




























## Developing Your Online Presence Series – Research Oriented Sites

	Academia.edu	Google Scholar	Mendeley	ResearchGate
Registered Users	> 43 million	Unlimited	> 2 million	> 8 million
Organization of evidence for P&T		Limited to Citations		
Improve your citations				
Collaboration Opportunities				
Audience	Colleagues	Colleagues / General Public	Colleagues	Colleagues / Researchers
Networking & Self-Promotion				
Unique Features	<ul style="list-style-type: none"> <li>- 'Sessions' Function</li> <li>- Large repository of papers (&gt;15 million)</li> </ul>	<ul style="list-style-type: none"> <li>- Articles are made available to all who search Google Scholar</li> <li>-Auto-citation mechanism based off your name</li> </ul>	<ul style="list-style-type: none"> <li>- Desktop and web applications</li> <li>- Auto-extraction of document details</li> </ul>	<ul style="list-style-type: none"> <li>- H-Index and excluding self-citations scores</li> <li>- RG score</li> </ul>

## Developing Your Online Presence Series – Social Media Oriented Sites

	Registered Users	Organization of evidence for P&T	Improve your citations	Collaboration Opportunities	Audience	Networking & Self-Promotion	Unique Features
<b>LinkedIn</b>	>467 million				Colleagues, employers, medical institutions, research institutions, general public		-Keep a finger on the industry pulse -See shared connections with colleagues and institutions -Search for new collaboration, research, and job opportunities
<b>Twitter</b>	>313 million (active at least once monthly)				Patients, potential patients, colleagues, research institutions, academic institution, medical institutions, general public		-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
<b>Facebook</b>	1.18 billion active daily users				Patients, potential patients, general public		-Offers a personal way to connect with patients while maintaining professional boundaries -use of hashtags makes content searchable