



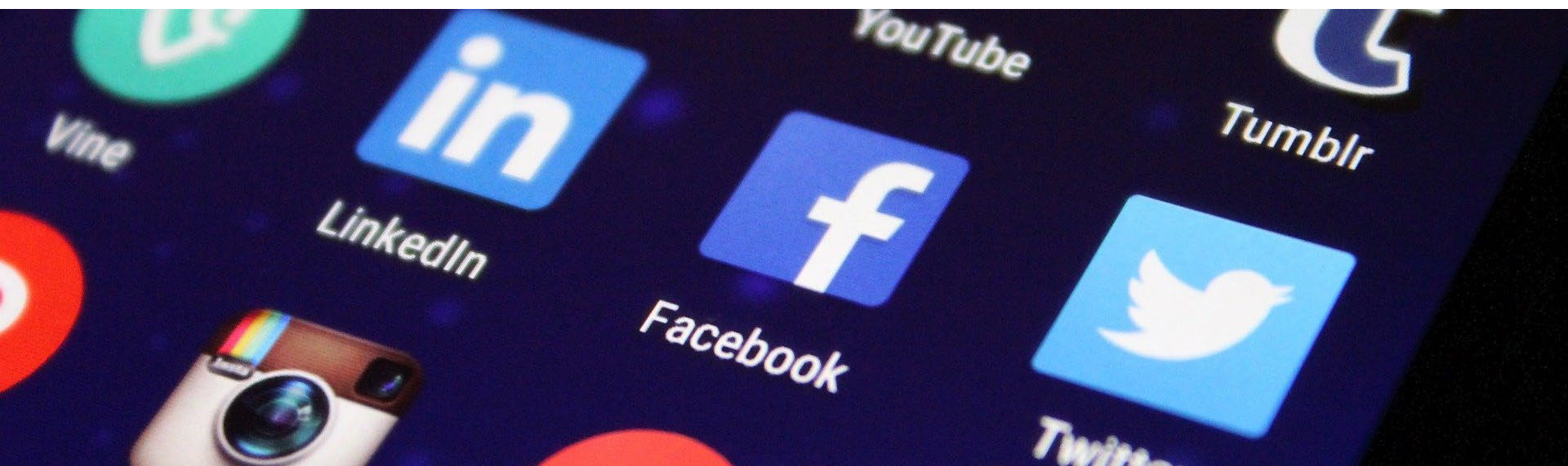
THE UNIVERSITY of EDINBURGH
The Royal (Dick) School
of Veterinary Studies



Researchers: Creating an effective online presence

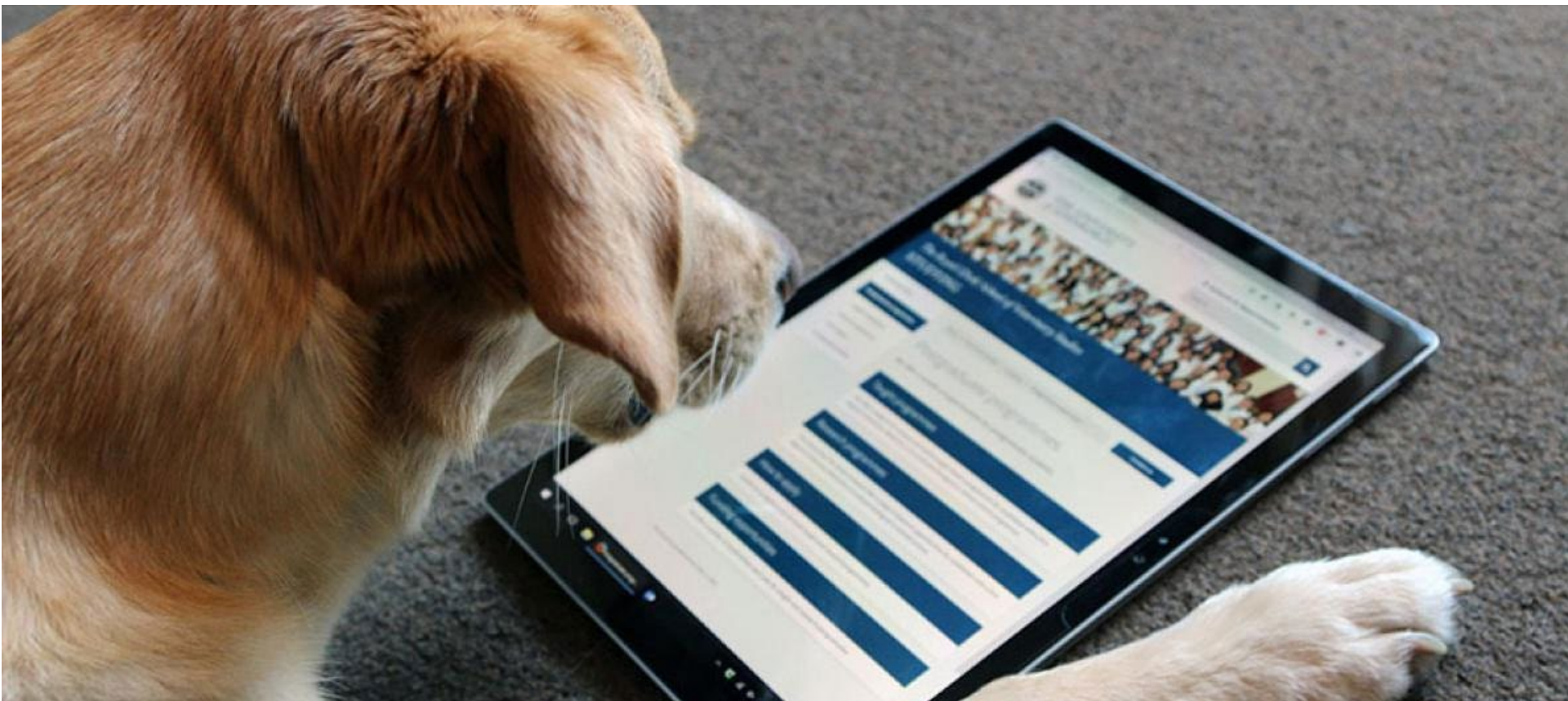
Dr Louise Connelly

louise.connelly@ed.ac.uk



Introductions

- Name
- What is your research?
- Do you use social media?
- Is there anything specific you would like to get from this session?



Overview and Objectives

Overview

1. Explore digital footprints and your online presence
2. Develop an online presence - specific platforms e.g. LinkedIn, Twitter etc.
3. Create your strategy for an effective online presence.

Objectives

- To raise awareness about the importance of managing a digital footprint/online presence
- To understand how social media can assist with impact and raising a research profile ('your brand')
- To create a social media strategy for research purposes



Building your 'brand'/online presence (5 mins)

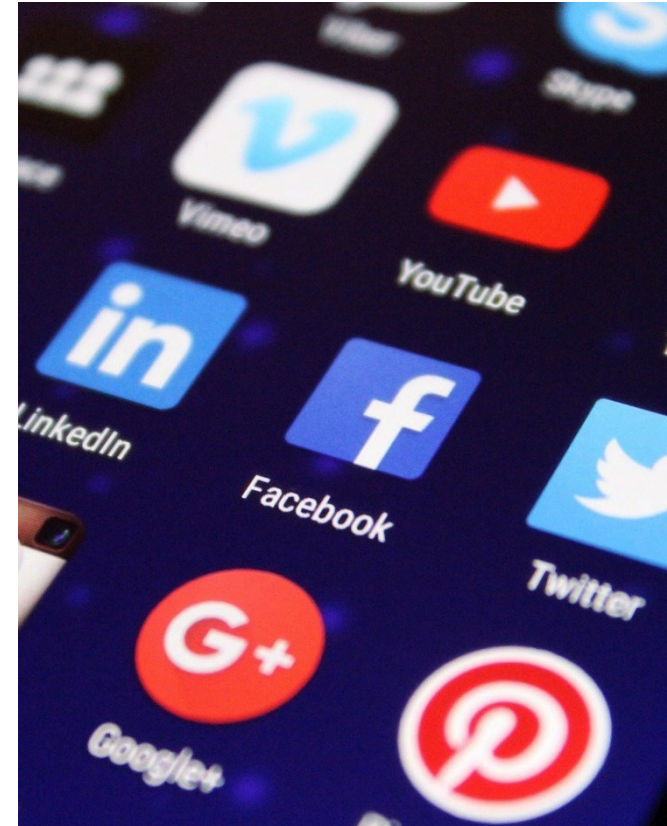
1. What is your research?
2. What is unique about your research?

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Social media – data

- 4.76bn social media users globally
- 57.1m active social media users in the UK
- Leading social network platforms in the UK by reach
 - WhatsApp 73%
 - Facebook 71%
 - Instagram 56%
 - Twitter 43%
- Researchers and academics are using social media, but what are they using: The A-Z of social media for academia
<https://www.timeshighereducation.com/a-z-social-media>



Data for 2022-2023:

<https://www.statista.com/topics/1164/social-networks/#topicOverview>

Social Media Revolution 2022:

<https://www.youtube.com/watch?v=9ZmT7puLjql>

Digital Footprint

Creating an academic online presence

Dr Jill MacKay - https://media.ed.ac.uk/media/Digital+Footprint+-+Jill+MacKay/1_g48gp8pw
<http://edin.ac/2r29jSs>



<https://www.coursera.org/learn/digital-footprint>

What is a digital footprint?

It's the data you leave behind when you go online. It's what you've said, what others have said about you, where you've been, images you're tagged in, personal information, social media profiles and much more.

What does your **digital footprint** look like?



Digital Footprint (10-15mins)

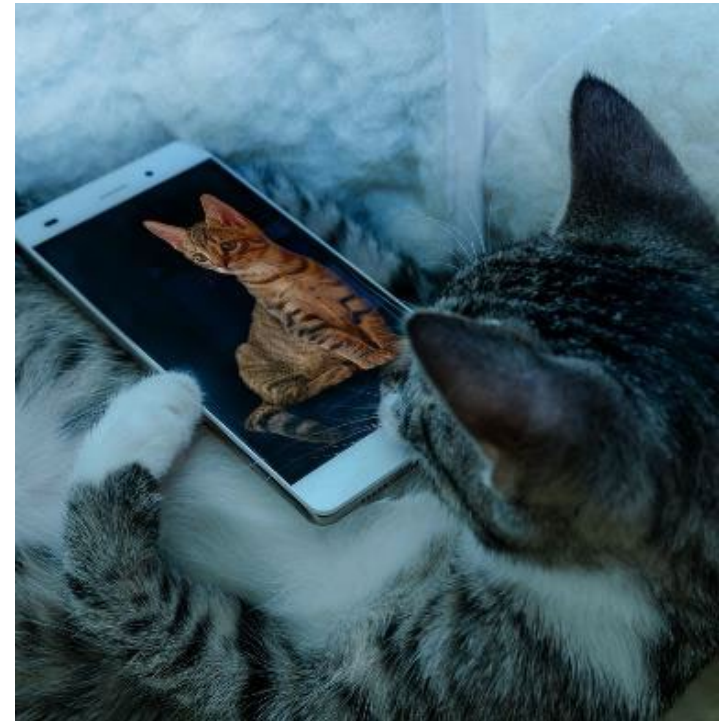
- **Activity:** Google yourself! DuckDuckGo (duckduckgo.com) yourself!
 - Use different search terms e.g. name, name + research etc.
 - Check the images tab
 - Anything exciting to share?



Take Control

Protection Measures

- **Check your privacy settings**
- Do not share passwords
- Do not use the same password for all social media accounts
- Regularly check who you're following/ friends with and delete them if they are inappropriate
- Delete unused social media accounts/identities
- Clear your browser cookies – especially on shared computers
- Think before you post/ tweet/ fill in the 'profile' page
- Does your post/tweet/photo pass the publicity test?



Risk management



Think ahead:

- Real name
- Location
- Permission to disseminate findings (funders/contract)?
- Dealing with trolls, bad press, threats – what do you do? Who do you contact?
- Images – copyright, permission, privacy of others

Professional bodies' guidelines and codes of conduct

- Understand what you can and can't do online
- <https://www.ed.ac.uk/institute-academic-development/about-us/projects/digital-footprint/eprofessionalism>

Using social media/apps for research

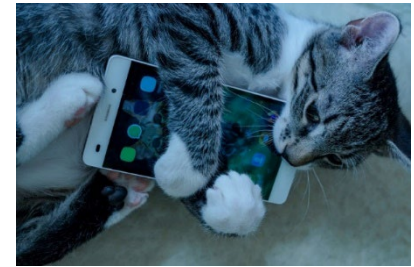
- You might use social media/apps for:
 - Recruiting research participants
 - Posting research surveys
 - Interviews/focus groups
- Privacy settings and policy (GDPR compliant? Personal data?)
- Where is the data stored?
- Who owns the data?
- Terms & conditions of the platform e.g. data scraping allowed?
- Online ethics and Board of Ethics approval (see <https://aoir.org/ethics/>)

Connelly, L. (2022) How to prepare an Ethical Review Board committee application for an online research project, in *Sage Research Methods: doing research online*. SAGE.



Copyright, internet, and research

- **Just because data is available doesn't mean it can automatically be used for research**
 - **Public vs private:** there may be perceived expectations of privacy e.g. forums
 - **Informed consent** is where participants can make an informed decision about whether or not they should participate in the research. (see Perrault 2016)
- **Terms & conditions of platforms**
 - Platforms with a login/registration means data is NOT necessarily publicly available (see Zimmer 2010)
 - It will state who 'owns the data' – it may not be the platform
 - It will state if research is permitted
 - It will state if data scraping is permitted
- **Legal considerations**
 - Copyright (e.g. images, blogs), including performance rights (video e.g. YouTube)
 - Data Protection (UK GDPR and Data Protection Act 2018)
 - Local and international legislation may be stricter in other countries, where the platform is hosted, where the owner of the data resides.
- Potential harm/risk to those in images/video, where consent/copyright is not obtained



CC0 Pixabay.com

Perrault, E. K. & Nazione, S. A. (2016) Informed Consent—Uninformed Participants. *Journal of Empirical Research on Human Research Ethics*, 11(3), 274-280.

Ravn, S., Barnwell, A., & Barbosa Neves, B. (2020). What Is "Publicly Available Data"? Exploring Blurred Public–Private Boundaries and Ethical Practices Through a Case Study on Instagram. *Journal of Empirical Research on Human Research Ethics*, 15(1-2), 40–45.
<https://doi.org/10.1177/1556264619850736>

Zimmer. (2010). "But the data is already public": on the ethics of research in Facebook. *Ethics and Information Technology*, 12(4), 313–325.
<https://doi.org/10.1007/s10676-010-9227-5>

AoIR:
<https://aoir.org/>

Issues, concerns, etc

1. What issues or concerns do you have about using social media for research/impact?
2. What training/support do you feel is missing/needed to ensure you create an effective online presence?



Platforms

Impact

- Reach new audiences
- Build reputation
- Promote skills & work
- Collaboration & networking
- Disseminate findings
- Public engagement
- Promotion & career prospects
- press/media/funding bodies
- Influencers in your field



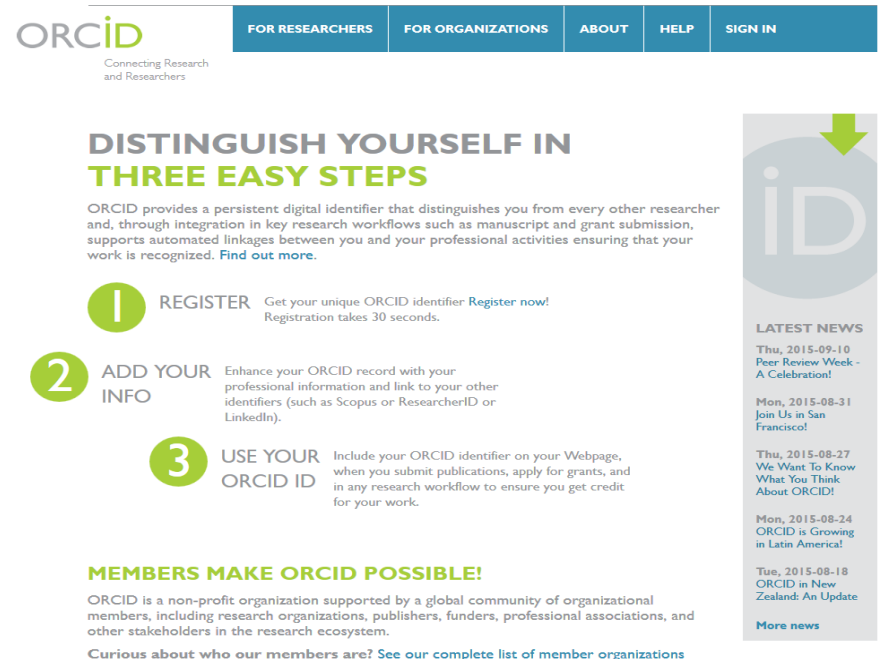
Professional/Research Platforms

- Academia.edu (launched 2008)
 - 37,266,587 academics have signed up to Academia.edu, adding 12,222,503 papers and 1,863,900 research interests
- Researchgate (founded 2008)
 - 9 million users. Scientists and researchers (mainly medicine/biology). Primarily Europe and N. America
- LinkedIn
- ORCID

ORCID

“ORCID provides a persistent digital identifier that distinguishes you from every other researcher and, through integration in key research workflows such as manuscript and grant submission, supports automated linkages between you and your professional activities ensuring that your work is recognized”

<http://orcid.org>



The screenshot shows the ORCID website homepage. At the top left is the ORCID logo with the tagline "Connecting Research and Researchers". To the right is a navigation menu with links for "FOR RESEARCHERS", "FOR ORGANIZATIONS", "ABOUT", "HELP", and "SIGN IN". The main content area features a section titled "DISTINGUISH YOURSELF IN THREE EASY STEPS". This section includes three numbered steps: 1. REGISTER (Get your unique ORCID identifier, Register now! Registration takes 30 seconds.), 2. ADD YOUR INFO (Enhance your ORCID record with your professional information and link to your other identifiers (such as Scopus or ResearcherID or LinkedIn).), and 3. USE YOUR ORCID ID (Include your ORCID identifier on your Webpage, when you submit publications, apply for grants, and in any research workflow to ensure you get credit for your work.). Below this is a section titled "MEMBERS MAKE ORCID POSSIBLE!" which states that ORCID is a non-profit organization supported by a global community of organizational members, including research organizations, publishers, funders, professional associations, and other stakeholders in the research ecosystem. It also includes a link to "See our complete list of member organizations". On the right side of the page, there is a "LATEST NEWS" section with a green arrow pointing down, listing several news items with dates and titles, such as "Thu, 2015-09-10 Peer Review Week - A Celebration!" and "Mon, 2015-08-31 Join Us in San Francisco!". At the bottom of the page, there is a footer with the text "ORCID® is a registered trademark and the ORCID logo and iD icon are trademarks of ORCID, Inc."

ORCID
Connecting Research and Researchers

FOR RESEARCHERS FOR ORGANIZATIONS ABOUT HELP SIGN IN

DISTINGUISH YOURSELF IN THREE EASY STEPS

ORCID provides a persistent digital identifier that distinguishes you from every other researcher and, through integration in key research workflows such as manuscript and grant submission, supports automated linkages between you and your professional activities ensuring that your work is recognized. [Find out more.](#)

- 1 REGISTER** Get your unique ORCID identifier [Register now!](#)
Registration takes 30 seconds.
- 2 ADD YOUR INFO** Enhance your ORCID record with your professional information and link to your other identifiers (such as Scopus or ResearcherID or LinkedIn).
- 3 USE YOUR ORCID ID** Include your ORCID identifier on your Webpage, when you submit publications, apply for grants, and in any research workflow to ensure you get credit for your work.

MEMBERS MAKE ORCID POSSIBLE!

ORCID is a non-profit organization supported by a global community of organizational members, including research organizations, publishers, funders, professional associations, and other stakeholders in the research ecosystem.

Curious about who our members are? [See our complete list of member organizations](#)

LATEST NEWS

Thu, 2015-09-10
Peer Review Week - A Celebration!

Mon, 2015-08-31
Join Us in San Francisco!

Thu, 2015-08-27
We Want To Know What You Think About ORCID!

Mon, 2015-08-24
ORCID is Growing in Latin America!

Tue, 2015-08-18
ORCID in New Zealand: An Update

[More news](#)

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LinkedIn (1)

1. Improve your profile: profile picture, name, summary, custom URL
 2. Collect endorsements and recommendations
 3. Grow your network
 4. Use professional groups
 5. Research graduate career paths e.g. LinkedIn Alumni tool
 6. Include a link to your research e.g. ResearchGate
 7. Add LinkedIn (or ResearchGate to your email signature)
 8. Manage visibility settings – who can see what
- [20 steps to a better LinkedIn profile in 2020 \(LinkedIn help\)](#)

LinkedIn (2)



1. 'About' – add skills, what you are looking for, what you can offer
2. 'Accomplishments' – e.g. conference organiser, PI on a project, obtained funding etc
3. Connect to others – send a personalised message (not the generic one) e.g. I met you at conference x, I really liked your research, would like to connect/collaborate etc...
4. Post updates
5. Customize your URL

A screenshot of the LinkedIn mobile app interface showing the 'Edit your custom URL' dialog box. The dialog box is white with a light gray border and contains the following text: 'Personalize the URL for your profile.', 'www.linkedin.com/in/ louise-connelly-034', and 'Note: Your custom URL must contain 3-100 letters or numbers. Please do not use spaces, symbols, or special characters.' At the bottom right, there are two buttons: 'Cancel' and 'Save'. A red arrow points from the text 'Customize your URL' in the list above to the dialog box. The background of the app shows a navigation bar with 'Home' and 'Me' icons.



Home Moments Notifications Messages



Dr. Erin Williams
@DrErinWill Follows you
Scientist, teacher, writer, Mum. I work on

Tweets 2,160 Following 1,403 Followers 990 Likes 10

Tweets Tweets & replies

Pinned Tweet
Dr. Erin Williams @DrErinWill - Ja
Yaas! Our new paper looking at th



Home Moments Notifications Messages Search Twitter



Dave Reay
@keelingcurve Follows you
Climate change scientist | @EdinburghUni
love Carbon
h3p tinyurl.com

Tweets 3,564 Following 1,053 Followers 1,293 Likes 4,098 Lists 1 Moments 1

Tweets Tweets & replies Media

Pinned Tweet
Dave Reay @keelingcurve · 17 Dec 2018
As a research project it's a chance to verify the science and test the concepts of climate-smart land use in the teeth of Atlantic storms and hungry deer. As our future home, it's the chance to finish life as we started it: with an atmospheric blank slate [nature.com/articles/d4158...](https://www.nature.com/articles/d4158...)



Message

THE UNIVERSITY OF EDINBURGH
CLIMATE CHANGE CENTRE
2019
2019





Beth Christie
@_christiebeth Follows you
Snr Lecturer | Uni. of Edinburgh | Education,
Learning for Sustainability, Outdoor
Learning | FRSGS | FHEA | @LFSScotland |
#sustainability #lfs #outdoorlearning

Scotland, United Kingdom
bethchristie.org
Joined May 2015

Tweets 1,159 Following 1,389 Followers 1,272 Likes 2,242 Lists 1

Tweets Tweets & replies Media

Beth Christie Retweeted
Christiana Figueres @CFigueres · Apr 26
Outrage without optimism leads to defeatism, and optimism without outrage gives us incremental progress. We need both! #OutrageAndOptimism a new podcast on dealing with the climate crisis. Join us. podcasts.apple.com/gb/podcast/out... #GlobalOptimism #FridaysForFuture




Tweet to Message

18 Followers you know

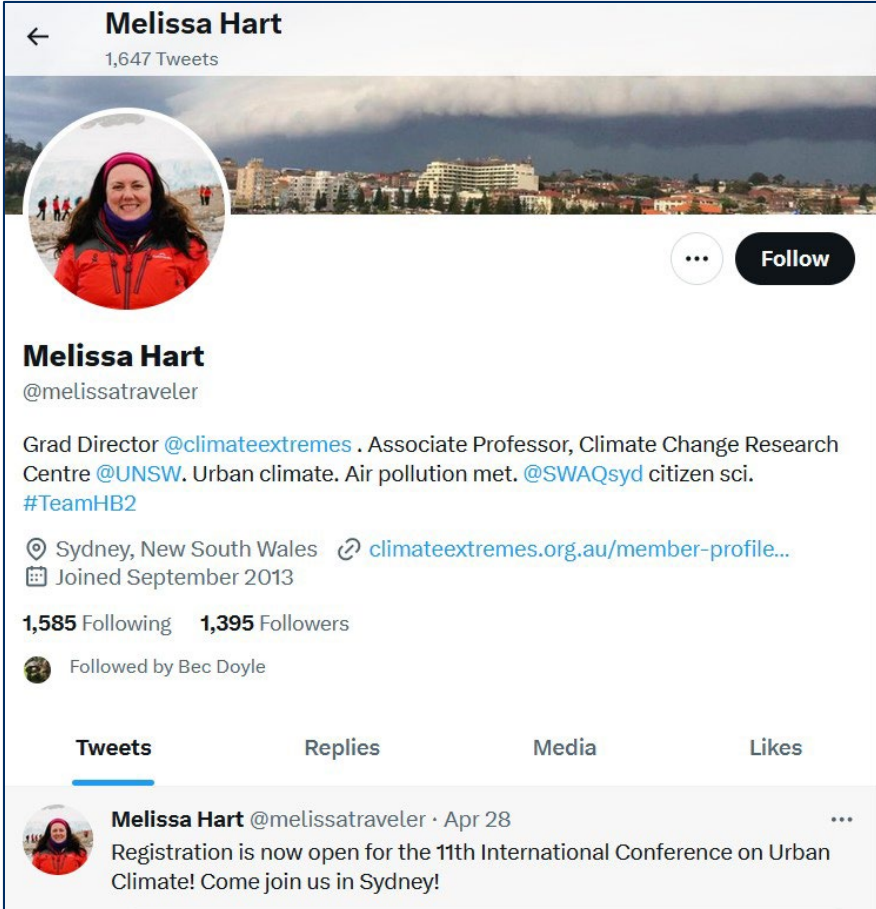


Twitter

- Clear profiles
- Use #
- Pinned tweet
- Regular tweets
- Use of images/video

Before you start: things to think about...

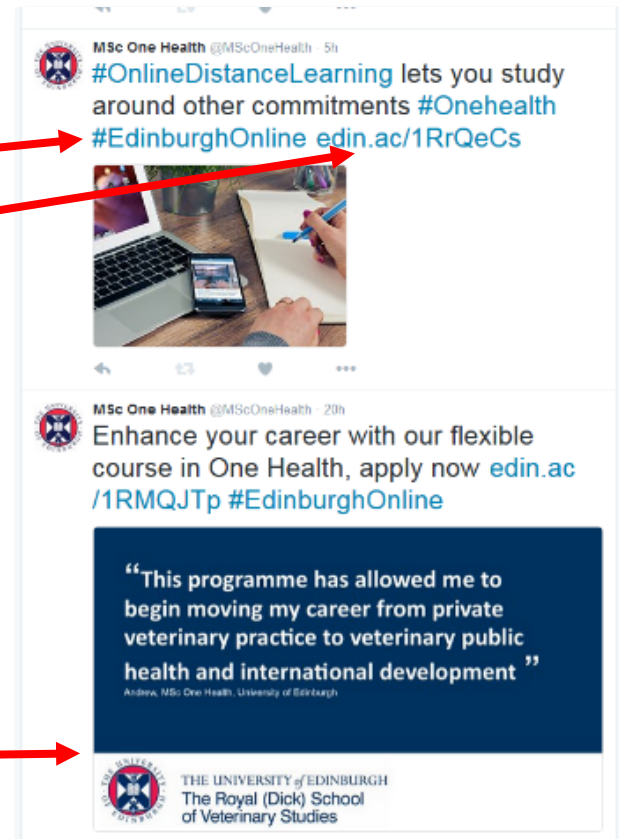
- bio/profile description
- Do you have a keyword (hashtag) e.g. #CancerCare #Volcano #dinosaurs
 - Include this in the profile
- Copyright & Intellectual Property Rights of images
- Consent of animals/people in the images
- Link from website, email signature and other places – promote the (Twitter) accounts



The image shows a screenshot of a Twitter profile for Melissa Hart. At the top, there is a back arrow, the name "Melissa Hart", and "1,647 Tweets". Below this is a header image showing a woman in a red jacket in the foreground and a cityscape in the background. To the left of the header image is a circular profile picture of the same woman. To the right of the profile picture is a three-dot menu icon and a black "Follow" button. Below the header image, the name "Melissa Hart" is displayed in bold, followed by the handle "@melissatraveler". The bio reads: "Grad Director @climateextremes . Associate Professor, Climate Change Research Centre @UNSW. Urban climate. Air pollution met. @SWAQsyd citizen sci. #TeamHB2". Below the bio, the location "Sydney, New South Wales" is shown with a location pin icon and a link to "climateextremes.org.au/member-profile...". Below the location, it says "Joined September 2013". Further down, it shows "1,585 Following" and "1,395 Followers". Below the follower counts, it says "Followed by Bec Doyle" with a small profile picture. At the bottom, there are four tabs: "Tweets" (which is selected and underlined), "Replies", "Media", and "Likes". Below the tabs, a tweet is visible, starting with "Melissa Hart @melissatraveler · Apr 28" and the text "Registration is now open for the 11th International Conference on Urban Climate! Come join us in Sydney!".

The perfect Twitter presence (?)

- Suitable image & banner
- Clear profile description, including
 - a hashtag for promotion
 - Short URL
- Create useful lists
- Regular tweets
 - Events, promotion of work, asks questions, respond to comments, include hashtags, photos, images, video (remember copyright/IP)
 - testimonials
- Schedule tweets
 - Tweetdeck



MSc One Health @MScOneHealth · Apr 20
Join the virtual open day 29 June to discover MSc #OneHealth
#EdinburghOnline ed.ac.uk/studying/postg...



Stretch your legs



Online Presence

“People should remember who you are, what you do and what makes you different.”

Brand You: Turn Your Unique Talents into a Winning Formula,
John Purkiss & David Royston-Lee (Pearson, 2012: 20-21)

Building your 'brand'/online presence

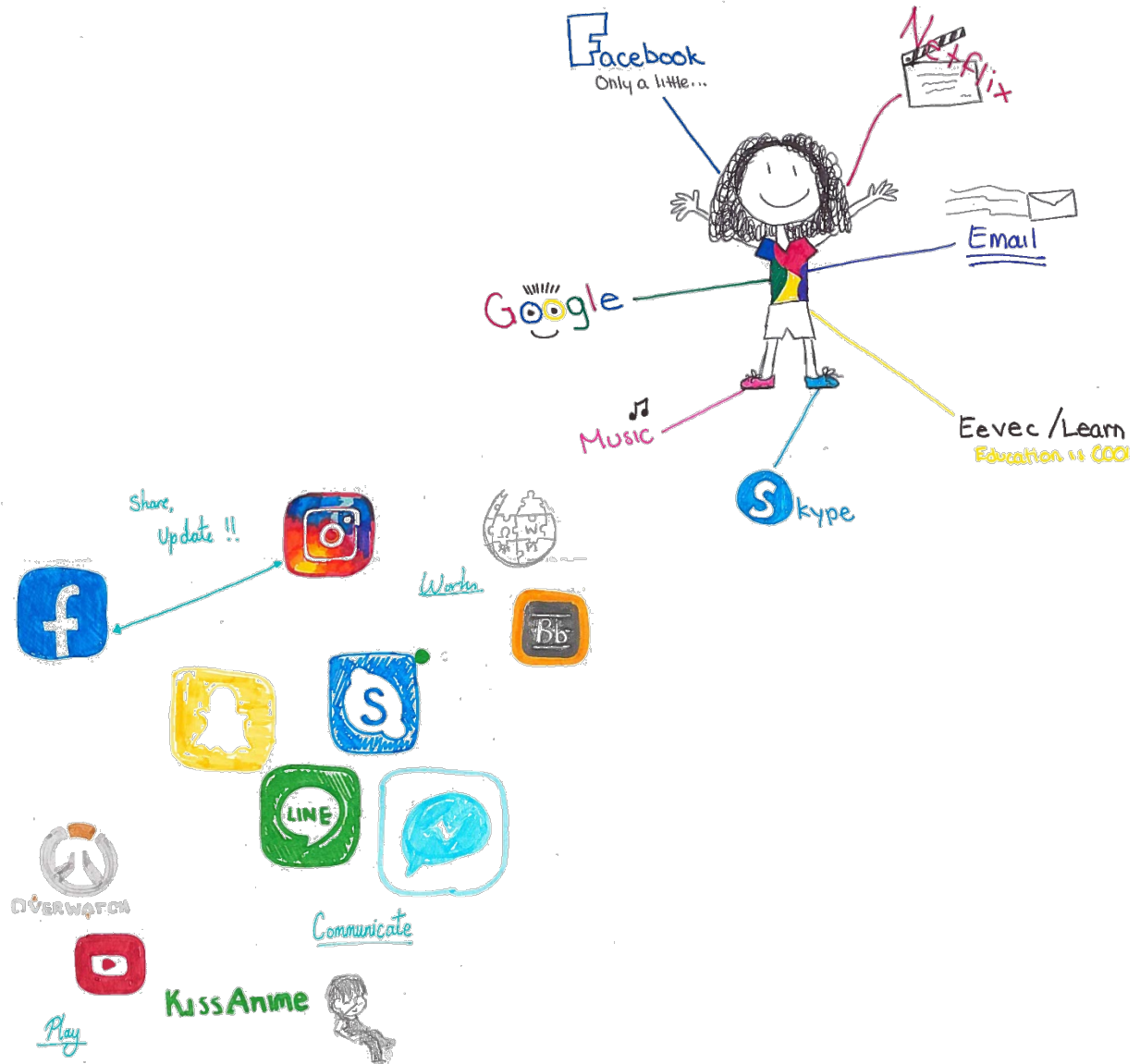
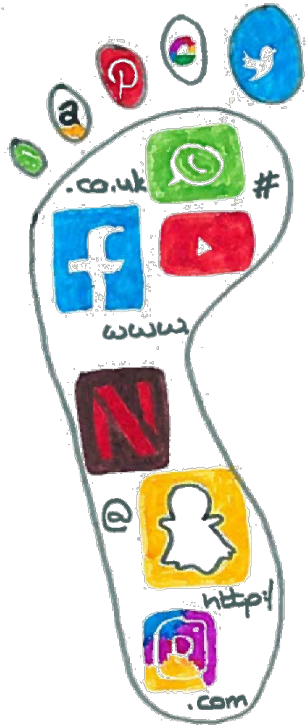
3. What are your skills/talents?

4. What drives you? (values = what you believe is important)

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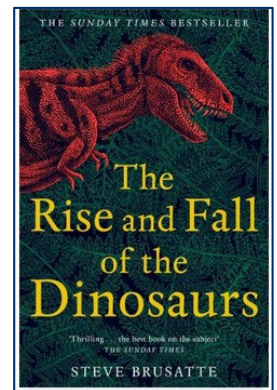
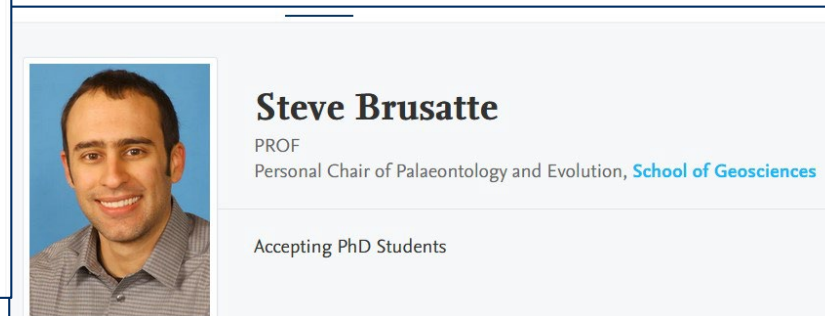
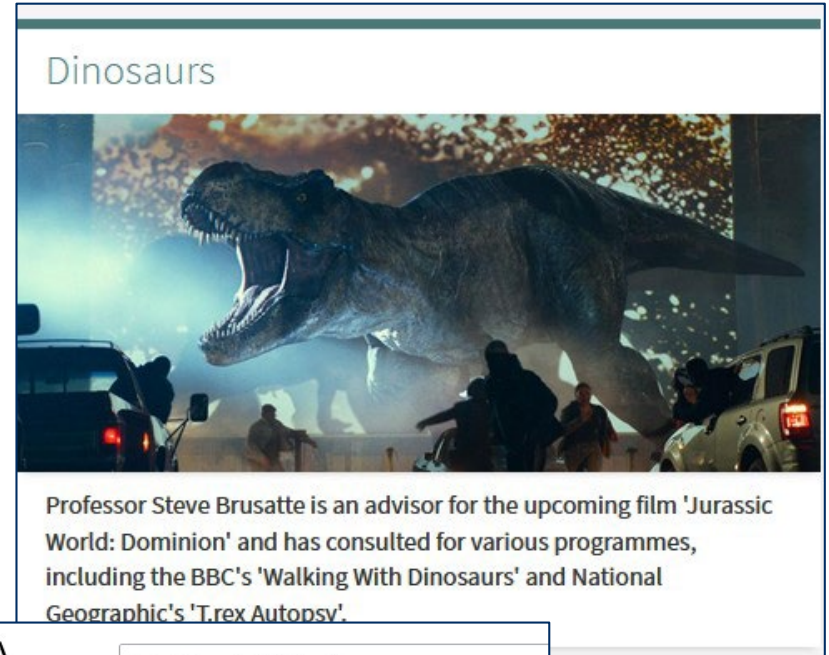


What might an online presence look like?



What might an online presence look like?

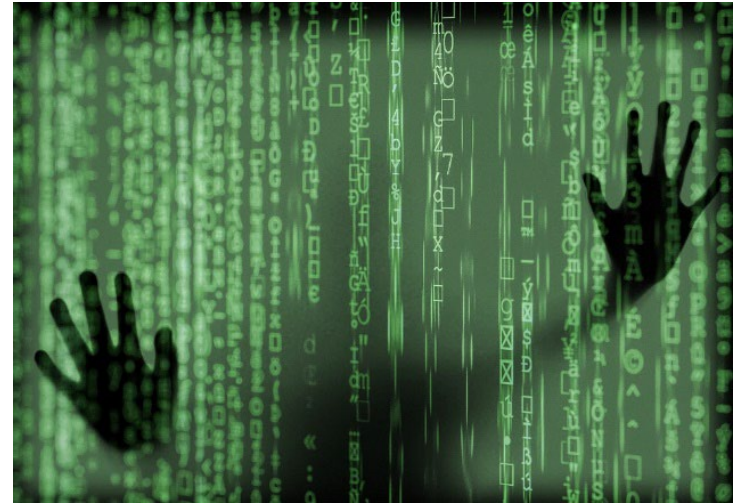
- UoE Website (promotion tool)
- Personal website
- BBC iPlayer
- Twitter @SteveBrusatte
- LinkedIn
- Research profile – ResearchGate & Pure
- Wikipedia



A little cyber searching

Google a lecturer/professor (any one you want to!)- think about the following when your reviewing their online identity:

- Easy to find?
- Is their profile current/up to date?
- What social media platforms are they on?
- Do they use images/ video?
- Who are they following?
- Do they link to other platforms?



[Pixabay CC0](#)

Your Strategy

**Audience
Purpose
Brand/You
Choice of (social) media
Evaluation**

Purkiss, J. & Royston-Lee, D. (2012) Brand you : turn your unique talents into a winning formula / John Purkiss and David Royston-Lee. 2nd edition. Harlow, England ;: Pearson.

Your social media strategy

- Audience
- Purpose
- Brand/you
- Choice of media
- Evaluation

Example

(research area is education and social media)

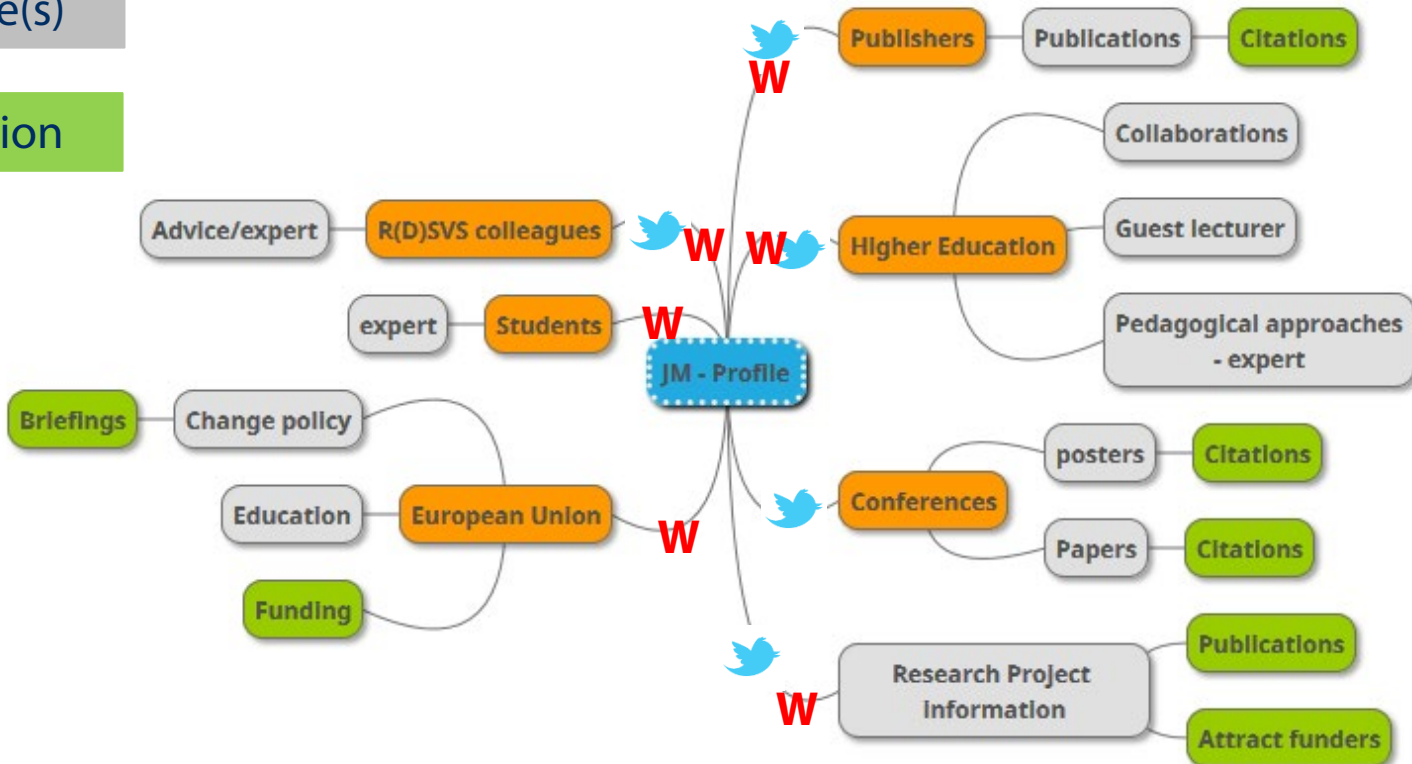
- **Audience:** educators, researchers, interested parties, potential funders, social media companies, students
- **Purpose:** to disseminate research findings, visible online presence, public engagement, teaching profile, information sharing, attract potential PhD and researchers to the University, REF publications, improved engagement with students, industry adviser, public engagement
- **Brand/You:** international collaborator, unique research, contributing to industry/education, author, belief in equality & inclusion
- **Choice of media:** academia.edu, Twitter, LinkedIn, PURE, blog (as a website), Google alerts
- **Evaluation:** blog analytics, Twitter analytics, Google alerts (citations), open access analytics, number of followers, retweets etc.

Mind Map Your Strategy

Audience(s)

Purpose(s)

Evaluation



Platforms are missing from this. would include:

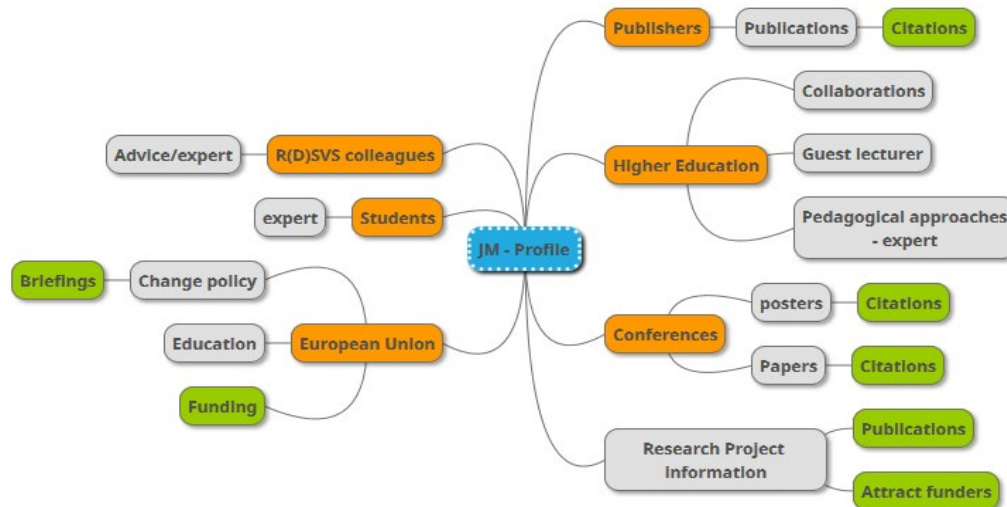
- Website
- Twitter 
- Pure

Brand:

- 1) Animal welfare
- 2) Unique: challenging and controversial topic but required for industry & legislation
- 3) Project management/obtaining grants/collaboration/public speaking
- 4) To improve animal welfare in industry - globally

Your strategy (breakout groups)

- On the flipchart
- Work on a strategy for 1 of the group and think about audience, purpose, platform, brand, evaluation
- Nominate someone to feedback a brief overview



Example

Stretch your legs



Checklist

- Set goals (measurements for impact)
- Update PURE (if applicable)
- Get an ORCID ID
- Brand You: name, image, updated profile(s) for all online presences
- Delete old/unwanted online presences
- Link profiles together (if appropriate)
- Personal vs professional – make it clear!
- Appropriate images (creative commons/copyright)
- Add details to your email signature
- Do you need a page to host all your presences?
- Evaluate impact



Stop, start, continue



[CC0 Pixabay](#)

START

STOP

Continue

Resources

- Purkiss, J. & Royston-Lee, D. (2012) Brand you : turn your unique talents into a winning formula / John Purkiss and David Royston-Lee. 2nd edition. Harlow, England ;: Pearson.
- Managing your digital footprint & links to various e-professional bodies social media guidelines www.ed.ac.uk/iad/digitalfootprint
- Careers Services – Using Social Media
<https://www.ed.ac.uk/careers/students/undergraduates/discover-what-s-out-there/find-out-about-types-of-jobs-and-employers/using-social-media-find-out-stand-out>
- Digital Footprint free course (MOOC)
<https://www.coursera.org/learn/digital-footprint>



Thank You

Email: louise.connelly@ed.ac.uk

Research profile:

<https://www.research.ed.ac.uk/en/persons/louise-connelly>

