Improving Research Visibility Part 6: Academic Social Networking

Nader Ale Ebrahim
Improving Research Visibility Part 6: Academic Social Networking

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

31st May 2017
5th SERIES OF WORKSHOP ON:
Strategies to Enhance Research Visibility, Impact & Citations

Nader Ale Ebrahim, PhD

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

All of my presentations are available online at:
https://figshare.com/authors/Nader_Ale_Ebrahim/100797
Link to this presentation: https://doi.org/10.6084/m9.figshare.5048413.v1

Read more:
Abstract: Researchers need to remove many traditional obstacles to disseminate and outreach their research outputs. Academic social networking allows you to connect with other researchers in your field, share your publications, and get feedback on your non-peer-reviewed work. The academic social networking, making your work more widely discoverable and easily available. The two best known academic social networking are ResearchGate and Academia.edu. These sites offer an instant technique to monitor what other people are looking at in your field of research. Both networks are offer roughly the same features. ResearchGate is more closely focused on collaboration and interaction, while Academia.edu often functions more as an academic version of LinkedIn, with an online CV and as a place to share your publications.

Keywords: Academic Social Network Site, Improve citations, Research tools, Bibliometrics, Research Visibility, Academic Impact
Workshop Series:
Strategies to Enhance Research Visibility, Impact & Citations

Boosting your Research Visibility

Do you know “Over 43% of ISI papers have never ever received any citations?” (nature.com/top100, 2014). Publishing a high quality paper in scientific journals is only halfway towards receiving citation in the future. The rest of the journey is dependent on disseminating the publications via proper utilization of the “Research Tools”. Proper tools allow the researchers to increase the research impact and citations for their publications. This workshop series will provide you various techniques on how you can increase the visibility and hence the impact of your research work.

Who should attend?

The workshop is for professors, lecturers, and researchers who have published papers and would like to increase their papers’ visibility and citation index. The workshop is applicable for various research disciplines. This workshop series is for UM Staff and UM students only.

Workshop Details & Registration

Speaker: Dr. Nader Ale Ebrahim, PhD (Research Fellow)
Dr. Bong Yee Bonn, PhD (Research Manager)

Venue: Neptune Meeting Room, Level 6, Institute of Research Management & Services (IPPP), Research Management & Innovation Complex, University of Malaya

Organizer: Centre for research Services (PPP), IPPP, University of Malaya

Time & Date: Kindly refer page 2 of the brochure

Fees: RM 10.00 per Session / Topic
* Direct Bank-In ONLY
Please bank-in to the account:
BENDAHARI UNIVERSITI MALAYA (CIMB Account No: 80-0127999-8)

<table>
<thead>
<tr>
<th>DATE</th>
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<th>TOPIC</th>
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<tbody>
<tr>
<td>19 April</td>
<td>9.00 a.m. —</td>
<td>Improving Research Visibility Part 1: Search Engine Optimization</td>
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<td>Improving Research Visibility Part 2: Pre/Post Prints Preparation</td>
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<td>Improving Research Visibility Part 5: Blogging and Online Magazines</td>
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</tr>
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</table>

CONTACT US

For further enquiries kindly contact us at:
Centre for Research Services (PPP)
Institute of Research Management & Services (IPPP)
Level 2, Research Management & Innovation Complex, University of Malaya (UM)
Tel: 03-7967 6289 / 6942
Fax: 03-7967 6290
Email: ppp_workshop@um.edu.my
Website: http://umconference.um.edu.my/ws
http://umresearch.um.edu.my

http://umconference.um.edu.my/ws ©2017-2018 Nader Ale Ebrahim
Research Tools Mind Map -> (4) Enhancing visibility and impact -> NetWorking
Quick Reference Cards for Research Impact Metrics

Source: https://libraryconnect.elsevier.com/metrics
A simple measure of attention for a particular article, journal or researcher. As with all citation-based measures, it is important to be aware of citation practices. The paper “Effective Strategies for Increasing Citation Frequency” lists 33 different ways to increase citations.


Source: https://libraryconnect.elsevier.com/metrics
Source: http://altmetrics.org/manifesto/
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>
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<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>
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</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>
<tr>
<td>Open Syllabus</td>
<td>1</td>
</tr>
<tr>
<td>Google+</td>
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</table>
## Comparison of tools across ASNSs

<table>
<thead>
<tr>
<th>ASNS</th>
<th>Academia.edu</th>
<th>ResearchGate</th>
<th>Mendeley</th>
<th>LinkedIn</th>
<th>ImpactStory</th>
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</tr>
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<td>File Repository</td>
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<td>0</td>
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<td>√</td>
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<td>0</td>
<td>0</td>
<td>√</td>
</tr>
<tr>
<td>Public Profile</td>
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<td>Collaborative Document Processing</td>
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<td>0</td>
<td>√</td>
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<tr>
<td>Network Visibility</td>
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<td>√</td>
<td>√</td>
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<tr>
<td>Upload Publications</td>
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<td>√</td>
<td>√</td>
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</tr>
<tr>
<td>Link to Social Media Sites</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
</tbody>
</table>

Academic social networks – the Swiss Army Knives of scholarly communication

What researcher profiles do you use?

Choose as many as you like

- Google Scholar
- ResearchGate
- ORCID
- Academia.edu
- RESEARCHERID
- (and also) others

<table>
<thead>
<tr>
<th>Profile</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>ResearchGate</td>
<td>9240</td>
</tr>
<tr>
<td>Google Scholar Citations</td>
<td>8262</td>
</tr>
<tr>
<td>ORCID</td>
<td>4493</td>
</tr>
<tr>
<td>Academia.edu</td>
<td>4260</td>
</tr>
<tr>
<td>Institutional profile page</td>
<td>3938</td>
</tr>
<tr>
<td>ResearcherID</td>
<td>1964</td>
</tr>
<tr>
<td>(and also) others</td>
<td>915</td>
</tr>
<tr>
<td>MyScienceWork</td>
<td>87</td>
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</tbody>
</table>

13139 of 14896 researchers answered this question

Source: https://101innovations.wordpress.com/2016/12/15/academic-social-networks-the-swiss-army-knives-of-scholarly-communication/
Become an active contributor on ResearchGate, Academia.edu and Google Scholar

FROM THE SCIENCE STUDENT COUNCIL

Academic social networking websites

A guide to managing your online presence.

By Joshua C. Palmer and Justin Strickland

Over the last two decades, the development of new and readily accessible means of communication, particularly the growth of social networking platforms, have changed the way we view the world and interact with others. Individuals now have the unprecedented opportunities to connect with peers and colleagues, seek out new information and disseminate new ideas to the broader public. For the scientific community, social networking platforms provide a low-cost way to create a personal brand or identity (Dutta, 2010) and develop a professional online presence (Donelen, 2018). In this article, we will discuss the benefits of managing your online presence in order to leverage social networking platforms to advance your scientific endeavors and professional career.

Become an active contributor on ResearchGate, Academia.edu and Google Scholar

A variety of academic social networking platforms, including ResearchGate, Academia.edu and Google Scholar, have gained popularity over the past decade (Ovadia, 2014). A common capability of many of these academic social


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Academia is the easiest way to share papers with millions of people across the world for free. A study recently published in PLOS ONE found that papers uploaded to Academia receive a 69% boost in citations over 5 years.
ResearchGate and Academia.edu: Social Networking for Academics

February 26, 2016 - 2:00 pm to 3:00 pm

In this workshop, we will discuss how to share and promote your research in online academic social networks. Click the "Link" below to register.

Contact Name
Amanda Clay Powers

Contact Phone
(662) 325-7677

Contact Email
apowers@library.msstate.edu

Type
Workshop

Link
http://msstate.libcal.com/event/2248530

Location
Mitchell Memorial Library, Eli Electronic Classroom

Cost
Manage Your Research Identity and Track Your Impact

This guide describes how to build a researcher identity online through the use of unique IDs and social media profiles. It also describes online tools for tracking the impact of your research.

Popular Social Networks

- **Academia.edu**
  A social network for Academics, with many Facebook-like features. You can upload publications you own the rights to and track who reads them, post updates or notes, join groups based on research interests, and follow other academics.

- **ResearchGate**
  A similar service to Academia.edu, with similar features. Which one to use comes down to personal preference.

- **Mendeley.com**
  Mendeley is best known as a reference management tool that helps you build a personalized library of research and format your references as you write. However, the web profile has many social features. You can follow other authors, and create groups to collaborate with other researchers (the free version of Mendeley only allows for one group with up to three people). As a social network, Mendeley has fewer features than Academia.edu and ResearchGate. It’s probably...
ResearchGate is an academic social network created to facilitate collaborative discussion between scientists.

Source: http://unimelb.libguides.com/altmetrics/socialmedia
Most social platforms for researchers enable you to:

- Create an account
- Provide biographical, educational and employment information
- Highlight your research areas and interests
- List your publications and other research outputs
- Follow other researchers or being followed
- Communicate with other researchers

There is also usually an option to upload full text of your publications. However, doing so might infringe the copyright of the publisher. We would recommend to upload full text to the Research Repository UCD (where our staff is checking the copyright policies) and then link from your social network account to the respective publication in the Repository.

---

**ResearchGate**

ResearchGate is a social networking site for scientists and researchers to share papers, ask and answer questions, and find collaborators.

![ResearchGate Logo](image)

It was launched in 2008 and has currently about 4 million members (including more than 2,000 from UCD).

---

**Academia.edu**

- Academia.edu

"Academics use Academia.edu to share their research, monitor deep analytics around the impact of their research, and track the research of academics they follow."

![Academia.edu Logo](image)

The site was launched in September 2008 and has currently almost 10 million members (including about 1,000 from UCD).
Research Impact Challenge: Challenge 3: Showcase your Work - Make a Profile on ResearchGate or Academia.edu

Challenge Three
Showcase your Work:

Basic Challenge

In this Challenge, you'll create your basic profile on either ResearchGate or Academia.edu.

Step 1.
The two best known academic social media are ResearchGate and Academia.edu.
AddThis 3.5.9
by AddThis

AddThis for Firefox is the best add-on to make sharing and bookmarking simple. Have all your favorite web 2.0 social networking, bookmarking, blogging, and e-mail services at your fingertips. Share any page, anytime, with anyone.

Add to Firefox
Privacy Policy

Meet the Developer: AddThis
Learn why AddThis was created and find out what's next for this add-on.
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.

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
ResearchGate: Disseminating, communicating, and measuring Scholarship?

Mike Thelwall, Kayvan Kousha
Statistical Cybermetrics Research Group, School of Mathematics and Computer Science, University of Wolverhampton, Wulfruna Street, Wolverhampton WV1 1LY, UK.

ResearchGate is a social network site for academics to create their own profiles, list their publications and interact with each other. Like Academia.edu, it provides a new way for scholars to disseminate their publications and hence potentially changes the dynamics of informal scholarly communication. This article assesses whether ResearchGate usage and publication data broadly reflect existing academic hierarchies and whether individual countries are set to benefit or lose out from the site. The results show that rankings based on ResearchGate statistics correlate moderately well with other rankings of academic institutions, suggesting that ResearchGate use broadly reflects traditional academic capital. Moreover, while Brazil, India and some other countries seem to be disproportionately taking advantage of ResearchGate, academics in China, South Korea and Russia may be missing opportunities to use ResearchGate to maximise the academic impact of their publications.

The ratio of ResearchGate publications to WoS 2013 publications for the top 20 countries for total WoS publications in 2013. Countries are listed in order of total WoS publications.

Make a ResearchGate profile

- ResearchGate is a social networking site for scientists and researchers to share papers, ask and answer questions, and find collaborators. According to a study by Nature and an article in Times Higher Education, it is the largest academic social network in terms of active users.

- ResearchGate claims 9 million scientists as users.

Source: https://en.wikipedia.org/wiki/ResearchGate
Make a ResearchGate profile

• **Step 1: Create an account (Click to navigate to ResearchGate)**
• **Step 2: Add publications**
• **Step 3: Find other Researchers & Publications**
• **Step 4: ResearchGate Score & Stats**
• **Step 5: Q&A**

Source: http://guides.library.duq.edu/scholarlyprofile/7DICDay2
Step 2: Add publications

ResearchGate makes it easy for you to add your publications as well as your unpublished work to your profile. To add your research such as journal articles, conference papers, and other publications such as books, chapters, and technical reports, go to your profile and select the type of publication from the drop-down list by clicking in the blue box in the top right-hand corner.

Once you’ve added your publications and research to your profile, they’ll be listed under your Contributions tab.

Source: https://explore.researchgate.net/display/support/Adding+research

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Step 3: Find other Researchers & Publications

Related researchers
Find and follow researchers to grow your network and keep up to date with their work.

Summary    Your institution    Your department    Your co-authors    Citations    Similar interests    Your followers

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Step 4: **ResearchGate - Stats**

You can see an **overview of your stats in one simple, interactive graphic.**

You’ll find more information on how often your work has been downloaded and cited, and, if the researcher permits it, by whom. This offers a unique opportunity to connect with peers who are interested in your research.

You will also get more information on which country and institution interested researchers come from, as well as which of your publications are downloaded most each week.

Step 5: Asking questions & Adding answers

Q&A is where you can ask research-related questions and get them answered by other specialists. It’s also the best place for you to share your knowledge, connect with researchers, and identify yourself as an expert in your field.

ResearchGate’s Q&A recommendations take your unique set of skills and expertise into account to present you with the most relevant discussions in your field – you can find these questions under Questions we think you can answer on the right-hand side of your Q&A overview page. Make sure you keep your research skills and expertise up to date to get the best recommendations.

You can also browse questions and answers using the other three filters: Recent questions in your field, Questions you follow, and Questions you asked. You can search for topics using the searchbar on the right-hand side (pictured below), which will show questions which were tagged with that topic. You can also search ResearchGate to find more questions.

Source: https://explore.researchgate.net/pages/viewpage.action?pageId=951358

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Top 10 authors with the highest profile view counts on ResearchGate

Table 11. Top 10 authors with the highest profile view counts on ResearchGate (9th of November, 2015), compared to the same indicator on the 10th of September, 2015.

<table>
<thead>
<tr>
<th>AUTHOR NAME</th>
<th>SEPTEMBER 10th (2015) PROFILE VIEWS</th>
<th>NOVEMBER 9th (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 Thelwall</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>

Academia.edu is a platform where you can share research papers, monitor deep analytics around the impact of your research, and track the research of academics you follow. Placing your publications and presentations on social media will make it easier for others to encounter your work, not only because they are available on a social network, but also because they improve the search engine optimization (SEO) of your research. A recent study found that papers uploaded to Academia.edu receive a 73% boost in citations over 5 years.

Make a profile on Academia.edu

• **Step 1:** Create an account (click to navigate to Academia.edu)
• Step 2: Post a publication or two
• Step 3: Add your affiliation to your profile
• Step 4: Add your research interests
• Step 5: Connect with your colleagues who are already on Academia.edu
• Step 6: Check out your analytics

Source: http://guides.library.duq.edu/scholarlyprofile/7DICDay2
Step 2: Uploading Papers

How do I add a single paper?
Step 3: Add your affiliation to your profile

• Editing Your Profile
  • Profile Overview
  • Editing My Profile
  • Editing Your Name
  • Editing Your Profile Picture
  • Adding or Editing Your Affiliation

Source: http://support.academia.edu/
Step 4: Add your research interests

The research interests that you attach to your paper allow your it to be shown outside of your profile. Your paper will appear in any searches for that particular research interest in the "documents" section (more about this [here](http://support.academia.edu/customer/en/portal/articles/2250602-editing-your-research-interests)), and may appear in the newsfeeds of other users who share the research interests you have tagged. The research interests you attach to your paper can be viewed on your profile by selecting "More" under the title of your paper. There, you'll see the first three or four research interests attached to your paper.

Source: [http://support.academia.edu/customer/en/portal/articles/2250602-editing-your-research-interests](http://support.academia.edu/customer/en/portal/articles/2250602-editing-your-research-interests)
Step 5: Connect with your colleagues

What does following mean?

Following another person means that you'll see updates from them on your newsfeed. For example, you may see the papers that they bookmark, when they upload new papers or drafts, or the comments they make on any sessions they're a part of.

How do I follow another user?

To follow an Academia.edu user, click the green Follow button at the top of their profile page.

You'll be able to find more people similar to this user if you connect your site to Google or Facebook. You can do that easily by clicking the buttons that appear after you've clicked "follow," if you're not already connected.

Source: http://support.academia.edu/customer/en/portal/articles/1388736-following-and-unfollowing-other-researchers
Step 6: Academia Analytics

You can view an extraordinary amount of information about how students, researchers, and academics view your profile and your papers by reviewing your Academia analytics.

You can view the analytics associated with your account for the past 30 days or the past 60 days. You can also **export your data as a CSV**.

The top of your analytics page will display an overview of users who have viewed your profile and papers.

Paper views indicate the amount of times all of your papers have been viewed.

Unique visitors is how many individual people have visited your papers OR your profile.

Source: [http://support.academia.edu/customer/en/portal/articles/2313235-analytics-overview](http://support.academia.edu/customer/en/portal/articles/2313235-analytics-overview)
30 May 2017

Academic Social Networking

Nader Ale Ebrahim

Dr. Nader Ale Ebrahim is currently working as a research fellow with the Centre of Research Services, Institute of Research Management and Monitoring (IPPP), University of Malaya. Nader holds a PhD degree in Technology Management from Faculty of Engineering, U... more

3,459 Followers | 1,742 Following | 22 Co-authors | 40,586 Total Views | top 0.5%

ALL 136 PAPERS 77 TEACHING DOCUMENTS 18 CONFERENCE PRESENTATIONS

PAPERS

The Rise of Alternative Metrics (Altmetrics) for Research Impact Measurement

By Nader Ale Ebrahim and Yiibonn Bong

Download | 75 | top 2% | More | Edit | View Impact | Readers 17

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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.

Why LinkedIn?

- The world’s largest professional network
- Collaboration opportunities
- Share your research findings
- Extend connections
- Group discussions

Source: https://press.linkedin.com/about-linkedin
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 communication. Social media gives researchers a way to instantly connect and engage with communities around the world.

- Blogging
- Twitter

Social Networking sites: Academia.edu, ResearchGate, 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.

Connected U

Case Studies

These Connected U case studies about the use of LinkedIn confirm the importance of developing and maintaining an online profile for student employability and for academic professional presence. 16 written case studies and 12 video case studies were produced. Each tell a story and contain guidance based upon a range of experiences in using and promoting the use of LinkedIn. This overview of case studies introduces the respondents and summarises the main conclusions.
You rank in the **top 2%** for profile views among your connections.

#68 out of 3,760  
▲ 2% in the last 30 days
You rank in the top 1% for profile views at University of Malaya.

#3 out of 4,223

Your rank has held steady in the last 7 days
Nader Ale Ebrahim’s Linkedin Map
How to promote your work through LinkedIn

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.

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:

1. Tell your entire story
2. Frame your profile
3. Make it powerful and concise
4. Be public
5. Highlight your work
6. Showcase your honors and awards
7. 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
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
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.

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)
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.

Source: http://blog.getresponse.com/6-ways-promote-content-linkedin.html
Get endorsed for your skills

Skills & Endorsements

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<th>Top Skills</th>
<th>Endorsers</th>
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Nader also knows about...

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Thank you!

Because of your contributions, we've reached 1 million posters on LinkedIn.

To celebrate this milestone, we're tipping our hats to members like you and their successes.

Read more
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 LinkedIn format.

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

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

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


My recent publication:


My recent presentations:


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