ABSTRACT
Research and research publications are key elements in continuing professional development (CPD) as part of the mix of learning and development activities we undertake to keep ourselves current in our practice. Papers published in journals can be used by colleagues to support their evidence based practice. Posters and presentations seen and heard at conferences can prompt ideas and developments at other organisations. In this way research is more than the publication of a piece of work it is about dissemination and its impact; for our CPD this is about how it benefits us and our patients.

Step 2: Your papers and their journal(s)
Use your ORCID iD as you submit a manuscript
If you have recently submitted a paper to the Journal of Visual Communication in Medicine you will have seen that ScholarOne Manuscripts (https://authorservices.taylorandfrancis.com/using-scholar-one-manuscripts/) asks for your ORCID iD and this carries through to checking its accuracy at the proof-reading stage and its use as a small green logo in the title section of your publication, see Figure 1, and the full weblink at the end of the paper.

The use of your ORCID iD means that once your paper has been published your personal ORCID record will be updated with your latest publication. In terms of developing a research profile this could be the end of the building as when you register with ORCID you also get a webpage showing your publications, for example the public version of my ORCID page is at https://orcid.org/0000-0002-3086-7946, see Figure 2.

Use ORCID to own your older publications
Once you have registered with ORCID all publications where you use your ORCID iD will automatically be added to your profile. However, you will need to add older publications, termed works, to your ORCID profile.

Works can be added using identifiers for your publications, digital object identifiers (DOIs), or other identifiers for your publication record, for example SCOPUS.
What are digital object identifiers?

The technical explanation from the DOI website is 'The DOI system provides a technical and social infrastructure for the registration and use of persistent interoperable identifiers, called DOIs, for use on digital networks.' The key elements of a DOI in terms of journal papers is that each paper is given a unique, persistent identifier, see Figure 1. The identifier is unique to your paper and journal, so it can be used to reference the paper, e.g. the link https://doi.org/10.1080/17453054.2018.1483190 resolves to https://www.tandfonline.com/doi/abs/10.1080/17453054.2018.1483190?journalCode=ijau20 and when it is linked to your ORCID iD is used to automate data entry for your ORCID profile and social networking sites for researchers.

What can and can’t you do with your publications?

Before moving on to the final step of creating your research showcase you need to be aware of the possible restrictions as to what you can and can’t do with your paper. The extent of sharing your publication depends on where and how your paper is published and some journals also allow different levels of access within the same publication. Publisher copyright policies and self-archiving for journals can be found in the RoMEO database (http://sherpa.mimas.ac.uk/romeo/index.php).

The colours in Table 1 differentiate between the four categories of archiving rights for publishers. The definitions used are that pre-prints are the versions of the paper before peer-review and post-prints are the versions after peer review, with revisions having been made, i.e. the article as published. The entry for the Journal of Visual Communication in Medicine can be seen in Figure 3, though it should be noted that this record appears to be out of date as the journal does not allow for a paid open access option which you will come across as you use ScholarOne Manuscripts to upload your publication.

The other term you will have heard talked about is Gold publication, which is a later development independent of the RoMEO categories as in Table 1, and is used to describe publishers of open access journals, this equates to RoMEO’s Green access allowing archiving of the final published version of your paper.

The Journal of Visual Communication in Medicine includes a Gold publication route which can be seen in the header of the journal’s home page as Publish open access in this journal with an open lock, see Figure 4. Papers that are open access can be recognized, when you browse through without logging into a journal you subscribe to, by the open lock. Some research funding bodies require Gold publication and the finance to allow for this is included as part of their grants.

Other personal identifiers

There are other personal identifiers that can support gathering all your publications into one place through ORCID and other researcher databases. These identifiers should all link with your ORCID iD though some may be separate and can be seen in Table 2. These identifiers link to specific reference search databases for example SCOPUS is owned by Elsevier and is described as ‘the world’s largest abstract and citation database of peer-reviewed research literature. With over 22,000 titles from more than 5000 international publishers.’

Researcher ID is linked to Web of Science which is a service for UK Education and provides a single link to Clarivate analytics products. The services in the
Figure 2. Example of a public version of an ORCID page showing recent publications.

Table 1. Statistics for publishers’ default policies in the RoMEO database ($n = 2561$), http://sherpa.mimas.ac.uk/romeo/statistics.php, excluding provisional policies and special policy exceptions.

| RoMEO colour | Archiving policy | Publishers |
|--------------|------------------|------------|
| Green        | Can archive pre-print and post-print | 1055 41 |
| Blue         | Can archive post-print (i.e. final draft post-refereeing) | 845 33 |
| Yellow       | Can archive pre-print (i.e. pre-refereeing) | 177 7 |
| White        | Archiving not formally supported | 484 19 |

Figure 3. RoMEO Database entry for the Journal of Visual Communication in Medicine.
web of science platform can be seen at https://wok.mimas.ac.uk/about/. The Researcher ID also now links with Publons the peer review record service see the paper Journals and CPD (Bryson, 2016).

**Step 3: Your research showcase**

There are a number of web services that allow you to either pull together all of your publications into one page or that go beyond that to provide social networking and collaboration tools that link your research to other researchers with similar interests. These are similar to professional networks like LinkedIn but designed for researchers to share their publications and research in-progress. In fields where there are a small number of active researchers this enables your research and publications to be accessible to a wider audience.

These services are not mutually exclusive so you can use as few or as many as you like from the most basic to the more sophisticated. It is always important to remember like other social networks the more you put in the more you get out but equally it is advisable not to spread yourself too thin and try to have profiles on every possible site.

**Google Scholar**

This is probably the simplest starting point if you use Scholar as a search tool, https://scholar.google.co.uk/, as once you have signed in to Google and access scholar there is a link in the top left to ‘My profile’ along with a mortar board logo. To build up your profile you add papers manually or more easily as groups using your name and including papers you wrote under your name. Once added papers can be viewed by, title A–Z, year most recent first or by the number of citations, see Figure 5.

In simple terms Scholar provides little above your ORCID page but as it is linked to your papers and sees when your papers are cited by others it records the number of citations each year which can be seen in the histogram on the right side of your profile along with your h-index (https://bitesizebio.com/13614/does-your-h-index-measure-up/) and your i10 index, the number of publications with at least 10 citations (http://guides.library.cornell.edu/c.php?g=32272&p=203393). Google Scholar’s ‘My profile’ does provide a weblink to your profile though it isn’t very user friendly.

**Academia.edu, ResearchGate, Kudos and Publons/Web of Science**

These collectively are the upmarket versions of building your online research profile and each have specific features and approaches to showcasing your research. A primary purpose for them all is to increase the number of reads for your work outside the usual readership of specific journals and so your presence as a researcher.

Academia.edu (https://www.academia.edu/) is an American social networking website for academics and its platform can be used to share papers, monitor impact and follow researchers in specific fields. Many of the features that were free are now premium features which has probably led to its recent reduced perceived significance compared to ResearchGate.

ResearchGate (https://www.researchgate.net/) in their own words ‘is the professional network for scientists and researchers. We help researchers connect and make it easy for them to share and access scientific output, knowledge and expertise.’ Details can be seen in the Getting started page https://explore.researchgate.net/display/support/Getting+started. The site also includes access via an iOS app https://itunes.apple.com/us/app/researchgate/id1208163937?ls=1&mt=8.

As well as providing a platform for your research and research publications it encourages you to think in terms of putting your research into projects and to add regular updates to your projects as you work and not just to add conventional research papers but also to include posters, presentations and other forms of published work. In the context of the Institute of Medical Illustrators this could mean published illustrations and photographs, links to blog
posts and contributions to National Guidelines. ResearchGate also provides the opportunity to link to your Labs, which can be widely interpreted, and community of researchers who can follow you as you follow back and so develop a network as you would in a LinkedIn profile, see Figure 6 for features on a profile.

Kudos (https://www.growkudos.com/) in their own words ‘is a web-based service that helps researchers and their institutions and funders increase the visibility and impact of their publications – such as research articles, books and book chapters.’ As its home page states ‘Accelerating research impact: Join a global community of researchers using Kudos to communicate work more effectively and accelerate its positive impact in the world.’

The key difference with Kudos is its emphasis on helping authors of scholarly content explain and share their publications through encouraging researchers to describe their work in plain language, and to supplement it with updates since publication, to create trackable links that can be used when sharing such that these can be mapped and measured to show the impact on publication metrics (Williams, 2017).

Bringing papers to life using Kudos requires researchers to; Explain: through a plain language title, what is it about in a non-technical explanation, why is it important what is unique or timely about your work and your own personal perspective; Image: Select a featured image for your publication to help showcase your work; Share: Create a trackable link, with suggested labels for social media via a weblink, Twitter, LinkedIn or facebook; Audience: If work relates to specific regions choose them or if universally relevant select all; Resources: Links to external resources such as presentations, videos, interviews, figures or related publications. These steps help to build on the impact and cross-linking e.g. from the presentation that led to the paper that led to further research.

Publons/Web of Science (https://publons.com) uses the capability of the Web of Science citation universe across subjects and around the world together with your peer reviews through publons to build up your reviewer/publication profile with a site that allows you to manage your reviews and track your citations. Once you have linked to all your publications and reviews you can see and visualize your publication and peer review metrics.
Further reading

This is very much a current topic following on from the editorial piece by Erolin (2019) and has been discussed in papers from the perspective of looking at the impact of creating an online research presence (Cheek & Øby, 2018), reputation (Nicholas, Clark, & Herman, 2016) and social networking (Luisetto, Mokbul, & Cabianca, 2016; Masic, Sivic, Toromanovic, Borojevic, & Pandza, 2012; Zhang & Yan, 2018). For further professional development activities related to research please see ‘Are you a researcher as well as a medical illustrator?’ (Bryson, 2013) and Journals and CPD (Bryson, 2016).
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