Developing an online presence that suits your style and purpose

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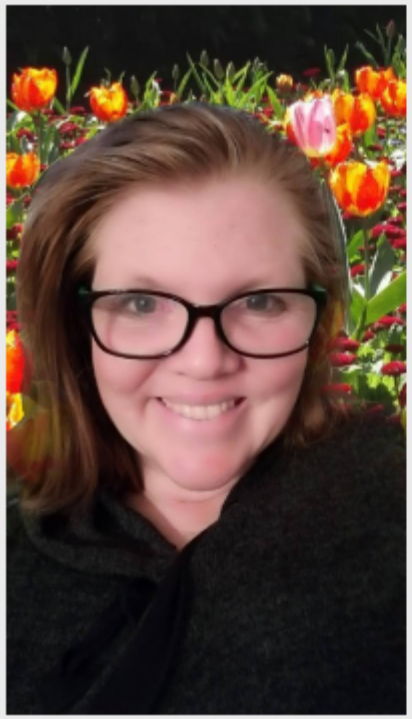

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I'm the Research Integrity Specialist at the University of Glasgow (formerly Researcher Development)
I have been a research librarian & software developer.
I like talking about this topic!

Good afternoon!

Where are you today and what's your role at UHI?

Is an online presence essential for an academic?

Or is it just 'nice-to-have'?

How important is your online presence to you?

Do you actively maintain and curate it?

Or does it make you uncomfortable?

Please share your view!

Developing an Online Professional Profile

about.me

Pros and cons: what can it do for you?

ORCID stands for Open Researcher and Contributor ID

Which sites are worth your time?

LinkedIn

Google Scholar

Sharing tips and experiences

TikTok

OSF

GitHub

An online presence can be the answer...

How do you keep up to date?

Where do you get (unexpected) inspiration from?

How can you get DIVERSE feedback on something?

How do you network with other researchers / teachers?

How can you promote your work more widely?

How will you know if anyone is discussing your work online?

Are you missing out on a back-channel at events?

1. Good housekeeping: curation

Your work will live online

ORCID

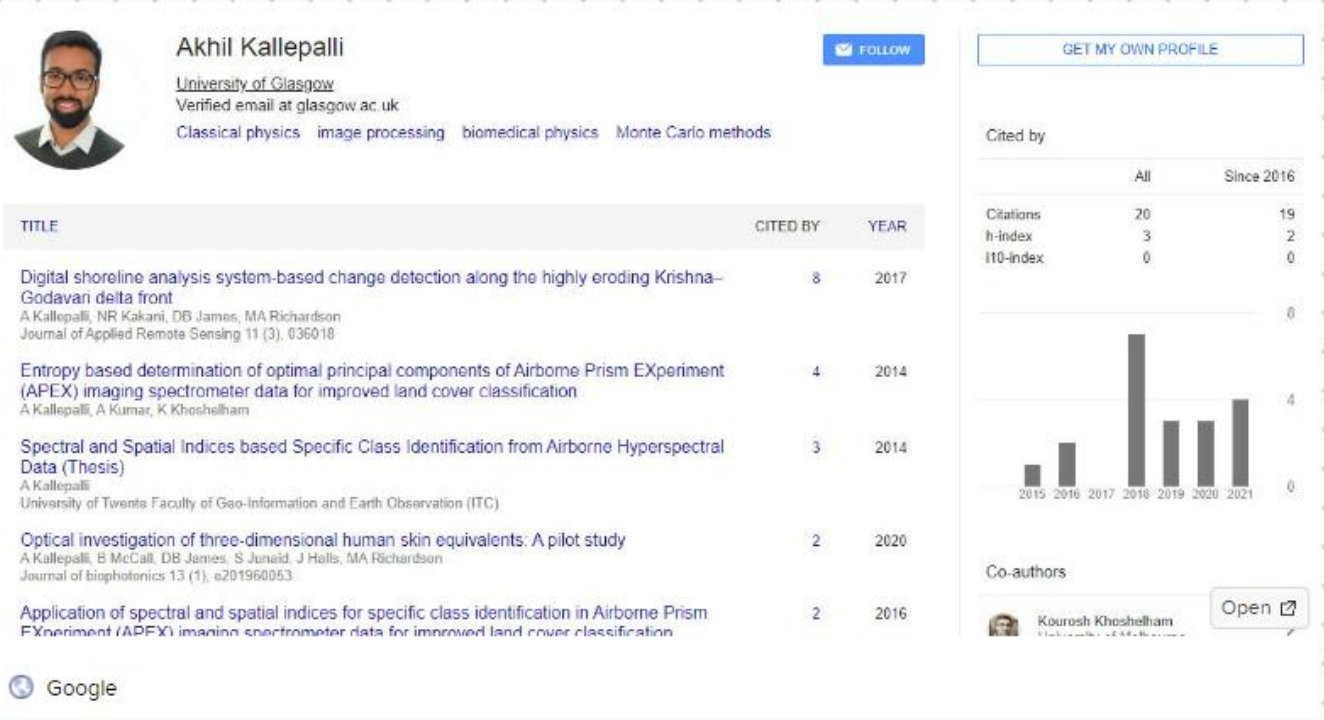
figshare

doi

Google Scholar

GitHub

Curate your outputs: papers, data, code, presentations, videos, thesis...



Akhil Kallepalli

FOLLOW

GET MY OWN PROFILE

University of Glasgow
Verified email at glasgow.ac.uk
Classical physics image processing biomedical physics Monte Carlo methods

TITLE	CITED BY	YEAR
Digital shoreline analysis system-based change detection along the highly eroding Krishna–Godavari delta front A Kallepalli, NR Kakani, DB James, MA Richardson Journal of Applied Remote Sensing 11 (3), 036018	8	2017
Entropy based determination of optimal principal components of Airborne Prism EXperiment (APEX) imaging spectrometer data for improved land cover classification A Kallepalli, A Kumar, K Khoshelham	4	2014
Spectral and Spatial Indices based Specific Class Identification from Airborne Hyperspectral Data (Thesis) A Kallepalli University of Twente Faculty of Geo-Information and Earth Observation (ITC)	3	2014
Optical investigation of three-dimensional human skin equivalents: A pilot study A Kallepalli, B McCall, DB James, S Juneid, J Halls, MA Richardson Journal of biophotonics 13 (1), e201960053	2	2020
Application of spectral and spatial indices for specific class identification in Airborne Prism EXperiment (APEX) imaging spectrometer data for improved land cover classification	2	2016

Cited by

	All	Since 2016
Citations	20	19
h-index	3	2
i10-index	0	0

Co-authors

Kourosh Khoshelham

Open

Google

2. Where are you? Be findable!

A university web page comes high in Google Search results

But will you move on soon?

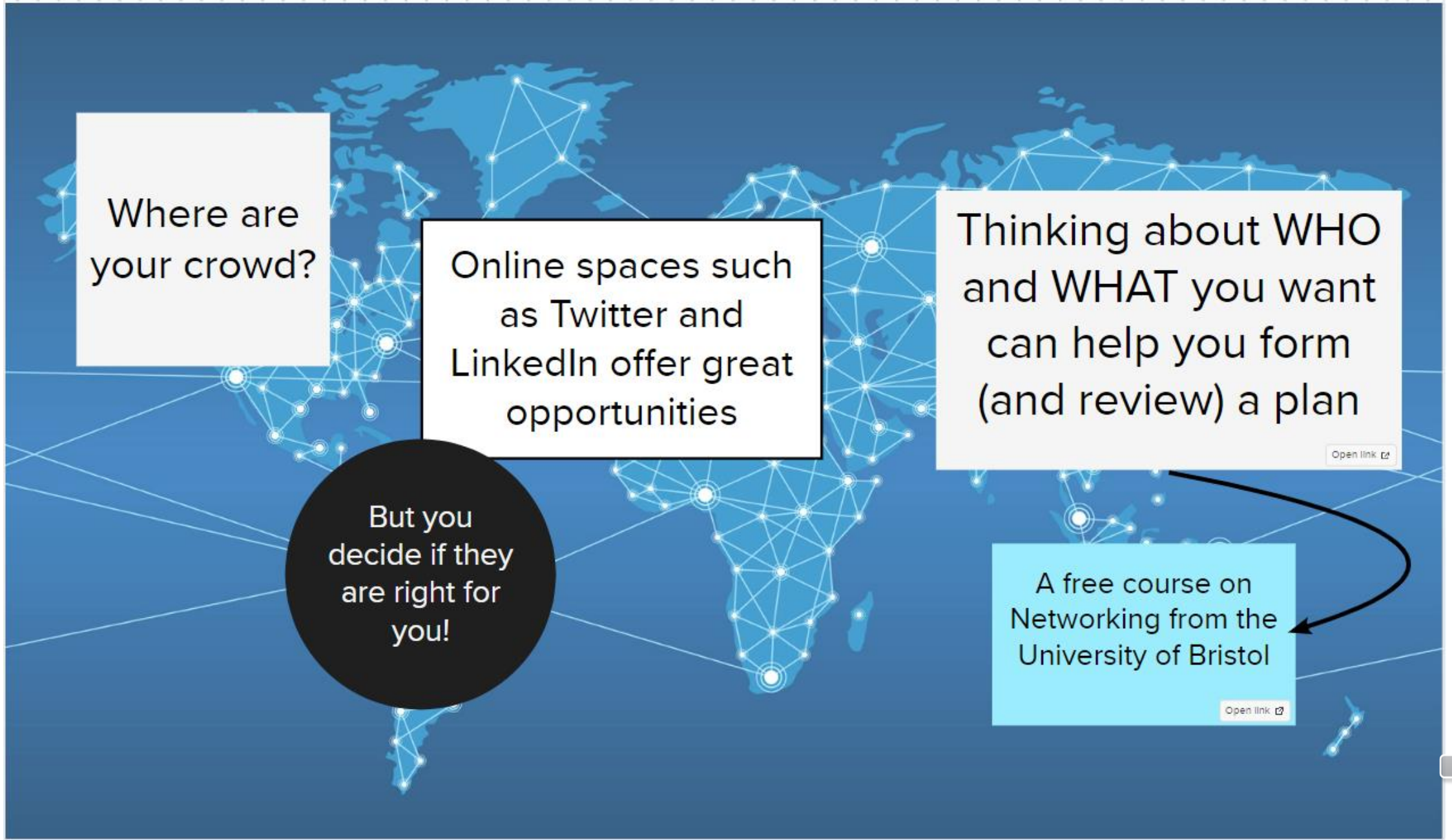
LinkedIn is popular as a professional, enduring presence

Crafting your bio and choosing your photo are key tasks

Open link

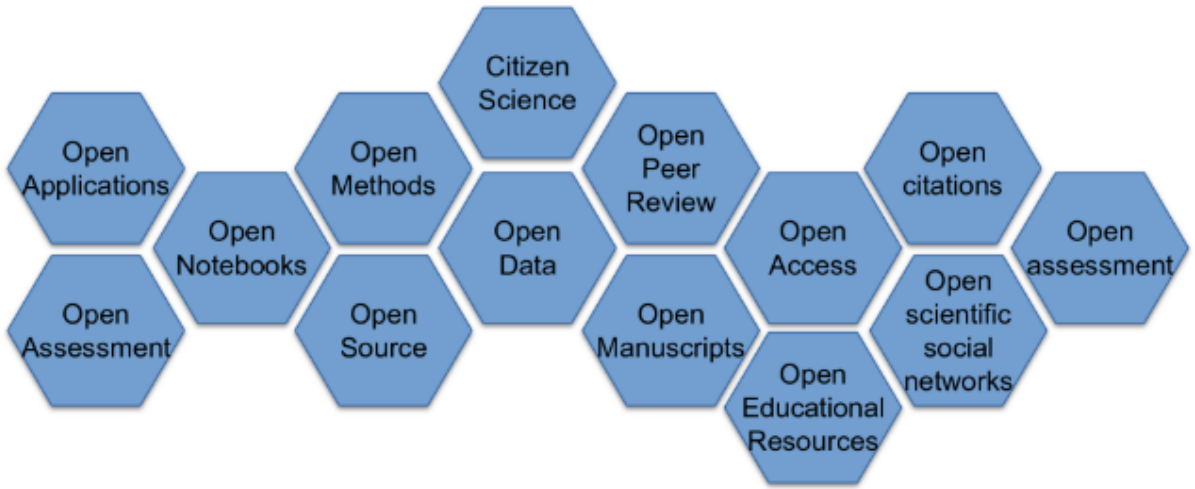
Should you build your own website or blog?

3. Find others: networking online



4. Maximize online engagement with your work

Your work needs to be 'open' to be readable / usable



Use your email signature to highlight latest work

If you're on Twitter, 'pin' a tweet about your latest work

Any other tips?

Use QR codes on posters

TikTok

Re-promote at a suitable interval

Online Presence: risks and caution

Your wellbeing comes first

What support is available to you?

Beware the filter bubble

Where are you comfortable?

No online presence at all	Curating a static presence
Networking online	Promoting your work online

Online Presence: some final blurts from me

A culture of kindness

Open link

Set up a Google alert for yourself

Open link

Actively amplify diversity

Consider time vs reward carefully!

Be alert for 'predatory' journals and conferences

Open link

THANK
YOU!