

Getting the job done! Practical tools for success

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**Mount
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UNDERSTANDING SCIENTIFIC IMPACT IN THE ONLINE AGE



Traditional vs. Altmetrics

- ▶ Impact can be defined in different ways. Citations are one form of impact as they capture the research built upon.
- ▶ With the rise of technology today we are able to track not just citations but also impact through:
 - Social media mentions
 - Traditional media/news coverage
 - Downloads and views
 - Sharing of scientific output
- ▶ These types of metric are called "Altmetrics" (alternative to the traditional citations based ones)

Why do we need these?

- ▶ Researchers are communicators:
 - Within academia:
 - Presentations and seminars
 - Academic books
 - Journal articles and posters
 - Term papers and essays
 - Meetings and conferences
 - Within society:
 - Speaking at public events
 - Interviews and news mentions
 - Blogs

WHAT DOES YOUR PROFILE LOOK LIKE?



PLUMx Profiles – showing off your research

- ▶ Via PLUMX you will be able to:
 - Feature your research
 - Display the impact of your research via citations, downloads, views and social media attention
 - Display presentations, patents, and social media profiles



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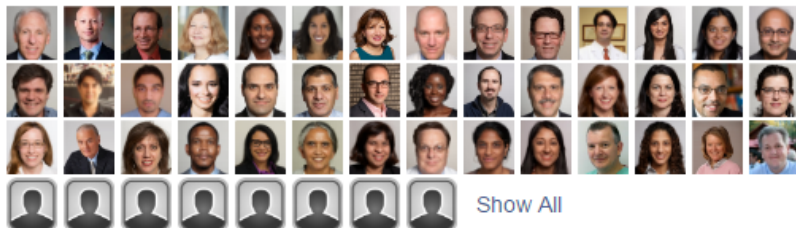
Artifact Summary

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- 2015 World's Most Highly Cited Researchers
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[Patent \(1\)](#)
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BUILDING YOUR ONLINE PRESENCE



WHY BOTHER WITH ONLINE PROFILES?

- ▶ **Collaboration** –online profiles are a great way to network and share ideas.
- ▶ **Customization**- you can tailor your profile more easily.
- ▶ **Site-independence** - your online profile will go with you when you change jobs/institutions.
- ▶ **Robustness** - it's more than a profile – joining groups and discussions on LinkedIn, and following others, can help you with your career interests.
- ▶ **Matching** - algorithms that match you to people with similar interests could lead to unimagined opportunities.

Adapted from [LinkedIn tips for scientists](#)

20 Dec 2012 | 16:23 GMT | Posted by [Catherine de Lange](#) | Category: [Blog](#), [Social media](#)

TOOLS

▶ Professional Networks

- **LinkedIn** www.linkedin.com

Examples:

- <https://www.linkedin.com/in/ronald-tamler-8339943/>
- <https://www.linkedin.com/in/marta-filizola-b0837615/>

- **Doximity**

<https://www.doximity.com/>

Example:

- <https://www.doximity.com/profile/3867977>

▶ Academic & Research Networks

- **ResearchGate**

www.researchgate.net

Example:

- https://www.researchgate.net/profile/Marta_Filizola

- **ORCID** <https://orcid.org>

TIPS

- ▶ Make good use of your LinkedIn **headline**.
- ▶ Use your profile summary to talk about who you are and what you do in more detail.
- ▶ Make sure your profile is **100% complete**.
- ▶ Turn off your **'activity broadcasts'** in your privacy control settings if you are looking for a new job and don't want your employer to know.
- ▶ Include a **photo** on your profile, but make sure it's reasonably professional.
- ▶ **Include links** to other sites, whether they are personal or work-related, as long as they reflect a positive image that you'd like to give out to other professionals.
- ▶ **Update your profile regularly**, so that others will see your activity and to promote all the good work you are doing.

Adapted from

[LinkedIn tips for scientists](#)

20 Dec 2012 | 16:23 GMT | Posted by [Catherine de Lange](#) | Category: [Blog](#), [Social media](#)

WHY ENGAGE IN SOCIAL MEDIA?

- ▶ Active and timely participation in discussions and events.
- ▶ Dissemination and discovery of research materials are increasingly mediated by social media, in the scholarly as well as on the wider Web.
- ▶ Social-media is a key vector to foster usage and positive reception of work.
- ▶ Outreach and public impact is increasingly expected by departments, universities, and funders.

Adapted from Tim McCormick, "[How To Bring Academics to the Social-Media Party? Indirectly,](#)" on tjm.org, January 14, 2013.

TOOLS

▶ **Twitter**

- *Use Buffer to schedule your feeds*
- *Keep a 80-20 rule*
- *Follow relevant people and institutions*
- *Boost your tweets with hashtags, pictures and mentions*

▶ **Facebook**

- *Keep your personal and professional profiles separate*
- *Use Facebook to upload stories and context*

▶ **YouTube**

- *Create a YouTube channel*
- *Share videos on other social media platforms*

▶ **SlideShare**

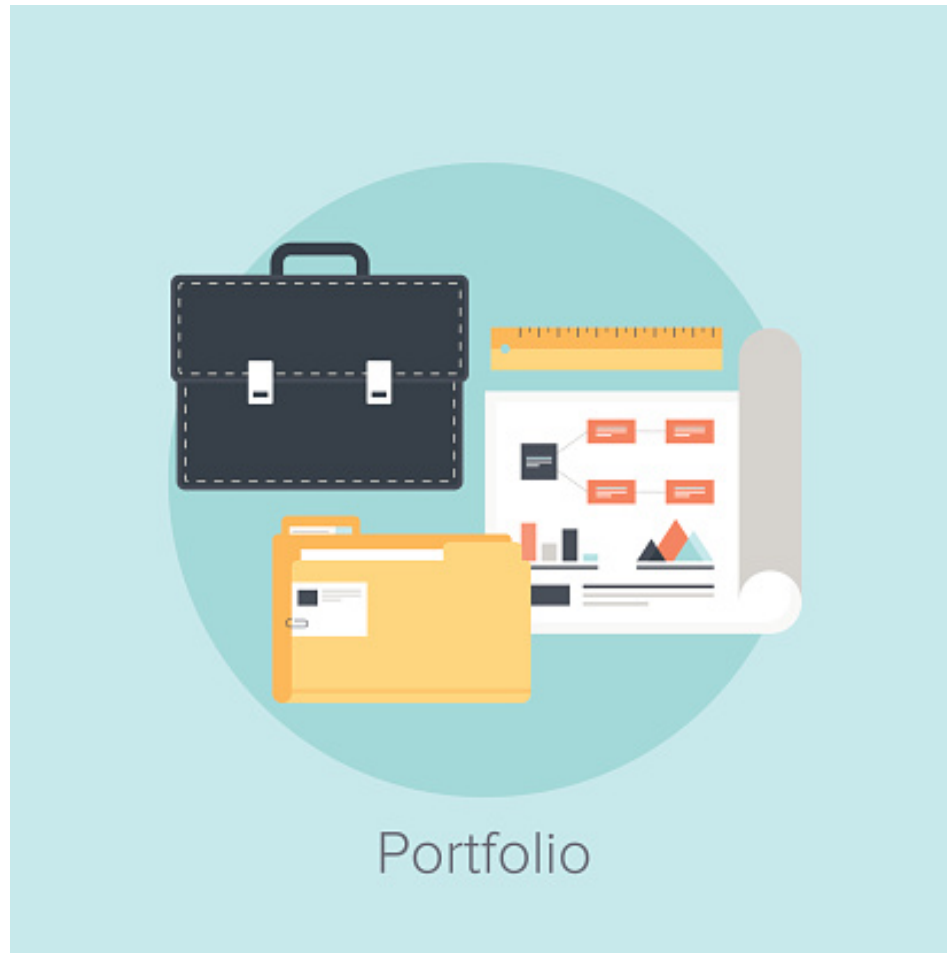
- *Share your presentations*
- *LinkedIn and SlideShare allow for integration*

TIPS

- ▶ **Choose the right tool:** *choose 1 or maybe 2 networking sites that are the best match for you.*
- ▶ **Make yourself known:** *set up an online profile in a way that's accessible for colleagues, journalists and the general public.*
- ▶ **Make a plan and set limits:** *set regular times to check your online networks and to connect with others online.*
- ▶ **Consider your tone:** *the nature of online conversations may vary a lot from one network to another or among groups within a network.*

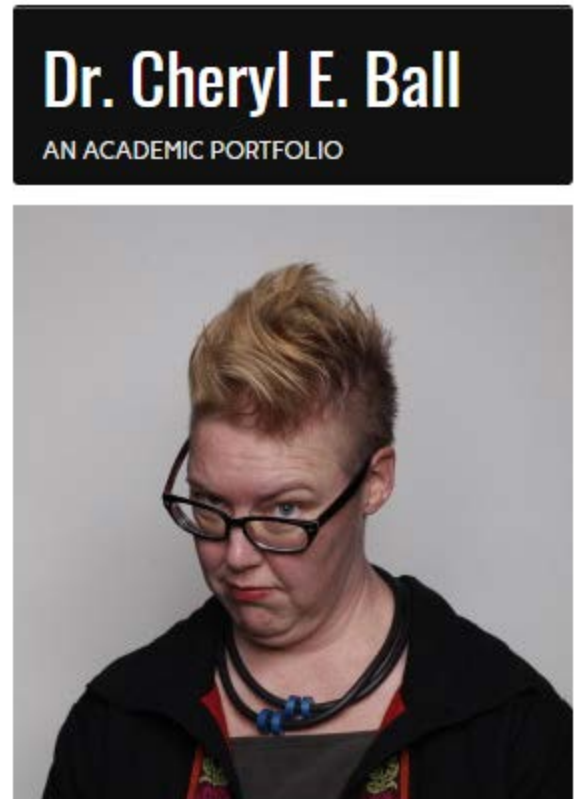
Adapted from [6 Tools & Tips: Online Social Networking for Scientists](#)
Posted by [Kendall Morgan](#) on May 19, 2015 8:17:00 AM

BUILDING YOUR ONLINE PORTFOLIO



WHAT IS AN ACADEMIC PORTFOLIO?

- ▶ An academic portfolio is a thoughtful, organized, and selective collection of documents that illustrate what you've accomplished.
- ▶ An online portfolio consists of:
 - *Teaching and/or educational development*
 - *Scholarship and research*
 - *Service activities (your contributions to the university and to your discipline)*



TOOLS

- ▶ **Googlesites**
<https://sites.google.com/site/ercanlab/research>
- ▶ **PortfolioGen**
<http://www.portfoliogen.com/pgsample2/>
- ▶ **Pathbrite**
<https://pathbrite.com/#maker>

TIPS

- ▶ Keep electronic copies of your publications, presentations and any other output.
- ▶ File your evidence **systematically**.
- ▶ Sort your documentation according to the particular sections of your academic portfolio into which the evidence will go.
- ▶ Be selective.

THE NEXT GEN RESUME IS... AN INFOGRAPHIC!



WHY AN INFOGRAPHIC RESUME?

The goal of an infographic is not just to look cool – it is to help viewers quickly engage with the material and understand the main points.

- **Stand out from the crowd**
- **Demonstrate your creativity and talent**
- **Take control of telling your story**
- **Be a better networker**

Adopted from: [The Ultimate Infographic Resume Guide](#)

[Resumes Resumes & Letters](#)

Posted by [Pamela Skillings](#) on June 18, 2013

TOOLS

- ▶ **Visualize.ME** : connects to LinkedIn profile data
<http://vizualize.me/>
- ▶ **Kinzaa** : creates data-driven infographic resume from LinkedIn profile
<https://kinzaa.com/>
- ▶ **Visual CV**: creates multimedia resume
<https://www.visualcv.com/>
- ▶ **Piktochart**
<https://piktochart.com/>

TIPS

- ▶ **Try a Combination Approach:** *first part infographic, second part (work history) traditional.*
- ▶ **Make It Visually Compelling:** *use as little text as possible, and instead make your points more visual.*
- ▶ **Keep It Simple!**
- ▶ **Don't go over the top with the graphics!** *your resume should still be succinct and easy to read.” — Lauren Ferrara, recruiter for Creative Circle.*

Adapted from: **The Ultimate Infographic Resume Guide**

Posted by Pamela Skillings on June 18, 2013

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