Managing Your “Brand” - Establishing Your Online Identity

Sheila W. Green, MSLS
Medical Sciences Library
sgreen@tamu.edu
What is a “brand”? It’s purpose?

Noun:
a kind or variety of something distinguished by some distinctive characteristic

a mark made by burning or otherwise, to indicate kind, grade, make, ownership, etc.

Blue Bell®
Characteristics of a brand / logo

Consistent & Pervasive

Looks the same every time
Associated with all products
Appears in appropriate places
Has a brand manager

Blue Bell®
Brand “You”

Your name or picture
Your products / research
Your places / profiles
“You” are your own brand manager
Name looks the same every time

Spell it out in full, use initials - Sheila W. Green

Pick a name to publish under and stick to it
  If you’re taking on a spouse’s name, consider hyphenating or adding on the new name

Correct name mistakes before publication
  Shelia, Shiela, Sheela, Shelah, Shelagh, Greene, Greun
Your known products

Peer-reviewed publications / articles
Posters & abstracts
Presentations
Web page content
Syllabi, lecture materials
Reports or white papers
Data
Etc.
Identity Placement – Find “Right Fit”

facebook

twitter

LinkedIn “World’s Largest Professional Network”

ResearchGate “Discover scientific knowledge…”

Academia.edu “Join 39,843,925 Academics…”
Product Linking and Tracking

Minimum

Google Scholar

Citations Profile

ORCiD provides a persistent digital identifier that distinguishes you from every other researcher...

Peer Reviewed Publications
Scopus Author ID, Researcher ID (Web of Science)
Tips for your profile:
DO NOT allow Google Scholar to automatically add or update articles
Items can be added manually
Examples: article citations, works on the open web in TAMU’s OAKTrust, SlideShare, or elsewhere
ORCiD.org

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.
Open Researcher and Contributor ID

• 16-digit random number unique to you
• Persistent, portable and international – moves where you do
• Free – not-for-profit / not aggregating your data
• Private (or not) – you have full control
• Links with different platforms, databases, publishers, funding agencies, universities and professional associations for one or two-way updates that you control
Follow the Brand – Article

You gave permission to link works in ORCiD or added manually

- Scopus Author ID
- Researcher ID
- Many others...
- Scholars@TAMU faculty research discovery tool – work-in-progress
Use ORCiD on all products

- Use the QR code on posters
- Put the link on your other profile sites, on your web page and in your email signature line
- Provide the number to publishers, funders and potential employers

orcid.org/0000-0002-1614-061X

0000-0002-1614-061X
Brand “You” – consistent and pervasive

- Consistent name format, ORCiD
- ORCiD associated with all products and places (profiles, signature lines, webpages)
- Appropriate placement – profile sites, open access, Google Scholar Profile
- Use the tools to manage and curate brand YOU
Help from University Libraries

Best Practices for the Use of Scholarly Impact Metrics (located in OAKTrust)

Office of Scholarly Communication

Your Subject Librarian or Graduate Studies Librarian, Kathy Anders - kanders@library.tamu.edu
Questions?

orcid.org/0000-0002-1614-061X
Sheila W. Green, MSLS
sgreen@tamu.edu