

Getting the job done! Practical tools for success

Gali Halevi, MLS, PhD

Chief Director – Mount Sinai Health System
Libraries

Assistant Professor – Department of Medicine



**Mount
Sinai**

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 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)

Altmetrics



Altmetrics is the creation and study of new metrics based on the Social Web for analyzing and informing scholarship:

▶ Usage

- HTML views, PDF/XML downloads (various sources – eJournals, PubMed Central, FigShare, Dryad, etc.)

▶ Captures

- CiteULike bookmarks, Mendeley readers/groups, Delicio.us

▶ Mentions

- Blog posts, news stories, Wikipedia articles, comments, reviews

▶ Social Media

- Tweets, Google+, Facebook likes, shares, ratings

▶ Citations

- Web of Science, Scopus, CrossRef, PubMed Central, Microsoft Academic Search

Altmetrics Manifesto - <http://altmetrics.org/about/>

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
 - Press Social media Blogs



HOW DOES YOUR PROFILE LOOK LIKE?



PLUMx Profiles – showing your research off

- ▶ 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








 Edit this Group  Embed Widget



Mount Sinai Health System

Artifact Summary

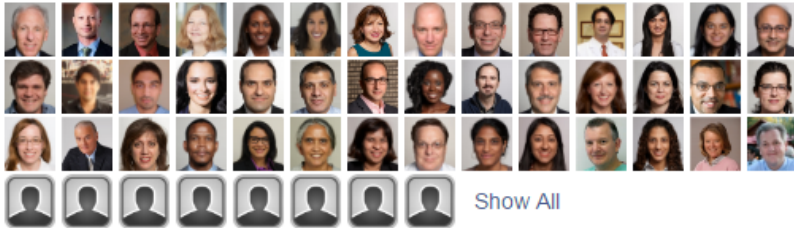
68924	53323	7551	3847	554
				
Book	Article	Review	Chapters	Research

● ● ● ● ● ●

Researchers

 Add Existing Researcher  Add New Researcher

Showing 50 of 1400



Narrow by

 Add Subgroup

Showing 10 of 53

- 2015 World's Most Highly Cited Researchers
- Active PostDocs
- All Researchers 2010-2016
- Anesthesiology
- Books
- Cardiovascular Surgery
- Cell, Developmental, and Regenerative Biology
- Center for Comparative Medicine & Surgery
- Dentistry
- Department of Pharmacological Sciences

[Show All](#)

- [All \(136384\)](#)
[Book \(68924\)](#)
[Article \(53323\)](#)
[Review \(7551\)](#)
[Book Chapter \(3847\)](#)
[Research Artifact \(554\)](#)
[Conference Paper \(546\)](#)
[Letter \(448\)](#)
[Correction \(361\)](#)
[Retraction \(356\)](#)
[Guideline \(282\)](#)
[Reference \(63\)](#)
[Clinical Trial \(35\)](#)
[Web resource \(15\)](#)
[Code / Software \(11\)](#)
[Interview \(10\)](#)
[Blog \(10\)](#)
[Video \(8\)](#)
[Speech \(7\)](#)
[Other \(6\)](#)
[Press Release \(5\)](#)
[Reference Entry \(5\)](#)
[Abstract \(3\)](#)
[Case \(3\)](#)
[Textual Work \(3\)](#)
[Report \(2\)](#)
[Commentary \(2\)](#)
[Patent \(1\)](#)
[Grant \(1\)](#)
[Data \(1\)](#)
[Bibliography \(1\)](#)

[Export Data](#)

BUILDING YOUR ONLINE PRESENCE



WHY BOTHER WITH ONLINE PROFILES?

- ▶ **Collaboration** –online profiles are a great way to network and share ideas.
- ▶ **Tailoring** - 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 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 the one or maybe two networking sites that are the best match for you.*
- ▶ **Make yourself known:** *Set up an online profile in a way that's approachable 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.*

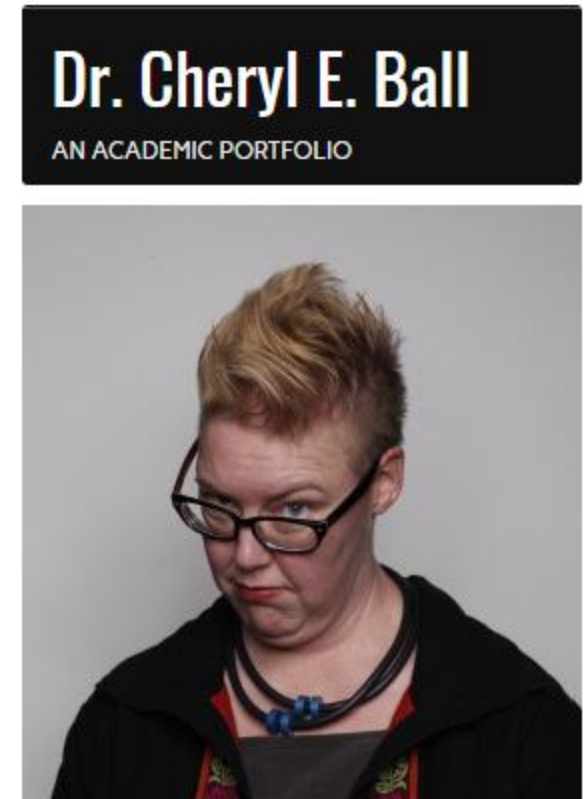
Adapted from [6 Tools & Tips: Online Social Networking for Scientists](#)
Posted by [Kendall Morgan](#) on May 19, 2015 8:17:00 AM

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)*



Adapted from: The Academic Portfolio,
<http://www.unl.edu/gradstudies/current/development/academic-portfolio-1>

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... INFOGRAPHIC



WHY 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 Skillingson June 18, 2013

YOUR LIBRARY ON SOCIAL MEDIA



<https://www.facebook.com/Levy.Library/?ref=bookmarks>



@Levy_Library





Gali Halevi, MLS , PhD
gali.halevi@mssm.edu