

Developing your online profile

University of Suffolk Graduate School
Researcher Development Programme

Dr Christopher Huggins
January 2021

Agenda

- ❖ Discussion: why develop an online profile – the pros and cons.
- ❖ Setting up your institutional profile.
- ❖ Setting up your institutional repository profile.
- ❖ Setting up your Google Scholar profile.
- ❖ Claiming your ORCID ID.
- ❖ Setting up your own website.
- ❖ Blogging and communicating research in an online environment.
- ❖ Developing a professional social media presence.

Key take away – you have an online presence (whether you know it / like it or not), so you need to put yourself in control of that and make it work for you.

About me

- ❖ Associate Professor in Politics.
- ❖ Associate Dean for Learning, Teaching and Student Experience in the School of Social Science and Humanities.

- ❖ PhD, University of Portsmouth, 2015.

- ❖ Research interests: subnational governance, multi-level politics and governance in the EU, UK-EU relations and Brexit, pedagogy of politics.

- ❖ Research projects
 - ❖ Transnational local government networking (PhD research, 2010-2015)
 - ❖ Impact of Brexit on local government (post-PhD, 2016-2017)
 - ❖ Brexit and fisheries governance (2017-current, ESRC-funded project tied to UK in a Changing Europe initiative)

Your thoughts on developing an online profile.

Why do it?

What are the advantages?

What are the drawbacks?

What do you do already?

Get a university web profile

- ❖ My profile: <https://www.uos.ac.uk/people/dr-christopher-huggins> (out of date, but it's in the process of being updated!)
- ❖ Gives you external credibility as a research affiliated to the university.
 - ❖ Can help with building your network.
 - ❖ Can help with fieldwork / securing participants.
 - ❖ Can help with wider public engagement.
- ❖ Setting up:
 - ❖ If a member of staff, talk to your School Coordinator.
 - ❖ If a PhD student, talk to the Graduate School.

The screenshot shows a web browser window displaying the University of Suffolk's website. The URL in the address bar is uos.ac.uk/people/dr-christopher-huggins. The page features a yellow header with the University of Suffolk logo and a search bar. The main content area has a yellow background and displays the following information:

Dr Christopher Huggins
Senior Lecturer in Politics

A portrait photograph of Dr. Christopher Huggins, a man with short dark hair, wearing a light-colored shirt and a tie.

Dr Christopher Huggins joined the University of Suffolk as Senior Lecturer in Politics in July 2018.

Christopher was awarded his PhD from the University of Portsmouth in 2015. Before joining Suffolk, he held positions at Keele University, the University of Aberdeen and the University of the West of Scotland.

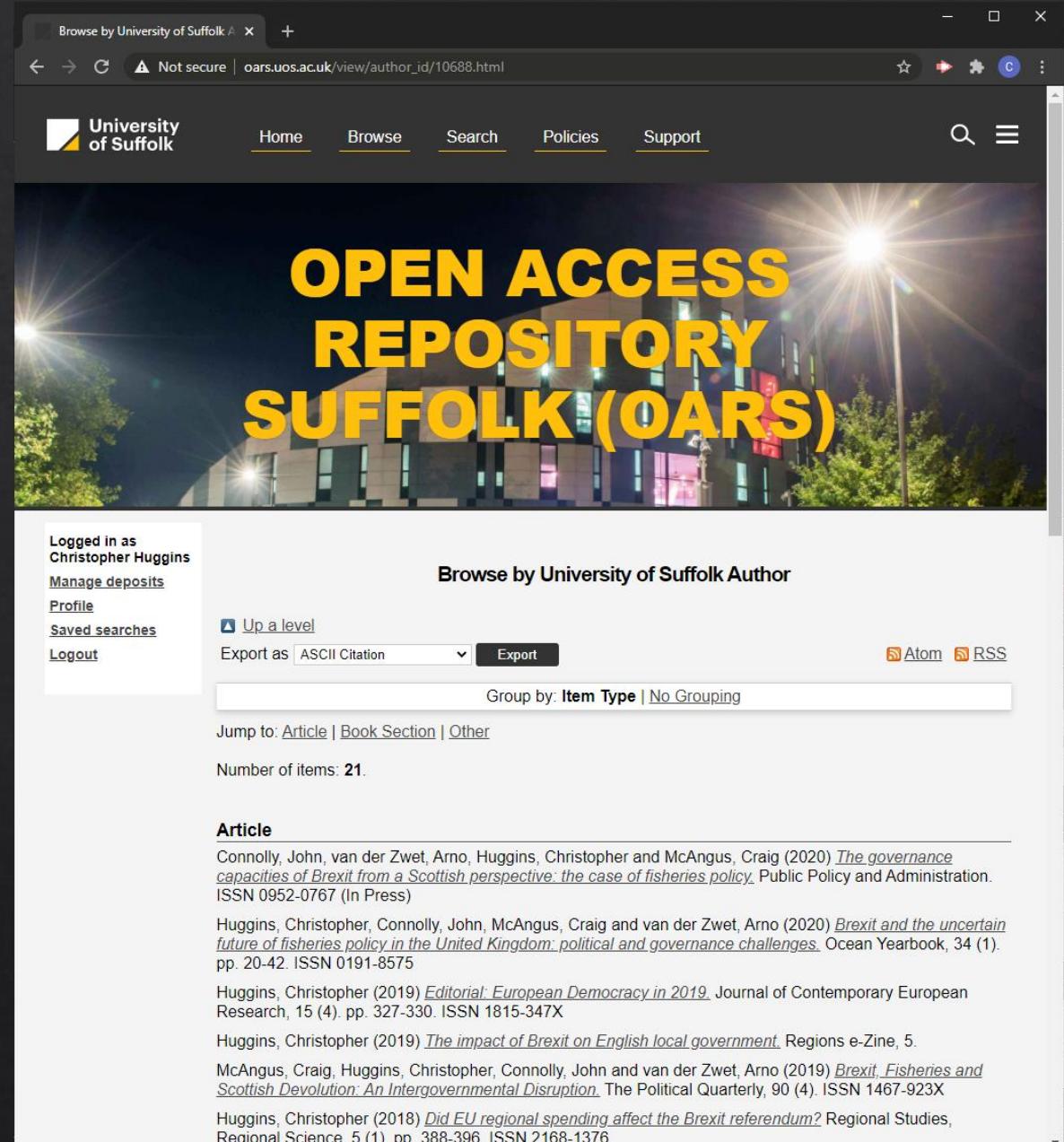
Christopher's main research interests surround subnational politics, European Union politics and Brexit. In particular, his research focuses on the European and international engagement activities of local authorities and the impact of Brexit on local government. Christopher is also part of a project team working to **understand the impact of Brexit on UK fisheries policy**. This project, which is part of **The UK in a Changing Europe**, explores what lessons the UK can learn from other non-EU countries such as Iceland, Norway and the Faroe Islands, and also examines how the repatriation of fisheries policy from the EU will affect the UK's devolution settlement.

Christopher is also co-editor of the **Journal of Contemporary European Research**.

At the bottom right, there is a "Chat live with us" button with a speech bubble icon.

Set up a profile on the institutional repository

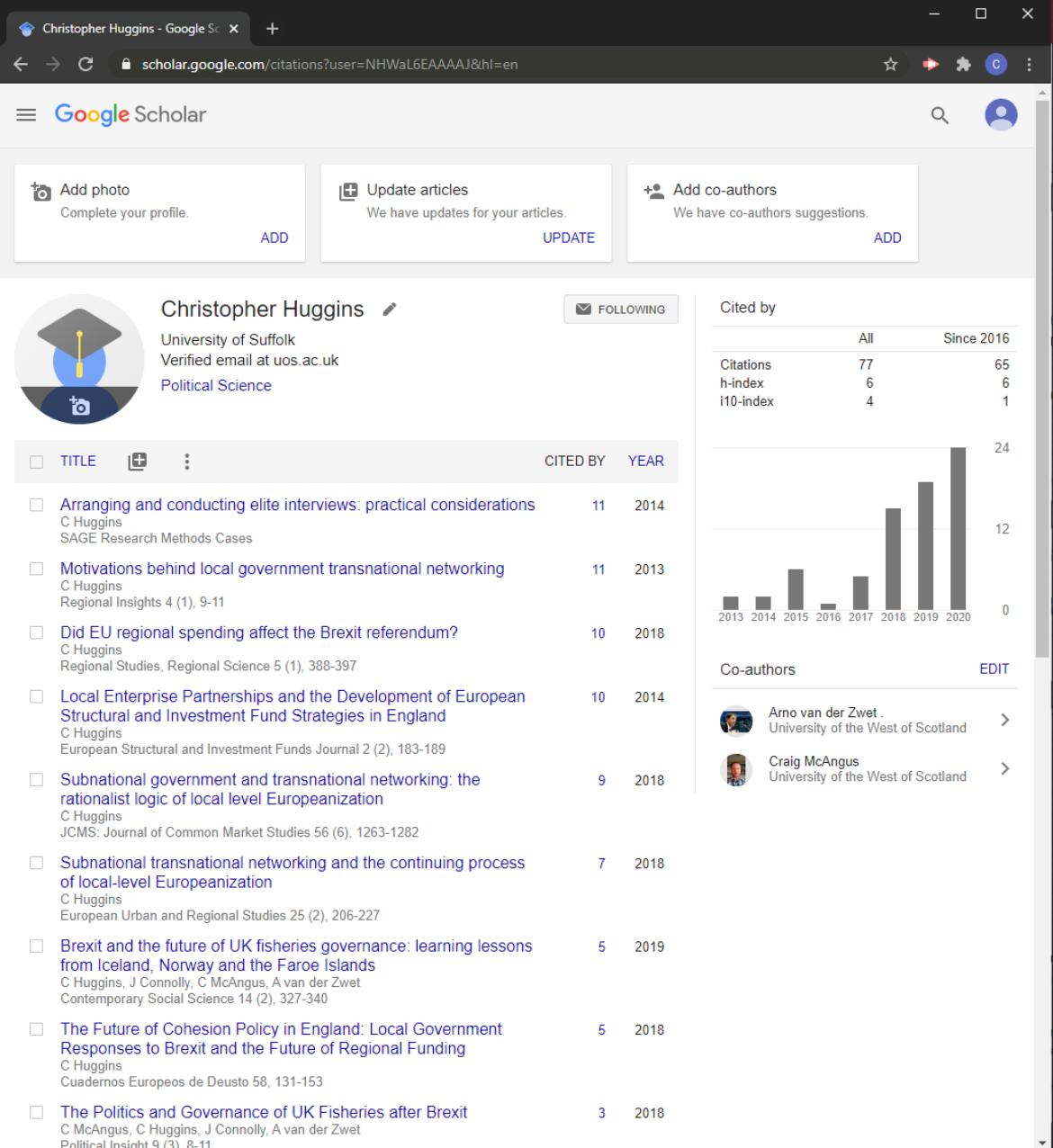
- ❖ <http://oars.uos.ac.uk/>
 - ❖ Set up by emailing: oars@uos.ac.uk
 - ❖ My profile:
http://oars.uos.ac.uk/view/author_id/10688.html
 - ❖ More details:
<https://libguides.uos.ac.uk/research/openaccess>
- ❖ Enhances accessibility of your published research through 'Green Open Access'.
- ❖ A prerequisite for eligibility to be included in REF (e.g. all accepted journal articles must be deposited within three months of acceptance (not publication)).
- ❖ Demonstrates your research contribution to the wider institutional research culture.



The screenshot shows the homepage of the University of Suffolk Open Access Repository (OARS). The header features the University of Suffolk logo and navigation links for Home, Browse, Search, Policies, and Support. A search bar and a menu icon are also present. The main banner has a night scene background with streetlights and the text "OPEN ACCESS REPOSITORY SUFFOLK (OARS)" in large yellow letters. On the left, a sidebar shows the user is logged in as Christopher Huggins, with options for Manage deposits, Profile, Saved searches, and Logout. The main content area displays a search interface with "Up a level", "Export as ASCII Citation", "Export" button, and "Atom" and "RSS" feeds. It also shows a "Browse by University of Suffolk Author" section and a list of 21 items under the "Article" category, including titles like "The governance capacities of Brexit from a Scottish perspective: the case of fisheries policy", "Brexit and the uncertain future of fisheries policy in the United Kingdom: political and governance challenges", and "The impact of Brexit on English local government".

Set up a profile on Google Scholar

- ❖ <https://scholar.google.com/>
 - ❖ My profile:
<https://scholar.google.com/citations?user=NHWaL6EAAAJ&hl=en>
- ❖ Claim your publications and link them to your profile.
- ❖ Links to Google Scholar academic search engine.
- ❖ Allows you to track your citations, which can help with keeping up-to-date in your field.
- ❖ Advice on setup here:
<https://libguides.reading.ac.uk/boost/google-scholar-profile>



The screenshot shows a Google Scholar profile page for Christopher Huggins. At the top, there are three buttons: 'Add photo' (with 'Complete your profile.'), 'Update articles' (with 'We have updates for your articles.'), and 'Add co-authors' (with 'We have co-authors suggestions.'). Below these is a section for 'Cited by' with a bar chart showing citation counts from 2013 to 2020. The chart shows a significant increase in citations over time, starting around 2014. On the right, there's a 'Co-authors' section with links to profiles for Arno van der Zwet and Craig McAngus, both from the University of the West of Scotland. The main area displays a list of Christopher Huggins' publications, each with a title, author(s), year, and a small preview icon. The publications include:

Title	Author(s)	Year
Arranging and conducting elite interviews: practical considerations	C Huggins	2014
Motivations behind local government transnational networking	C Huggins	2013
Did EU regional spending affect the Brexit referendum?	C Huggins	2018
Local Enterprise Partnerships and the Development of European Structural and Investment Fund Strategies in England	C Huggins	2014
Subnational government and transnational networking: the rationalist logic of local level Europeanization	C Huggins	2018
Subnational transnational networking and the continuing process of local-level Europeanization	C Huggins	2018
Brexit and the future of UK fisheries governance: learning lessons from Iceland, Norway and the Faroe Islands	C Huggins, J Connolly, C McAngus, A van der Zwet	2019
The Future of Cohesion Policy in England: Local Government Responses to Brexit and the Future of Regional Funding	C Huggins	2018
The Politics and Governance of UK Fisheries after Brexit	C McAngus, C Huggins, J Connolly, A van der Zwet	2018

Claim your ORCID ID

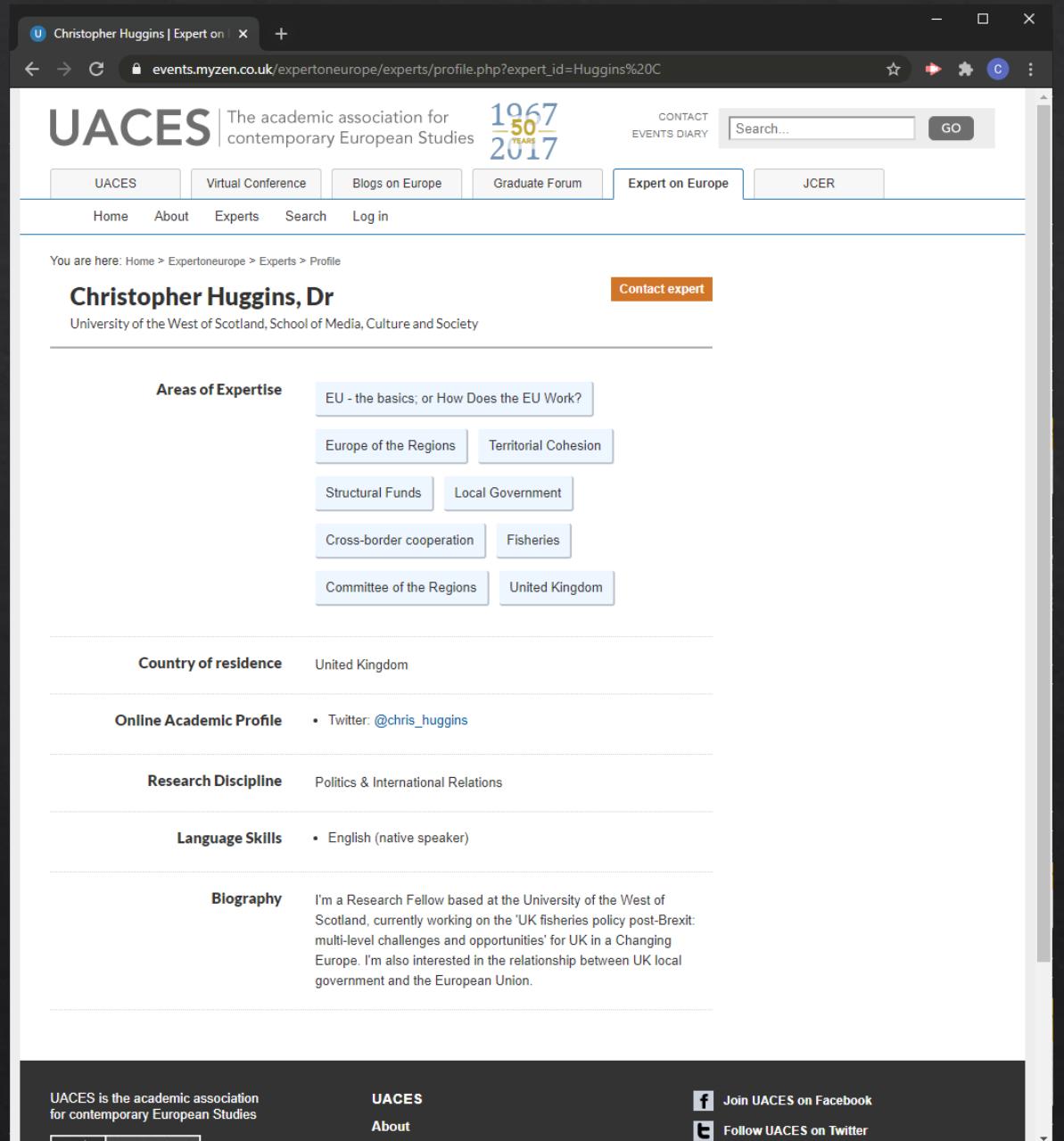
- ❖ <https://orcid.org/>
 - ❖ Register: <https://orcid.org/register>
 - ❖ My profile: <https://orcid.org/0000-0002-0108-7887>
- ❖ Functions as a unique academic identifier, allowing you to claim your outputs.
- ❖ Most journal publishers will now offer the opportunity to include your ORCID ID on published article – make sure you take up the offer!
- ❖ Once set up, tends to look after itself.

The screenshot shows the ORCID profile page for Christopher Huggins (ORCID iD: 0000-0002-0108-7887). The page includes a navigation bar with links for About, For Researchers, Membership, Documentation, Resources, and News & Events. A cookie consent banner at the top states: "ORCID uses cookies to improve your experience and to help us understand how you use our websites. Learn more about how we use cookies." Below the banner, the ORCID logo and tagline "Connecting Research and Researchers" are displayed. The user's name, Christopher Huggins, is shown in a green box. The profile section displays the ORCID iD and a link to the profile page (<https://orcid.org/0000-0002-0108-7887>). Below this, there are sections for Employment (6), Education and qualifications (1), and Works (18 of 18). The "Works" section lists three publications with checkboxes next to them, indicating they are preferred sources. The publications are:

- The governance capacities of Brexit from a Scottish perspective:
The case of fisheries policy
Public Policy and Administration
2020-07-01 | journal-article
DOI: 10.1177/0952076720936328
Part of ISSN: 0952-0767
Part of ISSN: 1749-4192
- Brexit and the Uncertain Future of Fisheries Policy in the United Kingdom: Political and Governance Challenges
Ocean Yearbook Online
2020-06-04 | journal-article
DOI: 10.1163/9789004426214_003
Part of ISSN: 2211-6001
- Modes of State Governance, Populist Pressures and Public Sector Reform
International Series on Public Policy
2020 | book-chapter
DOI: 10.1007/978-3-030-55586-3_4
Part of ISBN: 9783030555856
Part of ISBN: 9783030555863
Part of ISSN: 2524-7301
Part of ISSN: 2524-731X

Get set up on expert directories

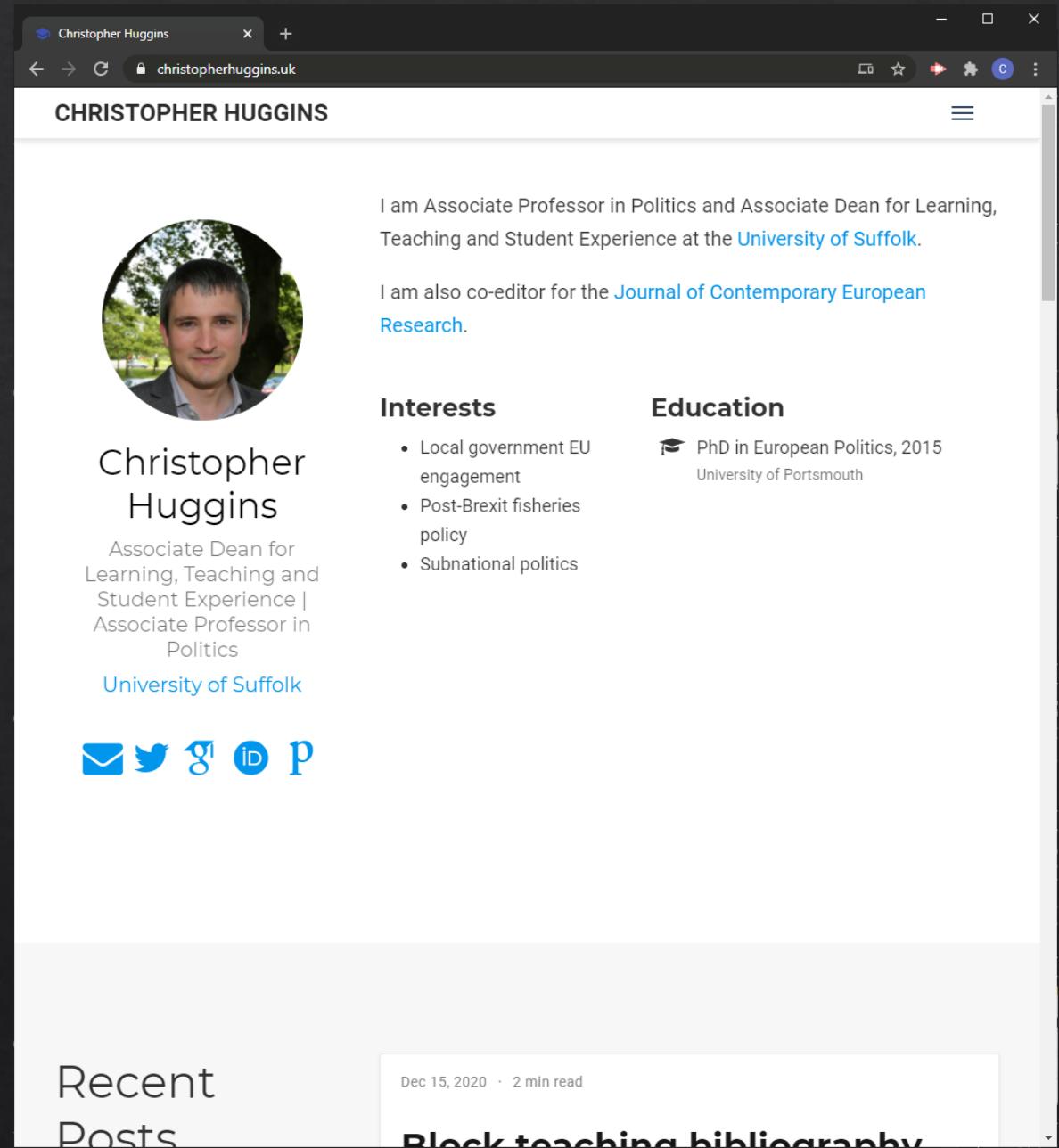
- ❖ Many academic associations / learned societies have expert directories – use them!
- ❖ Often used by media as a way to identify academic expertise / commentators.
- ❖ Also helps build your profile among academic networks.
- ❖ My profile on UACES's 'Expert on Europe' directory:
https://events.myzen.co.uk/expertoneurope/experts/profile.php?expert_id=Huggins%20C (again it's out of date and I should update it!)



The screenshot shows a web browser displaying the UACES website at events.myzen.co.uk/expertoneurope/experts/profile.php?expert_id=Huggins%20C. The page is for Christopher Huggins, Dr., a Research Fellow at the University of the West of Scotland, School of Media, Culture and Society. The page includes sections for Areas of Expertise (EU basics, Europe of the Regions, Structural Funds, Cross-border cooperation, Committee of the Regions), Country of residence (United Kingdom), Online Academic Profile (Twitter: @chris_huggins), Research Discipline (Politics & International Relations), Language Skills (English), and Biography (describing work on UK fisheries policy post-Brexit). The UACES logo features '50 YEARS 1967-2017'. Navigation links include Home, About, Experts, Search, Log in, and tabs for UACES, Virtual Conference, Blogs on Europe, Graduate Forum, Expert on Europe, and JCER. A search bar and contact form are also present.

Setting up a professional website

- ❖ My website: <https://christopherhuggins.uk/>
- ❖ Acts as an online CV.
- ❖ Helps to build your credibility as qualified expert / research in your field.
- ❖ Enhance accessibility of published research through ‘Green Open Access’.
 - ❖ Most publishers allow you to post an open access ‘accepted version’ of your paper on a personal website.



The screenshot shows a professional website for Christopher Huggins. At the top, there's a navigation bar with icons for search, refresh, and user profile. The URL in the address bar is `christopherhuggins.uk`. The main header is "CHRISTOPHER HUGGINS". Below the header is a circular profile picture of Christopher Huggins. To the right of the photo, a bio states: "I am Associate Professor in Politics and Associate Dean for Learning, Teaching and Student Experience at the [University of Suffolk](#). I am also co-editor for the [Journal of Contemporary European Research](#)." On the left, under "Interests", is a bulleted list: "Local government EU engagement", "Post-Brexit fisheries policy", and "Subnational politics". On the right, under "Education", is a section for "PhD in European Politics, 2015" from "University of Portsmouth". At the bottom, there are social media links for email, Twitter, Google+, LinkedIn, and a personal website. A sidebar on the left lists "Recent Posts" and a footer box on the right contains the text "Dec 15, 2020 · 2 min read" and the title "Block teaching bibliography".

How did I create my website?

- ❖ I used the ‘Hugo Academic’ theme for my website, following a ‘Tweutorial’ on building a website using the R programming language and GitHub (I’m familiar with both) <https://twitter.com/dsquintana/status/993410504570888192>.
- ❖ The same outcome (without the need to code), can be achieved by following this advice: <https://georgecushen.com/create-your-website-with-hugo/>.
- ❖ I have free server hosting for my website via Netlify and GitHub (tutorials above explain how).
- ❖ I have a professional domain name (christopherhuggins.uk). This costs approx. £20 every three years.
 - ❖ Make sure you have clear and domain name (i.e. your name), with a recognised ending (e.g. “.me”, “.com”, “.uk”). Think long-term about your domain name and don’t bind yourself to a time-limited project (this is why your name is a good idea).
- ❖ My way isn’t necessarily the ‘right’ way. Other options available (e.g. Wix, Medium). Do some digging / what works for you!

The image shows a Twitter thread from Dan Quintana (@dsquintana) dated May 7, 2018. The first tweet in the thread is a reply to himself, featuring a GIF of a computer screen displaying the 'ACADEMIC' theme for Hugo. The GIF shows a dark-themed website with a navigation bar for Home, Publications, Posts, Projects, and Teaching. Below the navigation is a section titled 'Academic' with a sub-section 'The highly flexible website framework for Hugo with an extensible plugin mechanism. Create a beautifully simple site in under 10 minutes'. The tweet has received 713 retweets, 132 quote tweets, and 2.4K likes. A second tweet in the thread is a reply to @dsquintana, asking about using blogdown. Dan responds that several free options like Medium are available but lack publication features. A third tweet discusses alternative services like Squarespace, which are paid and less suited for academic webpages. The final tweet in the thread is another reply to @dsquintana, stating that R + blogdown is free and integrates well with the Hugo framework, using Markdown.

Dan Quintana on Twitter: "If you're an academic you need a website so that people can easily find info about your research and publications. Here's how to make your own website for free in an under an hour using the blogdown package in #Rstats [THREAD]"

If you're an academic you need a website so that people can easily find info about your research and publications. Here's how to make your own website for free in an under an hour using the blogdown package in #Rstats [THREAD]

9:41 AM · May 7, 2018 · Twitter Web Client

713 Retweets 132 Quote Tweets 2.4K Likes

Dan Quintana @dsquintana · May 7, 2018

So why use blogdown? Sure, there are several free options available to start your own blog (e.g., Medium). However, you generally can't list your publications or other information easily on these services. Also, who knows where these services will be in a few years?

Dan Quintana @dsquintana · May 7, 2018

There are also some great point-and-click services available (e.g., Squarespace). However, you need to pay about \$10 a month for these services, and they're generally not well suited for academic webpages.

Dan Quintana @dsquintana · May 7, 2018

Alternatively, R + blogdown is free and can integrate with the Hugo framework, which provides a ton of templates. It also uses Markdown, which is a straightforward markup language.

What to put on your website?

- ❖ An overview of who you are, where you're based and what your research interests are.
- ❖ A record of your publications.
 - ❖ Post up open access version of your papers (e.g. accepted manuscripts as per publishers' rules).
 - ❖ Link to the actual publication using DOI address.
 - ❖ Link to the record on your institutional repository.
- ❖ Posts.
 - ❖ Post about your publications as a minimum.
 - ❖ If blogging on other platforms, ask if you can cross-post (most will say “yes”).
 - ❖ Be careful not to turn your website into just a blog.

What to put on your website?

- ❖ A record of projects you're working on.
 - ❖ Link to project websites, collaborators, etc.
- ❖ A copy of your academic CV.
- ❖ Links.
 - ❖ Your institutional profile.
 - ❖ Your Google Scholar profile.
 - ❖ Your ORCID record.
 - ❖ Your social media profile(s).
 - ❖ Your contact details.

Academic blogging and online communication

- ❖ Great way to communicate ideas around your research and how they fit to contemporary events, politics, policy.
 - ❖ E.g. my blogs on Brexit and fishing policy: <https://ukandeu.ac.uk/author/chuggins/>
- ❖ Blogging regularly helps build your profile. I also believe it can help improve your communication and writing skills. But make sure you have something interesting and relevant to say. Ground it in your expertise and research.
- ❖ Trying to maintain your own blog can be difficult unless you can guarantee a constant regular stream of content. So make use of respected / well known blogging platforms in your field.

Blogging academic publications

- ❖ Policymakers, practitioners and the wider public don't want to read academic papers and journal articles. Blog posts allow you to distil your findings in a more accessible format. It also gives you more free reign to link your research / finding to wider topical debates.
- ❖ Write a blog post for every academic publication you produce. For example:
 - ❖ The article: <https://doi.org/10.1080/21681376.2018.1544852>
 - ❖ The blog post: https://christopherhuggins.uk/post/20181214_euref_eufunding/
- ❖ Provide links to both published articles and (crucially) open access versions (if available).
- ❖ Many journals now offer their own blogging platforms for authors to write blogs based on published articles.
- ❖ Advice here on converting articles to blog posts form the LSE Impact of Social Sciences Blog:
<https://blogs.lse.ac.uk/impactofsocialsciences/2016/01/25/how-to-write-a-blogpost-from-your-journal-article/>

Cultivating your online / social media presence

- ❖ Develop a ‘professional’ social media presence to build your reputation as a credible researcher / expert in your field.
 - ❖ I use Twitter (https://twitter.com/chris_huggins) and to a lesser extent LinkedIn (<https://www.linkedin.com/in/christopher-huggins-10465b22/>).
- ❖ Great way to communicate short, snappy bits of your research to wider audiences. Also good for linking your research expertise to current affairs. But it’s a public forum, and there can be downsides – I am privileged in my experience of social media.
- ❖ Also useful for finding out about new journal articles, potential events, calls for evidence and generally keeping up to date with news in your area of research.
- ❖ Gradually cultivate a professional profile based on your expertise and research. Avoid scatter-gun commentary. Keep the tone professional, but be yourself and use your own ‘voice’.

Christopher Huggins (@chris_huggins)

My article on transnational networking & local-level Europeanization is now out in European Urban & Regional Studies journals.sagepub.com/doi/full/10.11...

Standard Article

Subnational transnational networking and the continuing process of local-level Europeanization

Christopher Huggins
Keele University, UK

Abstract
One of the features of local-level Europeanization has been the emergence of transnational networking (TN) undertaken by subnational authorities (SNAs). This activity, which received much attention during the 1990s, enables SNAs to take advantage of the opportunities created by European integration. However, empirical analyses of TN are lacking, despite European integration and the wider context SNAs find themselves within evolving. Consequently, little remains understood about how SNAs engage in TN and how they are affected by Europeanization pressures. Using the case of TN undertaken by SNAs in South East England and Northern France, this article finds that Europeanization has created more opportunities for SNAs to engage at the European level. SNAs have, in turn, taken advantage of these opportunities, leading to increased participation in TN. However, SNAs' approaches to TN are not uniform. Engagement remains marked by differentiation as local strategic political objectives affect how SNAs participate in TN. This differentiation is likely to become increasingly marked as SNAs respond to contemporary challenges, such as budgetary pressures and, in the case of South East England, Brexit.

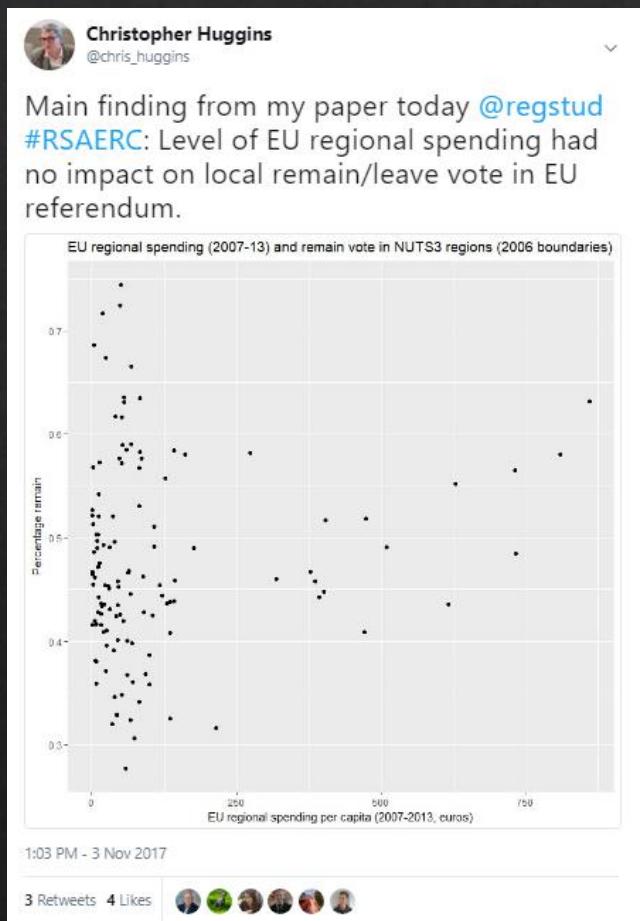
10:26 AM - 23 Feb 2017

6 Retweets 5 Likes

2 6 5

[Tweet your reply](#)

East of England @EastEnglandBXL - Feb 23
Replying to @chris_huggins
We are unable to read your paper but does it include authorities in the East of England?



Three key tips to approaching social media as an academic

- ❖ Be active.
 - ❖ Contribute regularly to build you profile.
 - ❖ But don't spend all day on social media!
- ❖ Be yourself.
 - ❖ Don't try to be someone you're not.
 - ❖ Don't be tempted to branch out into areas you're not qualified to talk about – you'll be quickly found out.
- ❖ Be interesting and useful.
 - ❖ Be a credible contributor to discussion.
 - ❖ Base discussion on your research and expertise to build credibility.

Summarised from Simon Usherwood blogpost - more advice here: <https://activelearningps.com/2017/09/19/using-social-media-as-an-academic/>

Some final thoughts...

- ❖ Developing an online profile is now a key expectation of all researchers / academics. It cannot be avoided. Whether you like it or not you already have an online profile. So you need to put some effort into making sure you control it and it works for you.
- ❖ Keeping various online profiles up to date is challenging (as I found out preparing for this session!), but a little effort can really pay off in building your profile.
- ❖ Social media engagement can be a double-edged sword.
 - ❖ Great for publicising your work to wide audiences and engaging in topical discussions around your research.
 - ❖ But... concerns around tone and quality of discussion outside professional networks, and certain groups get a very different experience compared to others.
- ❖ Be strategic in what you do – your focus should be on:
 - ❖ Using an online profile to contribute to the development of your research.
 - ❖ Enhancing the visibility and dissemination of your research.
 - ❖ Enhancing your career progression.

Any questions?