

## PGR Tips on digital networking

Earlier this month, Vitae and the British Library ran the second Digital Researcher event. If you were not there, you can [download the podcast and presentations](#). The accompanying [digital researcher 11 blog](#) is also a useful resource, which the following tips are gleaned from. It was written before, after and during the event by contributors and participants. [PGR Tips issue 40](#) was based on the first Digital Researcher event and especially highlights the use of [Twitter](#) (follow us on Vitae\_news).

### Build your digital identity

Whether you have given it much thought or not, you will already have a digital presence and identity. Everyone is on the internet (just Google yourself...) and you are able to shape the content of such searches. By being proactive about where and how you appear, you can ensure that a potential employer/ collaborator [sees the right information](#) when they search for you - and they will search. It may also bring opportunities for collaboration and valuable contributions to your work and career.

### Start using networking tools

You can use social networking tools for your research, to find out what is going on, to build your profile and to ask and answer questions. There are groups for lots of different topics, like the [GRADschool Alumni Facebook page](#). If you find [Facebook](#) too informal for your professional interactions you may be interested to try [LinkedIn](#) which offers a professional alternative or [ResearchGate](#) or [Academia.edu](#) which are more clearly academic. Some networks draw their communities from particular disciplines such as [MethodSpace](#) (social science), [Nature Network](#) (life sciences) or [MyRSC](#) (chemistry). This list is only a start and you can find a host of other social networks out there. Choose which one to use based on your interests, your discipline and your own style. Investigate different sites and look for the highest concentration of people who you may want to talk to. The [Research Information Network](#) have released a very useful [social media guide for researchers](#).

### Organise and share your references

Social citation tools allow you to manage your references and share them with collaborators. Examples are [CiteULike](#), [Zotero](#), [Mendeley](#) and [Connotea](#). [Wikipedia has an article to compare](#) these. Again, the most important thing is that other people who share your research interests use them as the biggest benefits are in the social aspects of these tools.

### Promote an academic article you have written

Make the most of the hard work that has gone into your academic paper by making sure people hear about it. Try some of the following ideas: add it to your university web page; post it on your [social citation tool](#); send out a Tweet announcing it; write a [blog](#) post summarising it in terms that the general public might understand. Find blogs related to your area and make a comment on them to let their readers know what you've written; look to see if any of the people you have cited in your paper have a social media presence. If so, link up with them and let them know that you've cited them. Connecting up your social media and academic networks is likely to bring long term benefits.