MANAGING YOUR RESEARCHER IDENTITY ONLINE

Cultivating your researcher identity online is an essential component of communicating your research and presenting yourself as a scholar. Whether you are a junior researcher, well into your postdoctoral work, or an established scholar, being present online contributes to your impact within and beyond academia.

WHAT IT IS

As a researcher, you can use internet tools to manage your scholarly reputation and identity, your network and impact and the visibility of your work. ORCID, Google Scholar, personal research webpages, and various social media applications (apps) can all be used to boost your reputation.

WHAT TO CONSIDER

CREATE AN ORCID

If you wonder how you can uniquely identify yourself as a researcher and author, ORCID is the standard in academia.

- An ORCID is increasingly requested by publishers and funding agencies to ensure that scholarly works are accurately associated with, and attributed to, you.
- The EUI is an ORCID institutional member: all your publications in Cadmus appears automatically on your ORCID profile once you connect your ORCID to the EUI and Cadmus.
- Use your ORCID profile page as an online public academic CV visible to all and throughout your career.
- Create & connect your ORCID to Cadmus, the EUI Institutional Repository

Guide to ORCID at EUI

CREATE A GOOGLE SCHOLAR PROFILE

If you wonder where you are being cited (and by whom), setting up a Google Scholar profile is a good place to start.

- Google Scholar populates your profile automatically with all the publications deemed to be yours and tracks their citations.
- Through your profile you can also set up alerts to be notified when new citations are included or when new research in your domain is published.
- Your Cadmus publications are indexed in Google Scholar.

How to Create a Google Scholar Profile, EUI Library

EUI

- [Create Your EUI Personal Webpage](#)
- [Guide to ORCID at EUI](#)
- [How to Create a Google Scholar Profile](#)
- X [(Twitter) & Microblogging for Academics, EUI Library](#)

EXTERNAL RESOURCES

- [ORCID Connecting Research & Researchers](#)
- [Welcome to LinkedIn, the world's largest professional network](#)
- We exist to empower researchers, ResearchGate
- [Twitter is what's happening and what people are talking about right now](#)
- [Join 178 million academics and researchers](#)
- Manage your profile in Google Scholar

SOCIAL MEDIA

Social media can amplify the reach of your research and help you to engage with fellow academics in the broader society.

- They are an effective means to keep you abreast of ongoing research and discussions in your field and beyond.
- They allow you to reach a broad audience and maximise the impact of your research.
- They allow for engagement with the broader society.
- Popular social media apps for academics include LinkedIn, X(Twitter), ResearchGate, and Academia.
- [X(Twitter) & Microblogging for Academics, EUI Library](#)

PERSONAL WEBPAGES & BLOGS

Creating your own website and using institutional profile pages gives you a chance to present yourself and your research on the web.

- Showcase your research, professional experience and expertise on the web the way you want.
- Check automatically created institutional profile pages; at the EUI, your page will display your publications in Cadmus.
- Use your blog to publish previews, commentaries or entire contributions related to your research endeavours.
- Link your webpage to social media to maximise its reach and impact.
- Create your own webpages or blog using popular, user-friendly apps such as WordPress, Wix, Strikingly, and more.
- [Create Your EUI Personal Webpage](#)

TIPS

Creating, increasing and maintaining your web presence is an important part of research impact. It is also a way to reach the public outside the academy. Take some time to search the web presence of academics and researchers you admire and/or who are well known in your field, in order to get ideas for how to maximise your web presence.