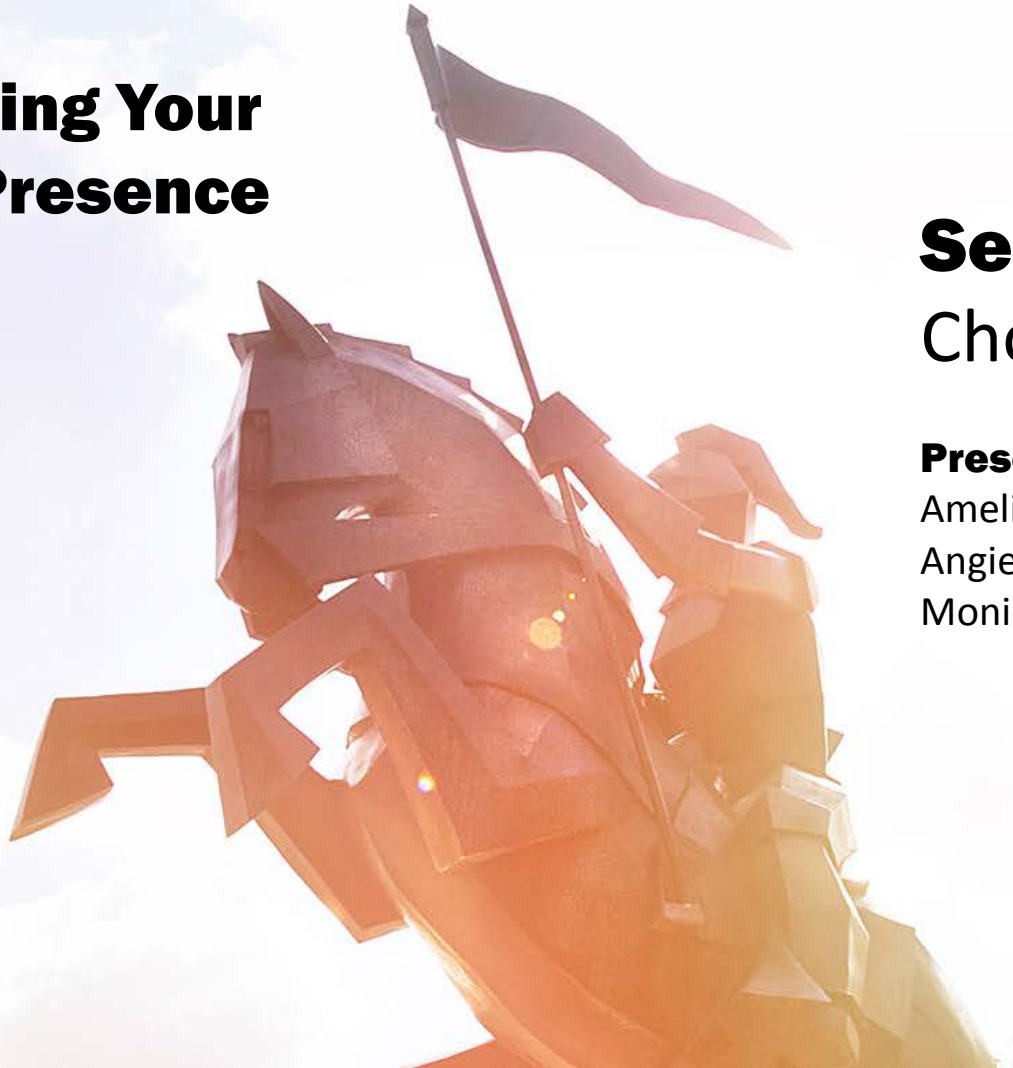
Developing Your Online Presence Series



Session 1

Choosing Your Site

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College *of* Medicine

Session Objectives

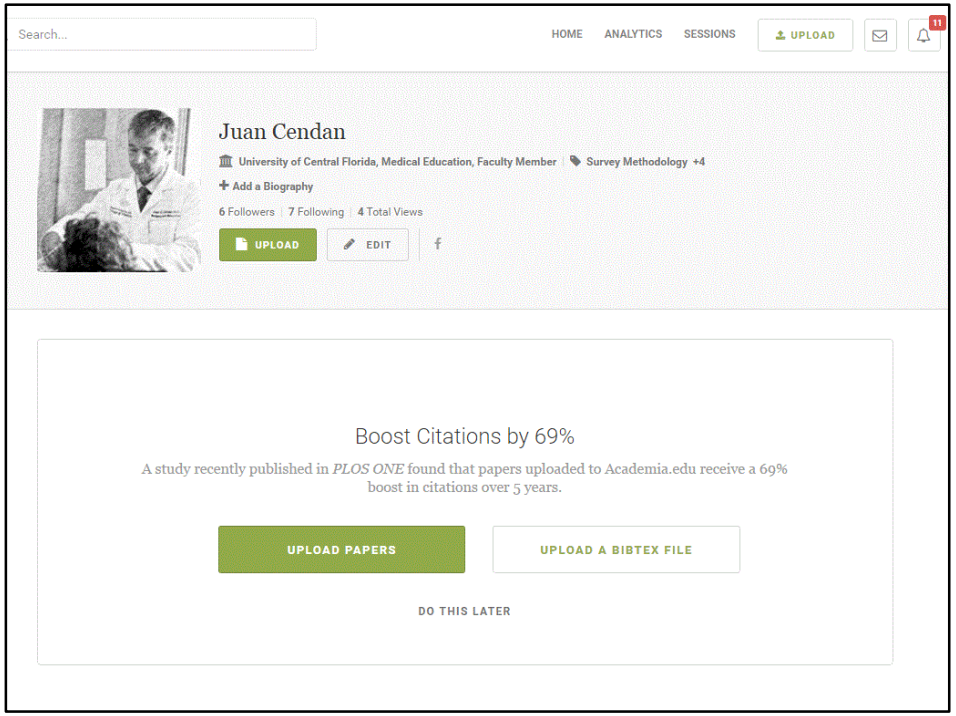
- *Determine* your purpose for developing an online presence
- *Select* a platform to build your online presence that is aligned to your professional development goals

Websites we will be covering…

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

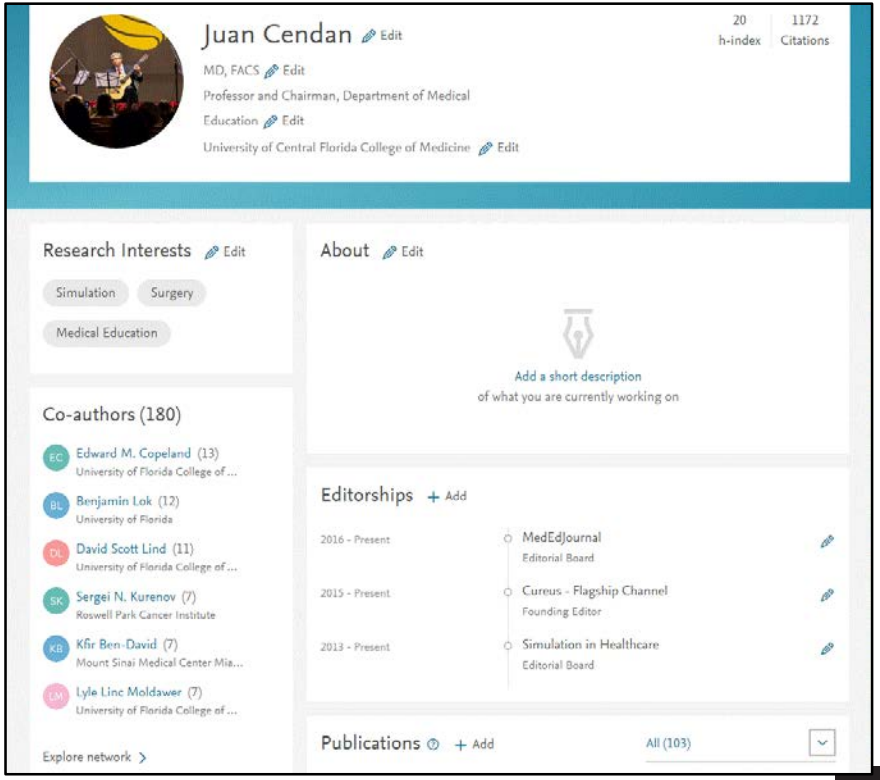
Academia.edu

Registered Users	**> 43 Million**
Organization of Evidence for P&T	✓
Improve Your Citations	
Collaboration Opportunities	✓
Audience	Colleagues
Networking and Self-Promotion	✓
Unique Features	- 'Sessions' Function - Large repository of papers (>15 million)



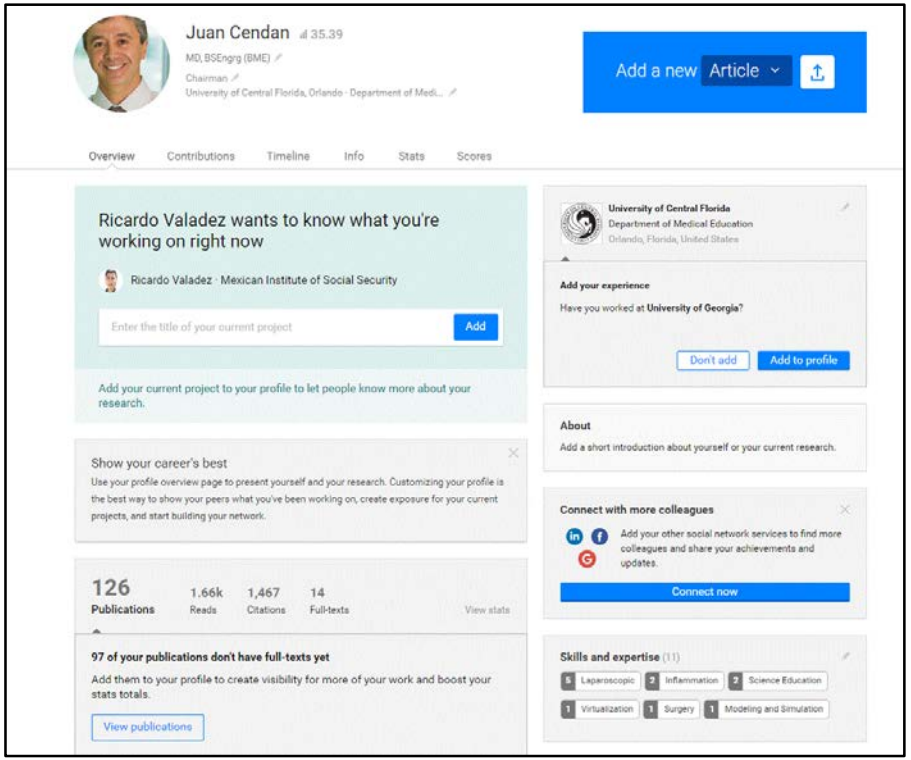
Mendeley

Registered Users	**> 2 Million**
Organization of Evidence for P&T	
Improve Your Citations	✓
Collaboration Opportunities	✓
Audience	Colleagues
Networking and Self-Promotion	✓
Unique Features	- Desktop and web applications - Auto-extraction of document details



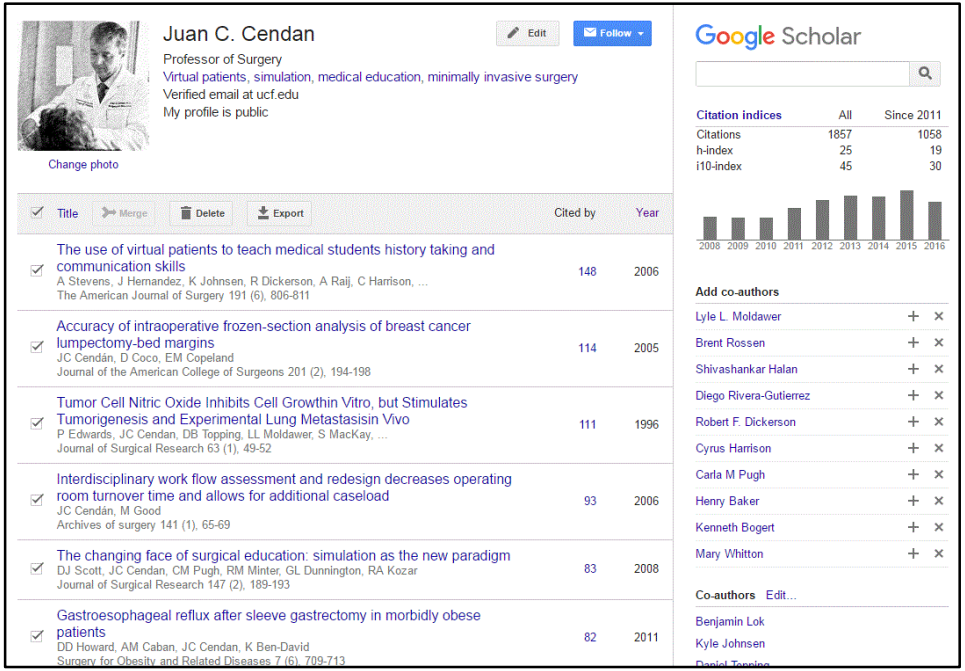
Research Gate

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



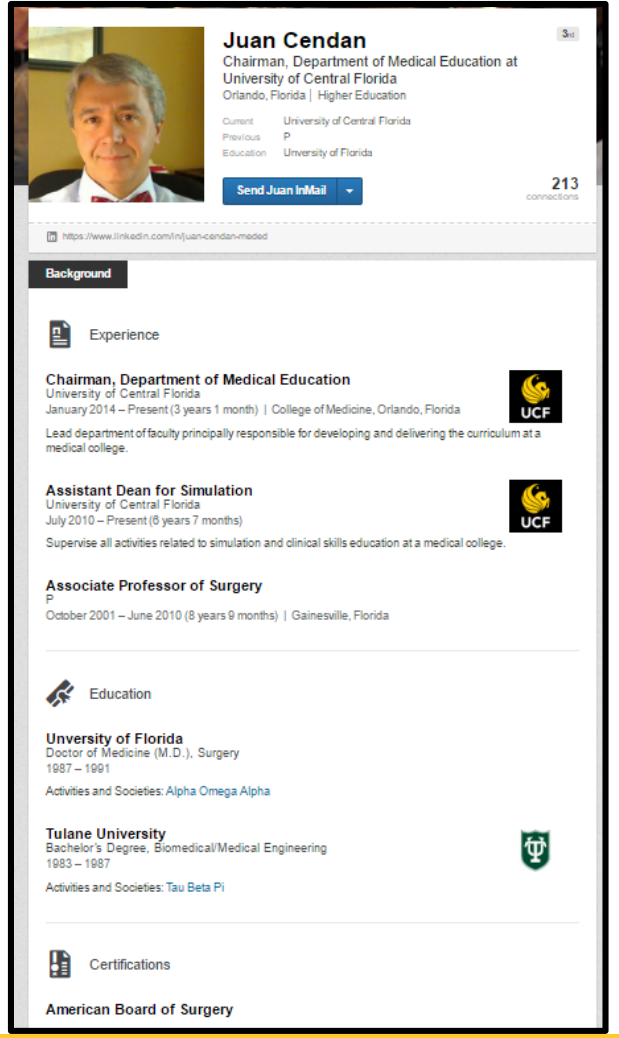
Google Scholar

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	- Articles are made available to all who search GoogleScholar - Auto-citation mechanism based off your name



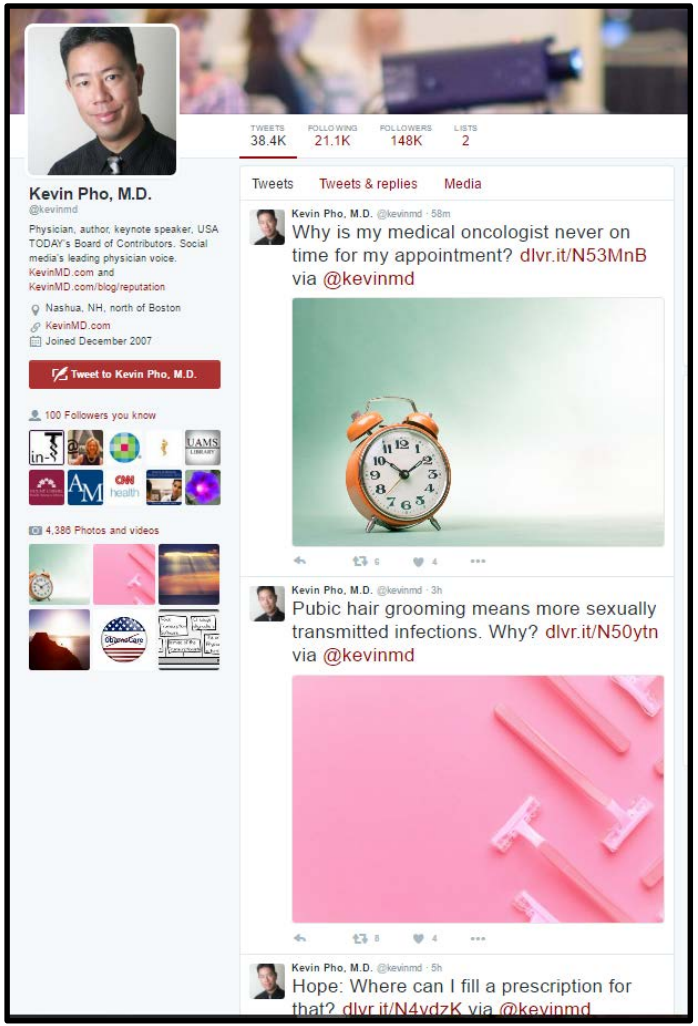
LinkedIn

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	-Keep a finger on the industry pulse -See shared connections with colleagues and institutions -Search for new collaboration, research, and job opportunities



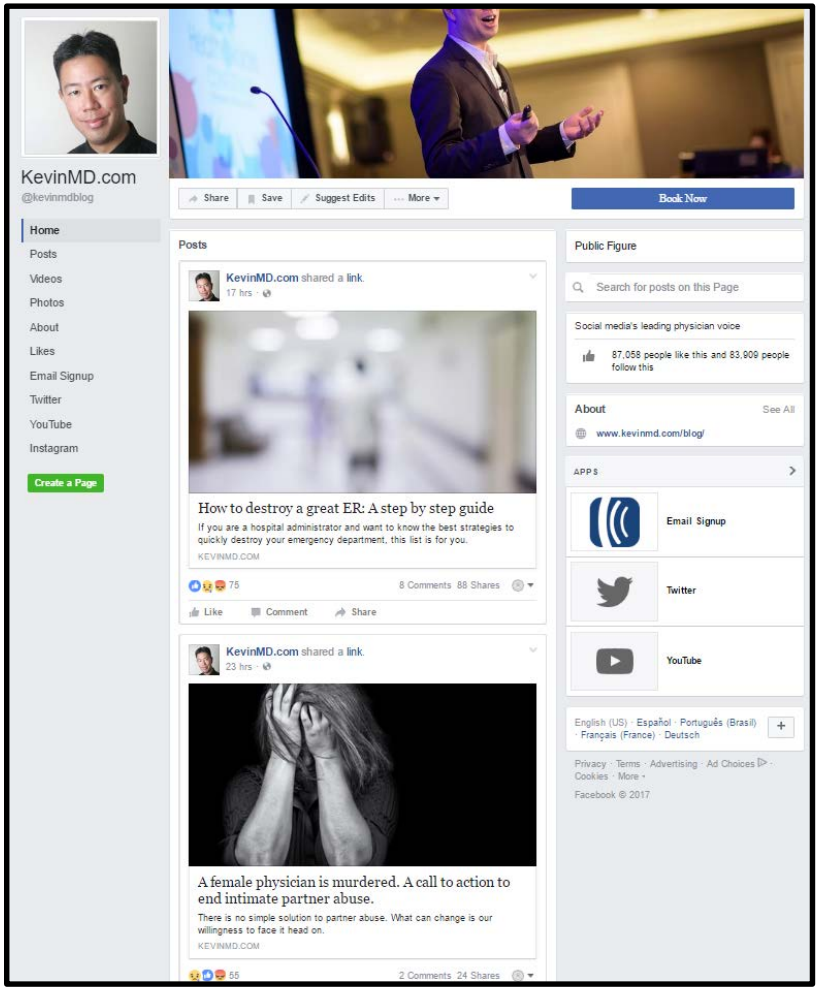
Twitter

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	-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



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



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

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