org/careers/features/2014/02/scientists-guide-social-media

- http://www.sciencemag.org/careers/2013/06/creating-successful-online-presence