

Increasing the Visibility and Impact of Your Research

For more information visit: <https://guides.library.unlv.edu/reputation-management>

Research Metrics

Use programs to measure your research visibility and impact at multiple levels. This may be especially useful for those on tenure and promotion tracks.

General Metrics:

Publish or Perish
Google Scholar
Academia.edu
ResearchGate



Level Metrics by:

Journal
Book
Article
Author

Scholar IDs

It is highly encouraged that you use scholar ids, especially ORCID ID. This author tool can help promote your research independent of journal, book, or article metrics.



ORCID ID
(preferred)

Scopus[®]

Scopus Author Identifier

RESEARCHERID

ResearcherID

Tips for Managing your Online Presence

- Search for yourself across several platforms to see what others see
- Update profiles regularly
- Remain professional
- Engage with campus resources
- Manage your privacy settings
- Create google alerts for research notifications



Social Media

Using social media can help promote your work and reach larger audiences. Consider the examples below and increase your exposure by using tags/hashtags to connect networks and organizations.



Twitter



Facebook



LinkedIn



YouTube



Instagram



Snapchat



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