



BUILD YOUR ONLINE RESEARCH IDENTITY



Training in digital communication

In today's research landscape, scientists need a strong online presence to showcase their work, foster collaborations, secure funding, and create new career opportunities.

How can you build a professional, visible, and impactful presence across digital platforms and networks? This course provides the tools and strategies to create your research profile, develop a coherent digital identity, and enhance your scientific visibility, supporting your career development in both academia and industry.

Objectives

Understand a researcher's digital identity
Develop a consistent and recognizable online profile
Create and manage profiles on key platforms
Increase the impact of publications and research outputs

Duration

Three half-days (remote)

Number of participants

Up to 15 participants

Target audience

PhD students and researchers

Educational resources

Theoretical and methodological background, group exchanges, exercises, practice on material brought by participants, training manual

Evaluation procedures

Questionnaire at the beginning and at the end of training (self-evaluation)

Program

Understand a researcher's digital identity

Understanding the challenges and opportunities of digital identity (reputation, digital footprint, scientific visibility)
Engaging key audiences: peers, recruiters, collaborators, funders
Developing a communication strategy adapted to your career goals

Develop a consistent and recognizable online profile

Creating a coherent and professional online presence
Defining your research identity: selecting keywords, affiliations, and research areas
Writing an effective researcher biography and research pitch
Building and maintaining a professional network

Create and manage profiles on key platforms

Creating and optimising your ORCID iD
Developing your Google Scholar profile
Using ResearchGate to increase visibility and expand your professional network
Building a compelling professional profile on LinkedIn
Managing your digital identity over time

Increase the impact of publications and research outputs

Improving the discoverability of your publications (impact metrics, open access, institutional repositories...)
Monitoring research impact through citations, bibliometric indicators, and altmetrics
Creating and sharing high-value professional content on LinkedIn