

# Building an Online Profile Using Social Networking Tools



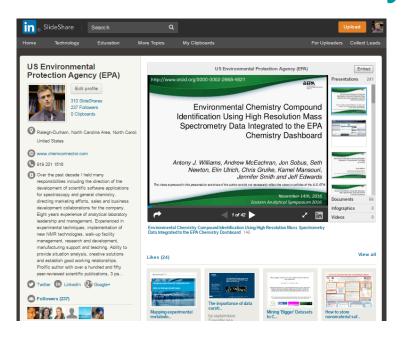
Antony Williams
National Center for Computational Toxicology

The views expressed in this presentation are those of the author and do not necessarily reflect the views or policies of the U.S. EPA



## **Various Versions of This Talk**

# www.slideshare.net/AntonyWilliams



Email: williams.antony@epa.gov



# My Hopes for Today

- Encourage you in the "era of participation"
- Provide an overview of some tools available
- Share some stories, statistics and strategies
- Encourage you to "share for the sake of community/science as well as for yourself"

#### OUTCOMES

- You will claim an ORCiD
- You will invest ~2 hours per month on your profile
- You have a bigger "Impact" online....



# You Will Choose... Self-marketing vs. Narcissism

Users, narcissism and control – tracking the impact of scholarly publications in the 21<sup>st</sup> century





## Our careers are measured by...





## Scientists are Constantly Evaluated Based on "Statistics"

- Research datasets
- Scientific software
- Publications peer-reviewed and many others
- Posters and presentations at conferences
- Electronic theses and dissertations
- Performances in film and audio
- Other forms of research



# Today, Scientists Can Easily Share Their Work...

- Once a scientific work(s) is <u>public</u>...
  - Share
  - Distribute
  - Enhance my connection network
  - "Advertise and market"



# Who markets your work??? If not you, then who?

•"It's not the job of researchers to become experts in public relations — that's why universities have press offices, says Matt Shipman, research communications lead at North Carolina State University in Raleigh. But he recommends scientists toot their own horns as well."

http://www.nature.com/news/kudos-promises-to-help-scientists-promote-their-papers-to-new-audiences-1.20346



## Think about it...

- 100s if not 1000s of hours of research behind a paper.
  How much work is the PUBLISHER going to do to make
  sure people find out about your article?? How do you
  find out about an article???
- Shouldn't YOU and your CO-AUTHORS invest some time in getting it out to the network???
- A presentation given to a small room of people has a lifetime of "20-30 mins". A presentation shared online for all to see lives a lot longer. An article shared in the network has a much wider audience.



## The MOST BASIC Career **Networking Tool**



### Antony Williams

Scientist at National Center of Computational Toxicology at EPA

Raleigh-Durham, North Carolina Area | Publishing

Current US Environmental Protection Agency (EPA),

ChemConnector

Royal Society of Chemistry, ACS Division of Chemical Previous

Information, ChemZoo

University of London Education

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Contact Info



# Can Also Function as an Electronic CV



#### Experience

#### Vice President of Strategic Development, ChemSpider



Royal Society of Chemistry

May 2009 - Present (4 years 1 month) | Raleigh

As the VP of Strategic Development at RSC I am responsible for the eScience team within the organization. Our primary focus is on the development of cheminformatics solutions to serve the community and to support activities within our publishing business. These include our ChemSpider platform and related projects (e.g. ChemSpider Reactions and SyntheticPages). Our team also supports a number of grant-based projects including the Open PHACTS project (an Innovative Medicines Initiative project providing a semantic web solution to support drug discovery), PharmaSea, a European project to identify new natural products from the ocean and the National Chemical Database Service serving UK academics with a series of commercial databases and services and developing a national repository to host chemistry data.

- 5 projects
- 2 honors and awards
- 9 recommendations, including:



James Milne

Managing Director, Publishing at Royal S...

Tony is a highly creative and action based individual. His vision for developing innovative products and services make him... View.



**David James** 

Executive Director, Strategic Innovation ...

Antony has extensive experience in leading and managing internationally distributed project teams working on a very broad... View 4

7 more recommendations.



## **Ability to Highlight Projects**



Projects

#### Open PHACTS -

Starting March 2012

What is Open PHACTS?

To reduce the barriers to drug discovery in industry, academia and for small businesses, the Open PHACTS consortium is building an Open Pharmacological Space (OPS). This will be a freely available platform, integrating pharmacological data from a variety of information resources and providing tools and services to question this integrated data to support pharmacological... more

9 team members, including:



Antony Williams
VP Strategic Development, Head of ...



Valery Tkachenko Chief Technology Officer at Royal S...



Lee Harland CEO SciBite Limited



Paul Groth
Disruptive Technology Director @ Els...

#### UK National Chemical Database -

Starting December 2012

The RSC will be operating the EPSRC National Chemical Database Service from 2013-2017. We intend to build the Service for the future - to develop a chemistry data repository for UK academia, and to build tools, models and services on this data store to increase the value and impact of researchers' funded work. We will continue to develop this data store through the lifetime of the contract period... more

6 team members, including:



Antony Williams
VP Strategic Development, Head of ...



Valery Tkachenko Chief Technology Officer at Royal S...



Colin Batchelor Senior Informatics Analyst



-



## Manage Articles Here Too...

### Structural revisions of natural products by Computer-Assisted Structure Elucidation (CASE) systems

Natural Products Reports July 2010

Computer-Aided Structure Elucidation (CASE) is a scientific area of investigation initiated over forty years ago and on the frontier between organic chemistry, molecular spectroscopy and computer science. As a result of the efforts of many researchers, a series of so-called expert systems (ES) intended for the purpose of molecular structure elucidation from spectral data have been developed.... more

#### 3 authors



VP Strategic Development, Head of ...



Mikhail Elyashberg Senior Researcher B Advanced Che...



Kirill Blinov Software Developer

### Meta-analysis of molecular property patterns and filtering of public datasets of antimalarial "hits" and drugs

Royal Society of Chemistry, Med. Chem. Commun, 2010, 1, 325-330 2010

Neglected infectious diseases such as tuberculosis (TB) and malaria kill millions of people annually and the oral drugs used are subject to resistance requiring the urgent development of new therapeutics. Several groups, including pharmaceutical companies, have made large sets of antimalarial screening hit compounds and the associated bioassay data available for the community to learn from and... more

#### 2 authors



/P Strategic Development, Head of ...

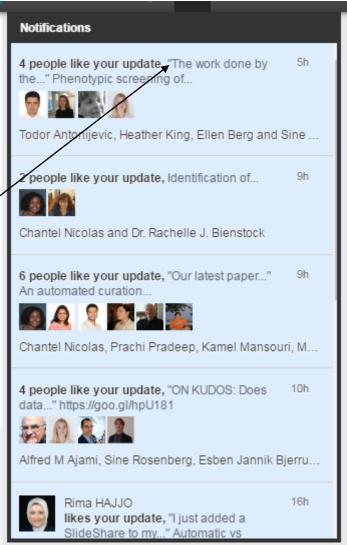


Sean Ekins Founder and CEO at Collaborations ...

# Your Postings Get Networked Agency Agency On the Control of the

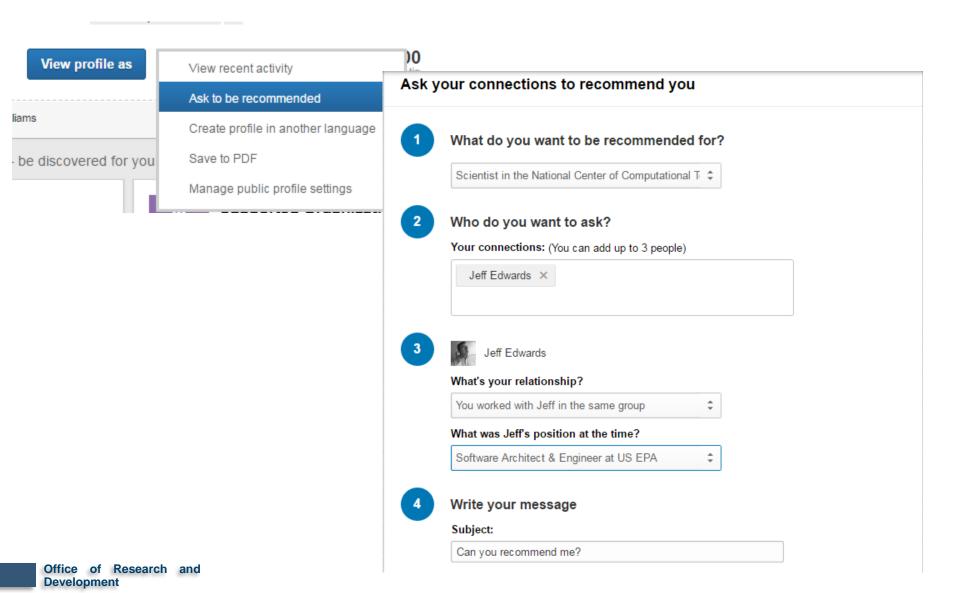


# It's All Networking, Networking.....





## **Ask for Recommendations**

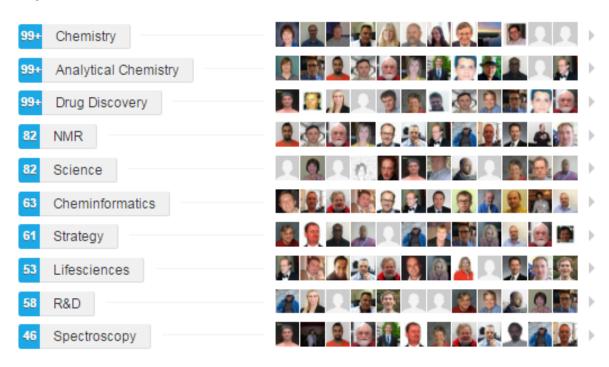




## Ask for "Endorsements",

#### Skills & Endorsements

#### Top Skills

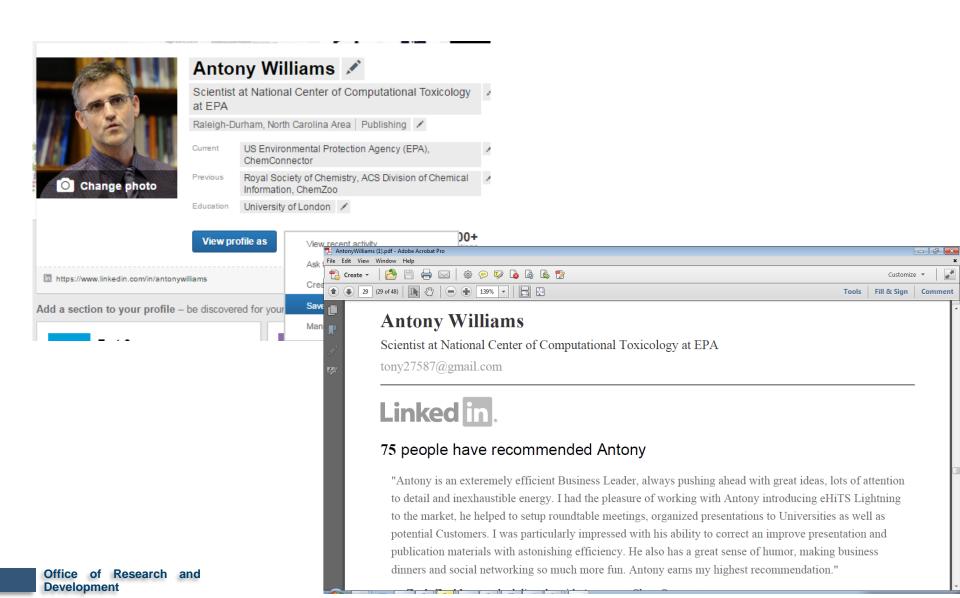


#### Antony also knows about...





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## **Presentations**



## in Six LinkedIn Acquires Professional Content Sharing Platform SlideShare For \$119M

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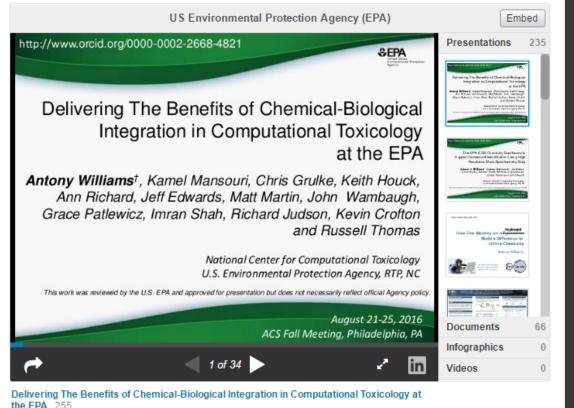
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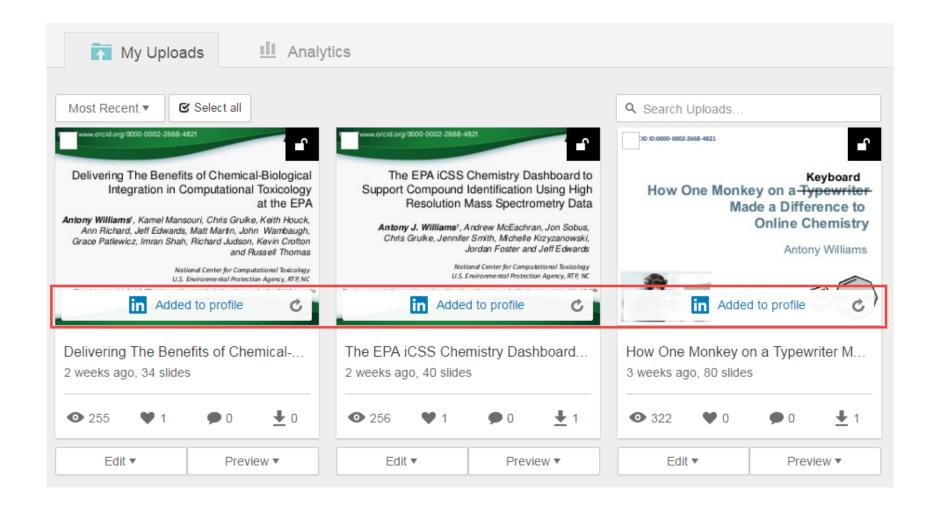
- Raleigh-Durham, North Carolina Area, North Carol United States
- www.chemconnector.com
- 919 201 1516
- Over the past decade I held many responsibilities including the direction of the development of scientific software applications for spectroscopy and general chemistry, directing marketing efforts, sales and business development collaborations for the company. Eight years experience of analytical laboratory leadership and management. Experienced in experimental techniques, implementation of new NMR technologies, walk-up facility



the EPA 255

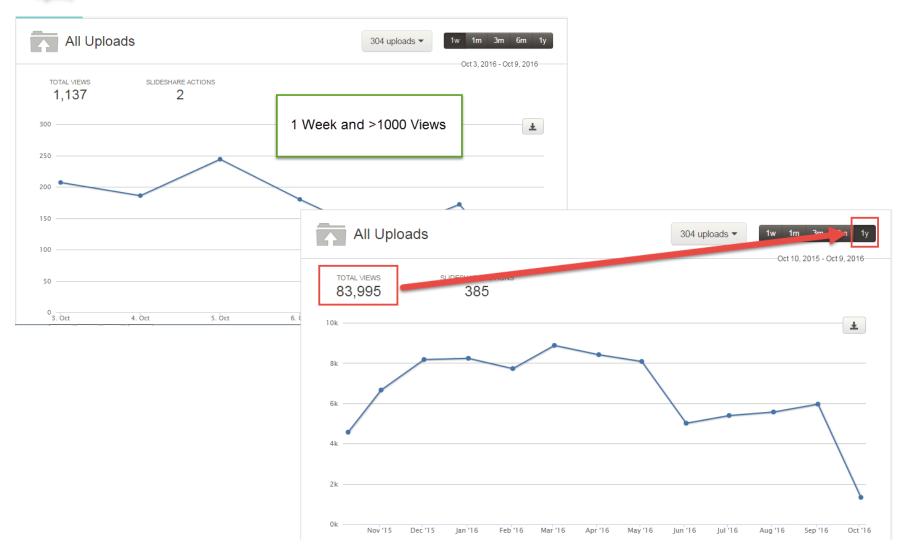


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Antony John Williams at 42.06

PhD /

Scientist /

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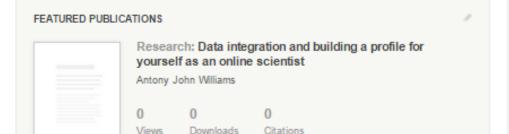
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United States Environmental Protection Agency National Center for Computational Toxicology

Corvallis, NC, United States



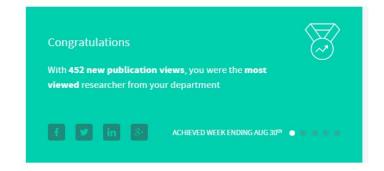
I am a Computational Chemist in the National Center of Computational Toxicology at the Environmental Protection Agency in Research Triangle Park, North Carolina.

Over the past decade I held many responsibilities including the direction of the development of scientific software applications for spectroscopy and general chemistry, directing marketing efforts, sales and business development collaborations for the company. Eight years experience of analytical laboratory leadership and management. Experienced in experimental techniques,



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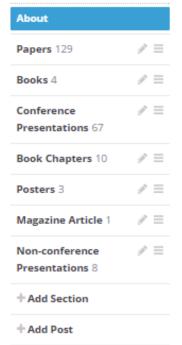
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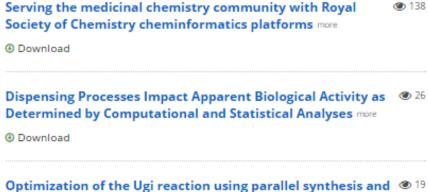
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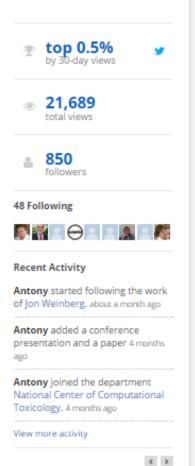
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#### United States Environmental Protection Agency, National Center of Computational Toxicology, Faculty Member edit Research Interests: Chemistry, Nuclear Magnetic Resonance, Cheminformatics, Drug discovery and Cheminformatics, Collaborative Design, Analytical Chemistry, and E Science My passion is connecting people to chemistry. Over the past About: decade I held many jobs and responsibilities including th... more Edit

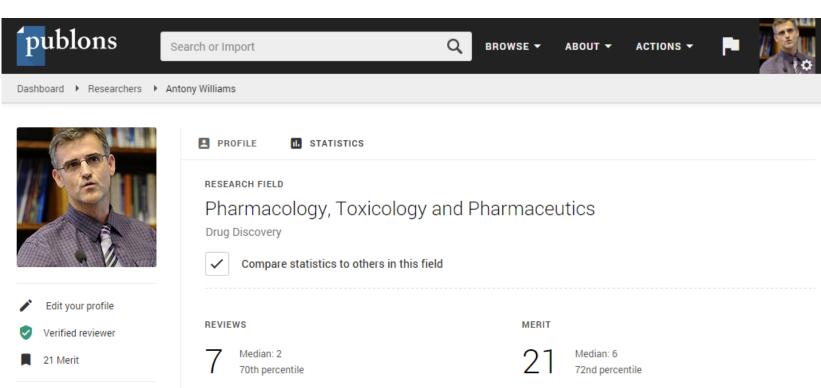




CV



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#### **Alt-Metrics Manifesto**





# National Information Standards Organization and "Altmetrics"



NISO Altmetrics Standards Project White Paper

(Draft 4, June 6, 2014)



# ImpactStory.

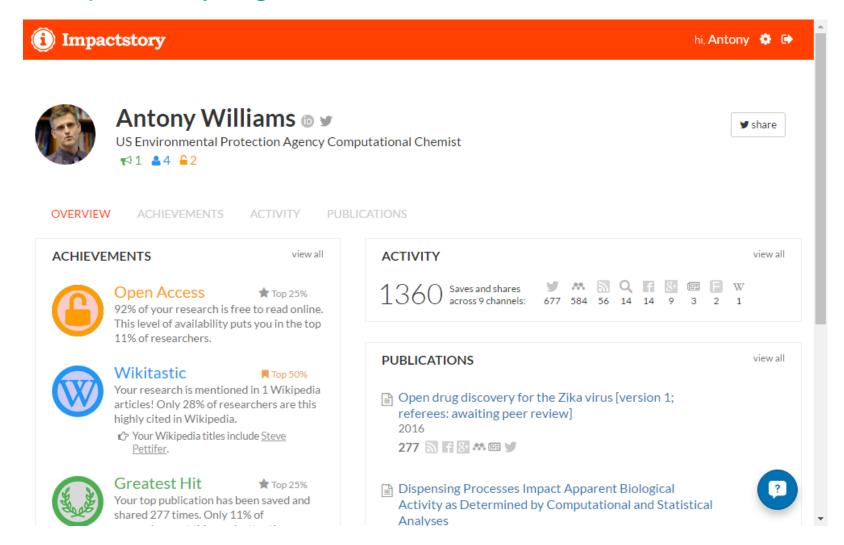
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http://www.niso.org/apps/group\_public/download.php/13809/Altmetrics\_project\_phase1\_white\_paper.pdf

# ImpactStory.

https://impactstory.org/u/0000-0002-2668-4821







#### Antony Williams 🗈 🛩



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OVERVIEW

ACHIEVEMENTS

ACTIVITY

PUBLICATIONS

#### **100 PUBLICATIONS**

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Open drug discovery for the Zika virus [version 1; referees: awaiting peer review]

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Dispensing Processes Impact Apparent Biological Activity as Determined by Computational and Statistical Analyses

2013 PLoS ONE

Parallel Worlds of Public and Commercial Bioactive Chemistry Data

2015 J. Med. Chem.

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Sean Ekins, Joe Olechno, Antony J. Williams, Alexandre G. de Brevern 2013 PLoS ONE ♂

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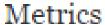
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2 tweets click to show



## **AltMetric Scores and "Donuts"**



Article accesses: 258

Citations: 0 more information

Altmetric score: 49





Picked up by 18 news outlets

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Reddited by 1

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## AltMetric Scores and "Donuts"

#### https://www.altmetric.com/about-our-data/the-donut-and-score/

Instantly recognisable and easy to decipher

The Altmetric Attention Score and donut are designed to help you easily identify how much and what type of attention a research output has received. You might come across them on publisher article metrics pages, institutional repositories, or even individual researcher or lab publications pages.

You can always click on the donut to visit the details page for the research output, to see the original mentions and references that have contributed to the attention score.



#### Colors of the donut

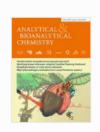
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- Policy documents
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- Blogs
- Twitter
- Post-publication peer-reviews
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- Wikipedia

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- Faculty1000
- Q&A (stack overflow)
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Analytical and Bioanalytical Chemistry

March 2017, Volume 409, <u>Issue 7</u>, pp 1729–1735

Identifying known unknowns using the US EPA's CompTox Chemistry Dashboard



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Authors and affiliations

Andrew D. McEachran, Jon R. Sobus, Antony J. Williams

Rapid Communication

First Online: 16 December 2016

DOI: 10.1007/s00216-016-0139-z

Cite this article as:

McEachran, A.D., Sobus, J.R. & Williams, A.J. Anal Bioanal Chem (2017) 409: 1729. doi:10.1007/s00216-

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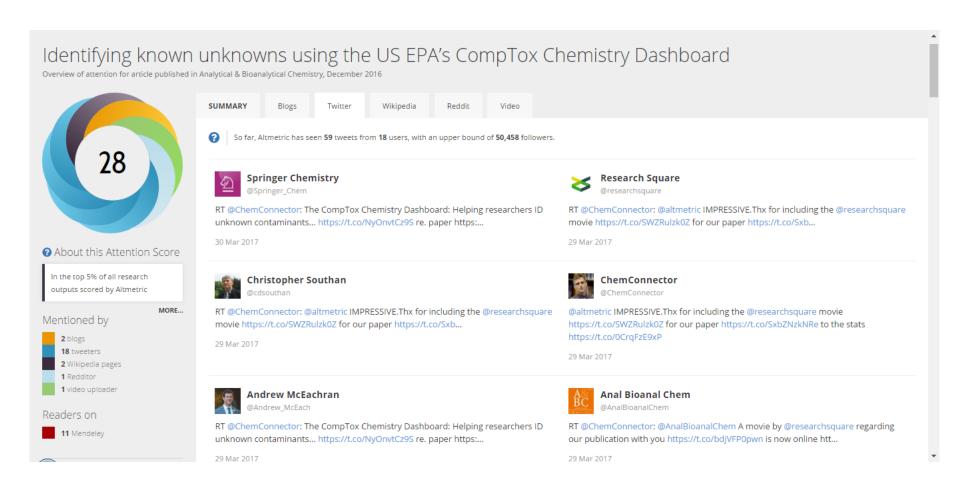
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# **Tools to Track and Aggregate Altmetrics**





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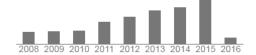
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ChemSpider: an online chemical information resource HE Pence, A Williams Journal of Chemical Education 87 (11), 1123-1124	186	2010
Open PHACTS: semantic interoperability for drug discovery AJ Williams, L Harland, P Groth, S Pettifer, C Chichester, EL Willighagen, Drug discovery today 17 (21), 1188-1198	146	2012
In silico repositioning of approved drugs for rare and neglected diseases S Ekins, AJ Williams, MD Krasowski, JS Freundlich Drug discovery today 16 (7), 298-310	118	2011
Major structural components in freshwater dissolved organic matter B Lam, A Baer, M Alaee, B Lefebvre, A Moser, A Williams, AJ Simpson Environmental science & technology 41 (24), 8240-8247	93	2007
Online chemical modeling environment (OCHEM): web platform for data storage, model development and publishing of chemical information I Sushko, S Novotarskyi, R Körner, AK Pandey, M Rupp, W Teetz, Journal of computer-aided molecular design 25 (6), 533-554	86	2011
Identification of "Known Unknowns" Utilizing Accurate Mass Data and ChemSpider  J Little, A Williams, V Tkachenko, A Pshenichnov  Journal of the American Society of Mass Spectrometry 23 (1), 179, 185	82 *	2012

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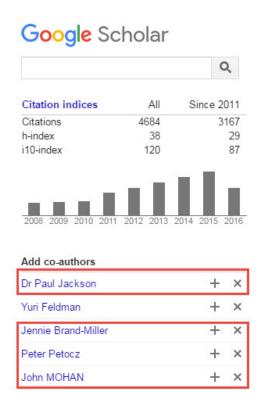
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COMPARISON OF LUNG-FUNCTION IN IDENTICAL-TWINS DISCORDANT FOR SMOKING AJ WILLIAMS, J CHOU, J KINNEY CLINICAL RESEARCH 32 (2), A438-A438		1984
OBSTRUCTIVE AIRWAYS DISEASE IN RHEUMATOID- ARTHRITIS (RA) AJ WILLIAMS, T PIETUCK, R CONSTANZ, J CHOU, J KINNEY CLINICAL RESEARCH 30 (2), A439-A439		1982
Analysis of the energy resources and demand of Western Europe. Final technical report, Jun 1974Mar 1975 JF Schneider, KD Dance, RC Lind, RB Ryan, AR Williams Science Applications, Inc., McLean, Va.(USA)		1975
An investigation into the motions of ships at sea AJ Williams Trans. INA 95, 70	12	1953
Miscellanies in Prose and Verse A Williams, S Johnson T. Davies	12	1766



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Improved baseline recognition and mode S Golotvin, A Williams Journal of Magnetic Resonance 146 (1), 122-12		R spectra		76	2000
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Sleep health New South Wales: chronic s sleepiness DJ Bartlett, NS Marshall, A Williams, RR Grunste Internal medicine journal 38 (1), 24-31		n and daytime		67	2008
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Antony John Williams, 0000-0002-2668-4821

Authors	DJ Bartlett, NS Marshall, A Williams, RR Grunstein
Publication date	2008/1/1
Journal	Internal medicine journal
Volume	38
Issue	1

Langmuir 10 (1), 68-71



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	For example: Patterson, David; Lamport, Leslie
lication date	2016/11/25
	For example, 2008, 2008/12 or 2008/12/31.
Journal	SAR and QSAR in Environmental Research
Volume	27
Volume Issue	
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### **ORCID – The Scientists SSN**



Connecting Research and Researchers

# **Antony Williams**

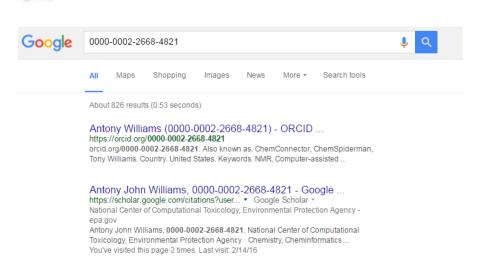
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## **Upsides and Cautions**

#### UPSIDES

- Cleared products are public domain and can create awareness, traffic, and usage of ORD science
- Many of you are ALREADY using some of these tools
- Rapid and highly beneficial distribution of data/articles through social networks

#### CAUTIONS

- Your "products" are cleared. Be cautious of reinterpretation and wording.
- Check and validate your profiles about once/month



### Recommendations

Register for an ORCID ID – then use it



- Develop your LinkedIn profile
- Track Google Scholar Citations
- Choose: ResearchGate or Academia.edu
- Participate in building your profile