Promote your research work on LinkedIn

Nader Ale Ebrahim
Promote your research work on LinkedIn

Nader Ale Ebrahim, PhD
Visiting Research Fellow
Research Support Unit
Centre for Research Services
Research Management & Innovation Complex
University of Malaya, Kuala Lumpur, Malaysia

aleebrahim@um.edu.my
@aleebrahim

www.researcherid.com/rid/C-2414-2009
http://scholar.google.com/citations

25th May 2016
All of my presentations are available online at: https://figshare.com/authors/Nader_Ale_Ebrahim/100797
Link to this presentation: https://dx.doi.org/10.6084/m9.figshare.3394906.v1

3rd SERIES OF INTRODUCTORY WORKSHOP ON:
Strategies to Enhance Research Visibility, Impact & Citations

Nader Ale Ebrahim, PhD
====================================
Research Support Unit
Centre for Research Services
Research Management & Innovation Complex
University of Malaya, Kuala Lumpur, Malaysia
www.researcherid.com/rid/C-2414-2009
http://scholar.google.com/citations

Read more:
Abstract: Academic social networking allows you to connect with other researchers in your field, share your publications and datasets, get feedback on your non-peer-reviewed work, and to stay current with news and events in your field of interest. It gives you another place to establish your name and research and perhaps even collaborate with others. The academic, social networking, making your work more widely discoverable and easily available. LinkedIn (launched in 2003) is currently the third most popular social network in terms of unique monthly visitors, right behind Facebook and Twitter. The LinkedIn is primarily centered around careers, and it enables users to connect and share content with other professionals. In addition, it is an online CV and as a place to share your publications.

Keywords: H-index, Improve citations, Research tools, Bibliometrics, Research Visibility, Academic social network, LinkedIn

Source: http://connectedleidenresearcher.nl/articles/academic-social-media
Effective Strategies for Increasing Citation Frequency

**Journal Reputation and Impact**: publishing a paper in a journal based on disciplinary reputation or with a high impact factor is the most well known way of getting your paper cited. But there are many other things a scholar can do to promote his or her work and make it easy for others to find.

**Utilize Open Access Tools**: Open Access journals tend to be cited more than non open access. Deposit your paper in a repository such as Scholars Archive here on campus or a disciplinary repository. Share your detailed research data in a repository.

**Standardize Identifying Info**: try to use the same name throughout your career as well as the name of your affiliated institution. Using common "official" names will allow for consistency and easy retrieval of your work by author or affiliation.

**Bring Colleagues on Board**: team-authored articles are cited more frequently, as does publishing with international authors. Working cross-or inter-disciplinarily helps as well.

**Beef Up That Paper**: use more references, publish a longer paper. Also papers which are published elsewhere after having been rejected are cited more frequently.

**Beyond Peer-Reviewed Original Research**: Write a review paper. Present a working paper. Write and disseminate web-based tutorials on your topic.

**Search Optimization**: use keywords in the abstract and assign them to the manuscript. Use descriptive titles that utilize the obvious terms searchers would use to look for your topic, avoiding questions in the title. Select a journal that is indexed in the key library databases for your field.

**Market Yourself**: create a key phrase that describes your research career and use it. Update your professional web page and publication lists frequently. Link to your latest and greatest article in your professional email signature file.

**Utilize Social Media**: Use author profiles such as ResearcherID and ORCID. Contribute to Wikipedia, start a blog and/or podcast, join academic social media sites.

## Top 10 authors with the highest profile view counts on ResearchGate

<table>
<thead>
<tr>
<th>AUTHOR NAME</th>
<th>SEPTEMBER 10(^{th}) (2015) PROFILE VIEWS</th>
<th>NOVEMBER 9(^{th}) (2015) PROFILE VIEW</th>
<th>MISMATCH (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nader Ale Ebrahim</td>
<td>19,821</td>
<td>13,281</td>
<td>67.00</td>
</tr>
<tr>
<td>Chaomei Chen</td>
<td>7,760</td>
<td>3,937</td>
<td>50.73</td>
</tr>
<tr>
<td>Loet Leydesdorff</td>
<td>4,227</td>
<td>1,758</td>
<td>41.59</td>
</tr>
<tr>
<td>Bakthavachalam Elango</td>
<td>2,883</td>
<td>1,756</td>
<td>60.91</td>
</tr>
<tr>
<td>Zaida Chinchilla</td>
<td>5,840</td>
<td>1,569</td>
<td>26.87</td>
</tr>
<tr>
<td>Mike Theilwall</td>
<td>4,297</td>
<td>1,568</td>
<td>36.49</td>
</tr>
<tr>
<td>Lutz Bornmann</td>
<td>3,129</td>
<td>1,439</td>
<td>45.99</td>
</tr>
<tr>
<td>Wolfgang Glänzel</td>
<td>3,012</td>
<td>1,301</td>
<td>43.19</td>
</tr>
<tr>
<td>Kevin Boyack</td>
<td>3,256</td>
<td>1,135</td>
<td>34.86</td>
</tr>
<tr>
<td>Peter Ingwersen</td>
<td>2,335</td>
<td>1,025</td>
<td>43.90</td>
</tr>
</tbody>
</table>


©2016-2017 Nader Ale Ebrahim
Research Tools -> (4) Enhancing visibility and impact -> NetWorking -> Scientific Social Network -> Linkedin
LinkedIn for researchers

**What is LinkedIn?**
LinkedIn ([www.linkedin.com/](http://www.linkedin.com/)) is a professional networking site. It allows you to create a profile that summarises your professional expertise and accomplishments. It helps to set up connections with other professionals, and the network grows with time. The network consists of your connections, your connections’ connections, and the people they know, linking you to a vast number of qualified professionals and experts.


©2016-2017 Nader Ale Ebrahim
Promoting your Research

In this competitive environment, there are many tools and strategies researchers can adopt to promote their research and interact with scholarly communities around the world.

Many researchers are recognising the rapidly evolving role of social media in academic communications. Social media gives researchers a way to instantly connect and engage with communities around the world.

Blogging

Twitter

Social Networking sites: Academia.edu, Research Gate, Mendeley and LinkedIn

There are several social networking sites specifically designed for academics or industry professionals. These sites allow you to share your experience, link to your papers, keep a CV and find and follow your peers. Creating profiles on one or more of these sites make you and your research more findable, particularly if you don’t have an official staff profile at UTS (e.g. casuals and PhD students).
LinkedIn: Quick Tips on How to Promote Your Book

In a previous post, we detailed how to register for, setup and create a LinkedIn account and profile. Now that you’ve completed your profile, it’s time to expand your LinkedIn presence and start networking. Use the following quick tips to leverage your LinkedIn profile to give your book additional attention.

**Ready, Set – Network**

Think of your LinkedIn profile as a professional online portfolio that aggregates all your past work experience, professional networks and projects/publications in one convenient location. You’ve worked very hard to develop and maintain this portfolio of your work, so sharing it with the rest of the LinkedIn community is a great way to create new contacts and get your work seen.


©2016-2017 Nader Ale Ebrahim
Share your research- Social Media, such as Facebook, LinkedIn, Twitter

- Elsevier will send you a 'share link': a personal, customized short link that you will receive after final publication of your article. It provides 50 days free access to your newly-published article on ScienceDirect to anyone clicking on the link. We encourage you to share this link on social media. After 50 days the share link will still work but automatically revert to a link to your full text article.

Source: https://www.elsevier.com/authors/journal-authors/submit-your-paper/sharing-and-promoting-your-article
Share Links

Share Links enable you to promote your article and make an impact with your research:

MORE THAN 1 MILLION views of articles came from clicks on Share Links last year!

1.5% of people who clicked on a Share Link shared it on Social Media.

IN 2015 FACEBOOK was the most popular social network to post a Share Link, followed by Twitter and LinkedIn.

70% of Share Links were clicked on at least once. On average, a Share Link is clicked on 5 times.

12 articles published in 2015 received more than 1,000 views via Share Links alone. Most were shared on a university website, Twitter and Facebook.

CLOSE TO 10,000 TWEETS included a Share Link in 2015. Authors that included a Share Link in a tweet, on average, got re-tweeted 1.9 times.

The most popular tweet with a Share Link so far is about using Twitter to drive research impact gathering more than 415 re-tweets and 400 likes.

Source: https://www.elsevier.com/authors/journal-authors/share-link

©2016-2017 Nader Ale Ebrahim
How is the Altmetric score calculated?

The score is a weighted count

The score is derived from an automated algorithm, and represents a weighted count of the amount of attention we've picked up for a research output. Why is it weighted? To reflect the relative reach of each type of source. It's easy to imagine that the average newspaper story is more likely to bring attention to the research output than the average tweet. This is reflected in the default weightings:

<table>
<thead>
<tr>
<th>Source</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>News</td>
<td>8</td>
</tr>
<tr>
<td>Blogs</td>
<td>5</td>
</tr>
<tr>
<td>Twitter</td>
<td>1</td>
</tr>
<tr>
<td>Facebook</td>
<td>0.25</td>
</tr>
<tr>
<td>Sina Weibo</td>
<td>1</td>
</tr>
<tr>
<td>Wikipedia</td>
<td>3</td>
</tr>
<tr>
<td>Policy Documents (per source)</td>
<td>3</td>
</tr>
<tr>
<td>Q&amp;A</td>
<td>0.25</td>
</tr>
<tr>
<td>F1000/Publons/Pubpeer</td>
<td>1</td>
</tr>
<tr>
<td>YouTube</td>
<td>0.25</td>
</tr>
<tr>
<td>Reddit/Pinterest</td>
<td>0.25</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>0.5</td>
</tr>
</tbody>
</table>

Source: [https://help.altmetric.com/support/solutions/articles/6000060969-how-is-the-altmetric-score-calculated](https://help.altmetric.com/support/solutions/articles/6000060969-how-is-the-altmetric-score-calculated)
Academic social networking sites

- Allow you to network with your peers and share your research
- Some have the ability to ask and answer research related questions, create groups or share references
- Often rank highly in Google and other search engines
- Can make your publications available to download (where allowed within T&C of publication)
- Talk to colleagues and find out what they’re using
- Examples:
  - Academia.edu; ResearchGate; Mendeley

Academic Social Network

• Build your network – make sure you have dynamic diverse networks
• Join networks such as LinkedIn, ResearchGate or Academic.edu

See more at: http://libguides.library.curtin.edu.au/content.php?pid=417077&sid=3408994
After writing a blog post, share the posts via other social media outlets to maximize the outreach of your messages. Use LinkedIn, Facebook, academic social networks like Academia.edu, and others, to spread the updates. You can connect Twitter with your other social media profiles so that tweets are posted on them as soon as you tweet.

How to promote your work through LinkedIn

Meredith Katz
Author Marketing, Wiley

2013 marked professional networking site LinkedIn's ten year anniversary. By the end of its first decade, the company netted 225 million members, with a growth rate of over two members per second. Now with 277 million members, LinkedIn has the largest number of users of any online professional network in the world. "LinkedIn is, far and away, the most advantageous social networking tool available to job seekers and business professionals today," according to Forbes. I'm often asked, "How important is it for those already near the top of their careers to be utilizing resource tools such as LinkedIn? Most times, these questions come out of not fully understanding what you can do with a LinkedIn account and profile," says career coach John Crant of SelfRecruiter.com.

Image courtesy of Forbes

So, how can you harness LinkedIn's vast audience and successfully showcase and disseminate your published content?

Utilize your strongest promotional tool on LinkedIn - your profile. Make your profile a positive tool in promoting the circulation of your published content.

Source: https://hub.wiley.com/community/exchanges/discover/blog/2014/05/01/how-to-promote-your-work-through-linkedin?referrer=exchanges
Make your profile a positive tool in promoting the circulation of your published content:

Tell your entire story

Frame your profile

Make it powerful and concise

Be public

Highlight your work

Showcase your honors and awards

Add images, videos, presentations, and documents

Source: https://hub.wiley.com/community/exchanges/discover/blog/2014/05/01/how-to-promote-your-work-through-linkedin?referrer=exchanges

©2016-2017 Nader Ale Ebrahim
Edit Your profile
Add a link - Supported Providers

- Presentations and Documents:
  - Prezi
  - Scribd
  - SlideShare
- Video Providers:
  - TED
  - Vimeo
  - YouTube
  - ........
Build your following

• Let’s say you’ve just queued up a bunch of awesome LinkedIn status updates. That’s great. But who’s going to see them? Now you need some connections. A lot of connections.

• But you don’t want just any connections. You want the people who are your ideal readers – your ideal clients, or customers, or peers.

Source: [http://blog.getresponse.com/6-ways-promote-content-linkedin.html](http://blog.getresponse.com/6-ways-promote-content-linkedin.html)
Ready, Set – Network

• Think of your LinkedIn profile as a professional online portfolio that aggregates all your past work experience, professional networks and projects/publications in one convenient location. You’ve worked very hard to develop and maintain this portfolio of your work, so sharing it with the rest of the LinkedIn community is a great way to create new contacts and get your work seen.

©2016-2017 Nader Ale Ebrahim
**Use Groups**

LinkedIn Groups are a content promotion candystore

- Read the group’s rules about promoting content before you do anything.
- If you do promote content, promote other people’s content as much as you promote your own.
- Don’t promote content all the time. Once a week should be the maximum. Once a month is more polite.
- Be careful about using blog syndication software like Buffer or Hootsuite to automatically post to a group.
- Avoid using the words “I”, “me” or “my”. Many LinkedIn groups filter for those words. Any post that includes those words can get automatically moved over into the dreaded “Promotions” section, where it’s not likely to get read.

Source: [http://blog.getresponse.com/6-ways-promote-content-linkedin.html](http://blog.getresponse.com/6-ways-promote-content-linkedin.html)
Use Pulse, LinkedIn’s Publishing Platform

A SERIES OF INTRODUCTORY WORKSHOP ON: Strategies to Enhance Research Visibility,
Nader Ale Ebrahim, PhD

Why Change Is Inevitable In Indian Banking
Tamal Bandopadhyay

Daily Pulse: ‘Megabrew’ Still a Maybe, Dell Zigs While Tech Zags, End of the Nobel Season
Katie Carroll

The 20 Habits of Eventual Millionaires
James Altucher

Source: http://blog.getresponse.com/6-ways-promote-content-linkedin.html
Add content to your publications list

- LinkedIn actually gives us a whole section in our profiles for content promotion. Every headline of a publication can be hyperlinked, so you can even include a call to action to prompt people to click through.
Get endorsed for your skills

7 tips to supercharge your academic LinkedIn profile

Like 1.9 million other academics, you've got a LinkedIn profile. Along with the rest of us, you set it up to improve your visibility and to network with other researchers.

Well, we've got some bad news for you: your LinkedIn profile probably isn't doing either of those things right now. Or at least, not very well.

The problem is that LinkedIn is built for businesspeople, not scientists; it's tough to translate the traditional scholarly CV into the language of LinkedIn.

Source: http://blog.impactstory.org/7-tips-to-supercharge-your-academic-linkedin-profile/
My recent publications

Qualitative and quantitative analysis of solar hydrogen generation literature from 2001 to 2014

Mohammad Reza Maghami, Shafrin Navabi Asl, Mohammad Esmaeil Rezadad, Nader Al EBrahim, Chandra Gomes

A Comprehensive Comparison of Educational Growth within Four Different Developing Countries between 1990 and 2012

Reza Shokri, Nader Al EBrahim, Mahmoud Darwek, Kaveh Bahtrian, Zemovan Suninarajan
Questions?

E-mail: aleebrahim@um.edu.my

Twitter: @aleebrahim

www.researcherid.com/rid/C-2414-2009
http://scholar.google.com/citations

Nader Ale Ebrahim, PhD


