

# Quick guide: social media platforms

Covered in this workshop	
<b>University Directory</b>	<ul style="list-style-type: none"> <li>• Official researcher profile at University of Auckland</li> <li>• Archive for collecting, preserving and disseminating digital copies of University of Auckland research</li> </ul>
<b>University Research Repository – Research Space</b>	<ul style="list-style-type: none"> <li>• University of Auckland’s Institutional Repository</li> </ul>
<b>Figshare</b>	<ul style="list-style-type: none"> <li>• Institutional Figshare pilot service to publish and support discovery of the University's research data in all formats and subjects.</li> </ul>
<b>Twitter</b>	<ul style="list-style-type: none"> <li>• Microblogging</li> <li>• Showcase your research</li> <li>• Manage your brand</li> <li>• Follow, reply and reshare tweets by researchers</li> </ul>
<b>SciBlogs</b>	<ul style="list-style-type: none"> <li>• Collection of Science bloggers</li> <li>• Hub of scientific analysis</li> <li>• For scientists who want to explain their science and how it relates to society</li> </ul>
<b>Wordpress</b>	<ul style="list-style-type: none"> <li>• Simple blogging platform</li> <li>• DIY</li> <li>• Individual or groups</li> </ul>
<b>ORCID</b>	<ul style="list-style-type: none"> <li>• Researcher identifier</li> <li>• One authoritative record of your publications</li> <li>• Used by various institutions, funders, publishers</li> </ul>
<b>The Conversation</b>	<ul style="list-style-type: none"> <li>• Independent not-for-profit media outlet</li> <li>• Uses content sourced from the academic and research community (must be a member of an academic institution and proven academic record).</li> </ul>
<b>Altmetric</b>	<ul style="list-style-type: none"> <li>• Aggregates mentions</li> <li>• Uses the metrics from tools used</li> </ul>

<b>Not covered in depth in this workshop</b>	
<b>Kudos</b>	<ul style="list-style-type: none"> <li>• Explain in “plain language” – what your publication is and why it is important – add links to material to provide context</li> <li>• Share it on social media</li> <li>• Measure the effects on clicks, views, downloads, citations, altmetrics = learn which communication channels are most effective</li> </ul>
<b>Researchgate</b>	<ul style="list-style-type: none"> <li>• Researcher profile – 13+ million users</li> <li>• Upload or link to your publications – be aware of copyright infringements</li> <li>• Provides metrics and can follow researchers</li> </ul>
<b>ImpactStory</b>	<ul style="list-style-type: none"> <li>• Aggregates mentions</li> <li>• Uses the metrics from tools used</li> </ul>
<b>Academia.edu</b>	<ul style="list-style-type: none"> <li>• Researcher profile – 53+ million users</li> <li>• Upload or link to your publications. – be aware of copyright infringements</li> <li>• Provides metrics and can follow researchers</li> </ul>
<b>LinkedIn</b>	<ul style="list-style-type: none"> <li>• 500+ million members, 1.9+ million academics</li> <li>• Manage your professional identity and build your professional network</li> </ul>