Why promote and share your research?

- Establish yourself as an expert in your field
- Increase citations, views, and downloads of your work
- Help share the university's research output
- Connect with others who share your interests and increase opportunities for scholarly collaboration
- Influence others by sharing your ideas
- Increase likelihood of future grant funding
- Benefit society when research is translated into public policy, clinical medicine, and the like
- Others?

Establish Your Online Presence: Key Tools

**ORCID**
[orcid.org/](orcid.org/)
Sign up for a free identifier (a 16-digit number) that will uniquely identify you over the course of your career. You can also optionally upload a list of your publications to the ORCID website.

**Google Scholar**
[scholar.google.com](scholar.google.com)
Create an account and populate it with your publications. Optionally, let Google Scholar email you when one of your papers is cited and let it calculate your h-index and total number of citations. If you already have a Google account, you do not need to create a new Google account for Google Scholar.

**Additional Tools**

- Mendeley
- LinkedIn
- Academia.edu
- ResearchGate
- Kudos
- Scopus Author Profile
- Twitter
- Facebook
- Personal website

See the Research Guide for more information.
**Additional Strategies**

- Always use the same form of your name to the extent possible.
- Respond immediately to emails from journalists.
- List yourself as an expert with your university / discipline or association.
- Lay summary: One page summary of your best research that the general public can understand and have it on-hand.
- Publish work in journals that are widely indexed in multiple databases and large databases.
- Ask university press office to issue a press release about your groundbreaking work.
- Personal networking: Attend conferences and meetings and get to know others in your field.
- Cite your research in Wikipedia articles relevant to your work
- Others?

**Additional Resources**

- Impact Factor: [guides.auraria.edu/impactfactor](http://guides.auraria.edu/impactfactor)
- Publish Your Research: [guides.auraria.edu/publishyourresearch](http://guides.auraria.edu/publishyourresearch)
- Mendeley: [guides.auraria.edu/mendeley](http://guides.auraria.edu/mendeley)
- Posters: [guides.auraria.edu/posters](http://guides.auraria.edu/posters)
- Presentations: [guides.auraria.edu/presentations](http://guides.auraria.edu/presentations)
- Scholarly Communications: [guides.auraria.edu/scholarlycommunications](http://guides.auraria.edu/scholarlycommunications)