

Developing Your Online Presence Series

Session 1 Choosing Your Site

Presented by:
Amelia Strickland
Angie Griffin
Monica Bailey



UNIVERSITY OF CENTRAL FLORIDA
College of Medicine


Session Objectives

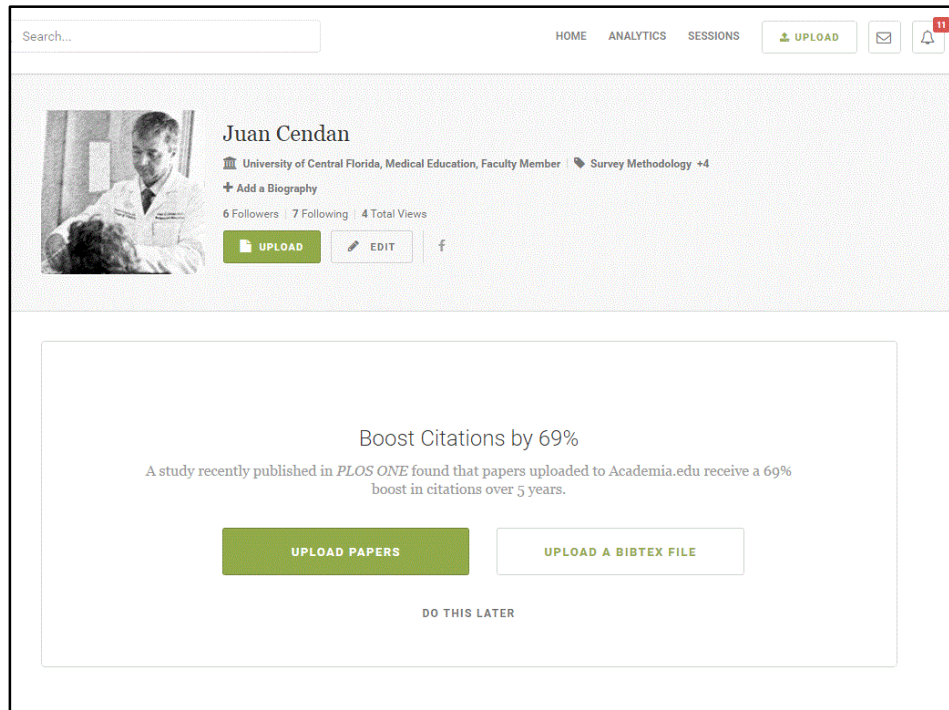
- *Determine* your purpose for developing an online presence
- *Select* a platform to build your online presence that is aligned to your professional development goals

Websites we will be covering...

Research Sites	Social Media Sites
Academia.edu	LinkedIn
Mendeley	Twitter
Research Gate	Facebook
Google Scholar	





Academia.edu

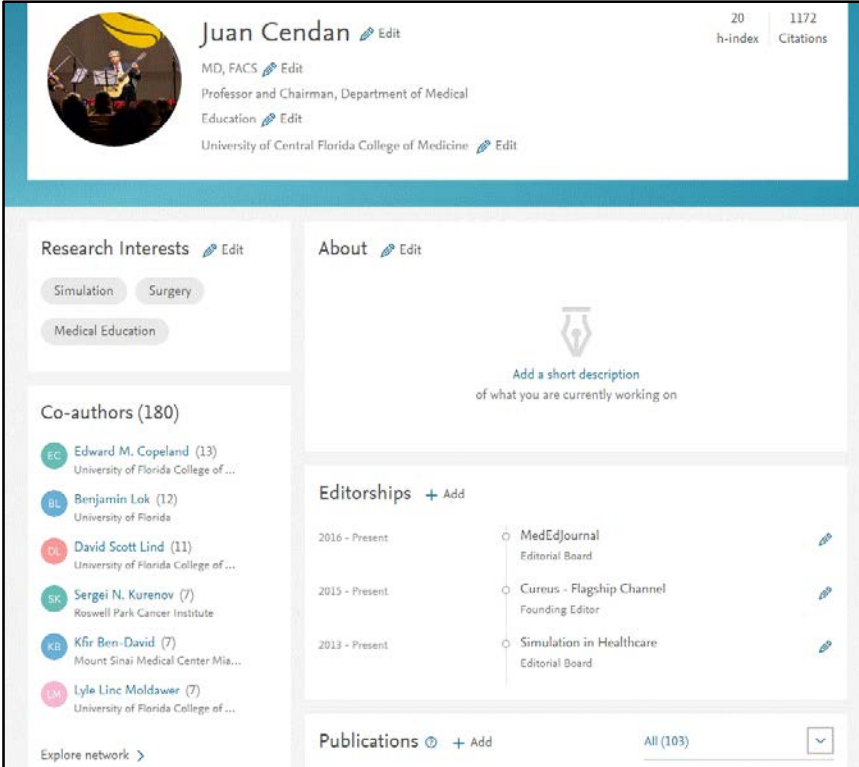
Registered Users	> 43 Million
Organization of Evidence for P&T	✓
Improve Your Citations	
Collaboration Opportunities	✓
Audience	Colleagues
Networking and Self-Promotion	✓
Unique Features	<ul style="list-style-type: none">- 'Sessions' Function- Large repository of papers (>15 million)



The screenshot shows a user profile for Juan Cendan, a Faculty Member at the University of Central Florida. The profile includes a search bar, navigation links (HOME, ANALYTICS, SESSIONS), and an UPLOAD button. The user's bio mentions 'Survey Methodology +4' and shows 6 Followers, 7 Following, and 4 Total Views. Below the profile is a call to action: 'Boost Citations by 69%' with a subtext: 'A study recently published in PLOS ONE found that papers uploaded to Academia.edu receive a 69% boost in citations over 5 years.' There are two buttons: 'UPLOAD PAPERS' and 'UPLOAD A BIBTEX FILE', and a 'DO THIS LATER' link.

Mendeley

Registered Users	> 2 Million
Organization of Evidence for P&T	
Improve Your Citations	
Collaboration Opportunities	
Audience	Colleagues
Networking and Self-Promotion	
Unique Features	<ul style="list-style-type: none">- Desktop and web applications- Auto-extraction of document details




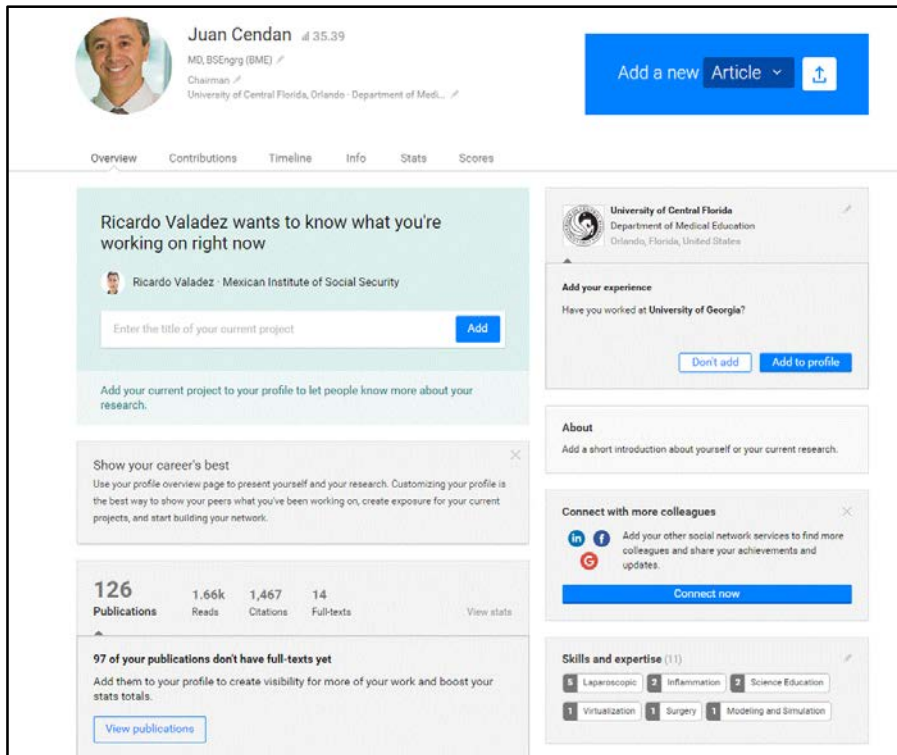
The screenshot shows a Mendeley profile for Juan Cendan. At the top, there is a circular profile picture of a person in a white lab coat and a yellow umbrella. To the right of the picture, the name "Juan Cendan" is displayed with an "Edit" link. Further right, the statistics "20 h-index" and "1172 Citations" are shown. Below the name, the user's credentials are listed: "MD, FACS", "Professor and Chairman, Department of Medical Education", and "University of Central Florida College of Medicine".

The main content area is divided into two columns. The left column contains sections for "Research Interests" (with sub-interests like Simulation, Surgery, and Medical Education), "Co-authors (180)" (listing several colleagues with their affiliations), and "Explore network". The right column contains an "About" section with a placeholder for a short description, an "Editorships" section listing roles like "MedEdJournal Editorial Board" and "Curreus - Flagship Channel Founding Editor", and a "Publications" section showing "All (103)".






Research Gate


Registered Users	> 8 Million
Organization of Evidence for P&T	✓
Improve Your Citations	✓
Collaboration Opportunities	
Audience	Colleagues / Researchers
Networking and Self-Promotion	✓
Unique Features	- H-Index and excluding self-citations scores - RG score



The screenshot shows a ResearchGate profile for Juan Cendan, MD, BSEng (BME), Chairman at the University of Central Florida. The profile includes a navigation bar with tabs for Overview, Contributions, Timeline, Info, Stats, and Scores. A prominent blue button at the top right says "Add a new Article" with a dropdown arrow and an upload icon. Below the navigation bar, there are several sections: a recommendation for Ricardo Valadez with a text input field and an "Add" button; a section for "Add your experience" with a "Don't add" and "Add to profile" button; an "About" section; a "Connect with more colleagues" section with social media icons and a "Connect now" button; and a "Skills and expertise" section with tags for Laparoscopic, Inflammation, Science Education, Virtualization, Surgery, and Modeling and Simulation. A statistics bar shows 126 Publications, 1,66k Reads, 1,467 Citations, and 14 Full-texts. A note at the bottom indicates that 97 of the publications don't have full-texts yet.

Google Scholar

Registered Users	Unlimited
Organization of Evidence for P&T	Limited to citations
Improve Your Citations	
Collaboration Opportunities	
Audience	Colleagues / General Public
Networking and Self-Promotion	
Unique Features	<ul style="list-style-type: none"> - Articles are made available to all who search GoogleScholar - Auto-citation mechanism based off your name



Juan C. Cendan
 Professor of Surgery
 Virtual patients, simulation, medical education, minimally invasive surgery
 Verified email at ucf.edu
 My profile is public

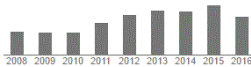
[Change photo](#)

[Edit](#) [Follow](#)

Google Scholar

Citation indices

	All	Since 2011
Citations	1857	1058
h-index	25	19
i10-index	45	30



Add co-authors





- Lyle L. Moldawer + x
- Brent Rossen + x
- Shivashankar Halan + x
- Diego Rivera-Gutierrez + x
- Robert F. Dickerson + x
- Cyrus Harrison + x
- Carla M Pugh + x
- Henry Baker + x
- Kenneth Bogert + x
- Mary Whitton + x

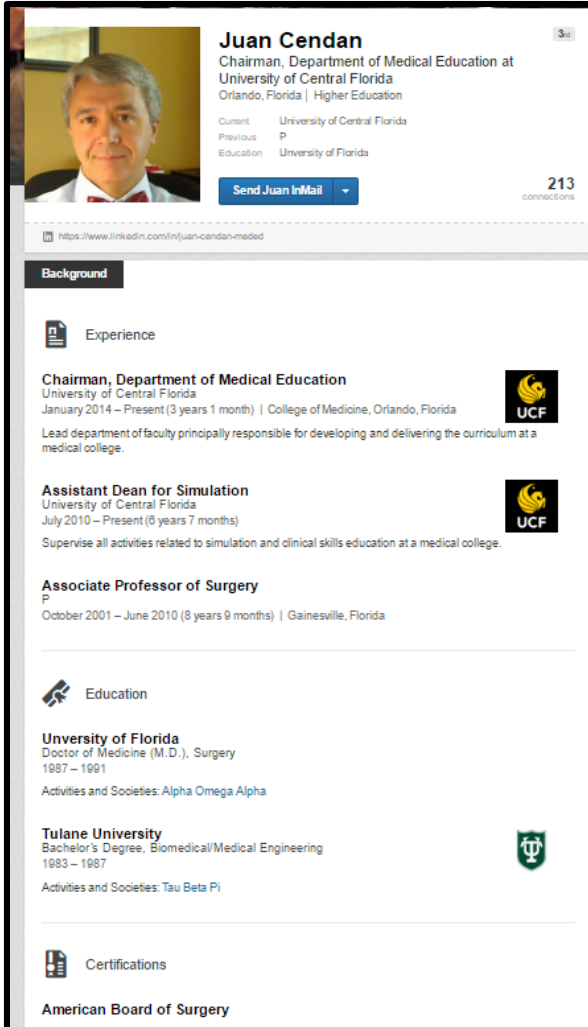
Co-authors Edit...

- Benjamin Lok
- Kyle Johnsen
- Daniel Topf...

<input checked="" type="checkbox"/>	Title	↔ Merge	🗑 Delete	📄 Export	Cited by	Year
<input checked="" type="checkbox"/>	The use of virtual patients to teach medical students history taking and communication skills				148	2006
<small>A Stevens, J Hernandez, K Johnsen, R Dickerson, A Raji, C Harrison, ... The American Journal of Surgery 191 (6), 806-811</small>						
<input checked="" type="checkbox"/>	Accuracy of intraoperative frozen-section analysis of breast cancer lumpectomy-bed margins				114	2005
<small>JC Cendan, D Coco, EM Copeland Journal of the American College of Surgeons 201 (2), 194-198</small>						
<input checked="" type="checkbox"/>	Tumor Cell Nitric Oxide Inhibits Cell Growth in Vitro, but Stimulates Tumorigenesis and Experimental Lung Metastasis in Vivo				111	1996
<small>P Edwards, JC Cendan, DB Topping, LL Moldawer, S MacKay, ... Journal of Surgical Research 63 (1), 49-52</small>						
<input checked="" type="checkbox"/>	Interdisciplinary work flow assessment and redesign decreases operating room turnover time and allows for additional caseload				93	2006
<small>JC Cendan, M Good Archives of surgery 141 (1), 65-69</small>						
<input checked="" type="checkbox"/>	The changing face of surgical education: simulation as the new paradigm				83	2008
<small>DJ Scott, JC Cendan, CM Pugh, RM Minter, GL Dunnington, RA Kozar Journal of Surgical Research 147 (2), 189-193</small>						
<input checked="" type="checkbox"/>	Gastroesophageal reflux after sleeve gastrectomy in morbidly obese patients				82	2011
<small>DD Howard, AM Caban, JC Cendan, K Ben-David Surgery for Obesity and Related Diseases 7 (6), 709-713</small>						

LinkedIn

Registered Users	>467 million
Organization of Evidence for P&T	
Improve Your Citations	
Collaboration Opportunities	
Audience	Colleagues, employers, medical institutions, research institutions
Networking and Self-Promotion	
Unique Features	<ul style="list-style-type: none">-Keep a finger on the industry pulse-See shared connections with colleagues and institutions-Search for new collaboration, research, and job opportunities



Juan Cendan
Chairman, Department of Medical Education at University of Central Florida
Orlando, Florida | Higher Education

Current University of Central Florida
Previous P
Education University of Florida

[Send Juan InMail](#)

213 connections

<https://www.linkedin.com/in/juan-cendan-meded>

Background

Experience

Chairman, Department of Medical Education
University of Central Florida
January 2014 – Present (3 years 1 month) | College of Medicine, Orlando, Florida

Lead department of faculty principally responsible for developing and delivering the curriculum at a medical college.

Assistant Dean for Simulation
University of Central Florida
July 2010 – Present (8 years 7 months)

Supervise all activities related to simulation and clinical skills education at a medical college.

Associate Professor of Surgery
P
October 2001 – June 2010 (8 years 9 months) | Gainesville, Florida

Education

University of Florida
Doctor of Medicine (M.D.), Surgery
1987 – 1991

Activities and Societies: Alpha Omega Alpha

Tulane University
Bachelor's Degree, Biomedical/Medical Engineering
1983 – 1987

Activities and Societies: Tau Beta Pi

Certifications

American Board of Surgery



Twitter

Registered Users	>313 million (active at least once monthly)
Organization of Evidence for P&T	✘
Improve Your Citations	✔
Collaboration Opportunities	✔
Audience	Patients, potential patients, colleagues, research institutions, academic institution, medical institutions
Networking and Self-Promotion	💪
Unique Features	<ul style="list-style-type: none"> -Vast audience -Twitter Meetups – discuss important topics with influencers in your field -Often the fastest way to get breaking news and articles -use of hashtags makes content searchable

Kevin Pho, M.D.
@kevinmd
Physician, author, keynote speaker, USA TODAY's Board of Contributors. Social media's leading physician voice. [KevinMD.com](#) and [KevinMD.com/blog/reputation](#)
Nashua, NH, north of Boston
KevinMD.com
Joined December 2007

TWEETS 38.4K FOLLOWING 21.1K FOLLOWERS 148K LISTS 2


Tweets Tweets & replies Media

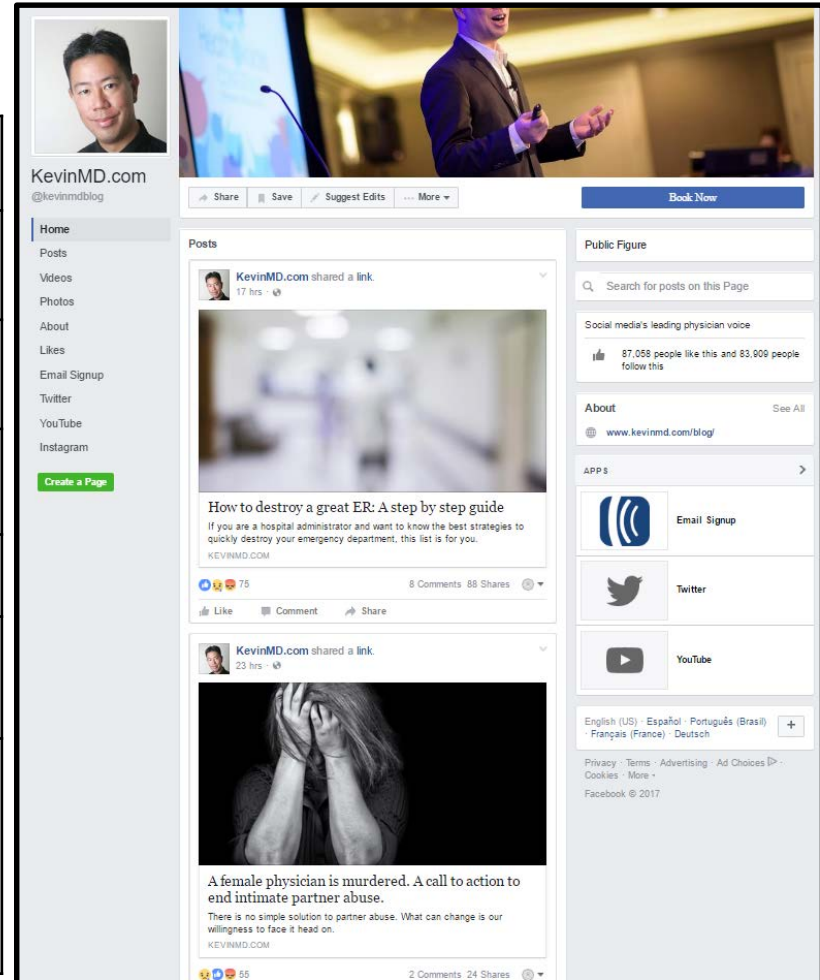
Kevin Pho, M.D. @kevinmd · 58m
Why is my medical oncologist never on time for my appointment? [dlvr.it/N53MnB](#) via @kevinmd

Kevin Pho, M.D. @kevinmd · 3h
Pubic hair grooming means more sexually transmitted infections. Why? [dlvr.it/N50ytn](#) via @kevinmd

Kevin Pho, M.D. @kevinmd · 5h
Hope: Where can I fill a prescription for that? [dlvr.it/N4vdzK](#) via @kevinmd

Facebook

Registered Users	1.18 billion active daily users
Organization of Evidence for P&T	✗
Improve Your Citations	✗
Collaboration Opportunities	✓
Audience	Patients, potential patients
Networking and Self-Promotion	
Unique Features	-Offers a personal way to connect with patients while maintaining professional boundaries -use of hashtags makes content searchable



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Social media's leading physician voice

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If you are a hospital administrator and want to know the best strategies to quickly destroy your emergency department, this list is for you.
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NOW IT'S YOUR TURN...

- Step 1: Pick your site
- Step 2: Using our quick set-up guide, create an account on your site
- Step 3: Familiarize your self with the site
- Step 4: Attend future sessions in this series

Future Sessions

Session 2: Safety and boundaries	February 3
Session 3: Engaging in your chosen platform	March 10
Session 4: Tools for engagement	March 24
Session 5: Strategies for engagement	April 7
Session 6: Measurement tools and statistics	April 14