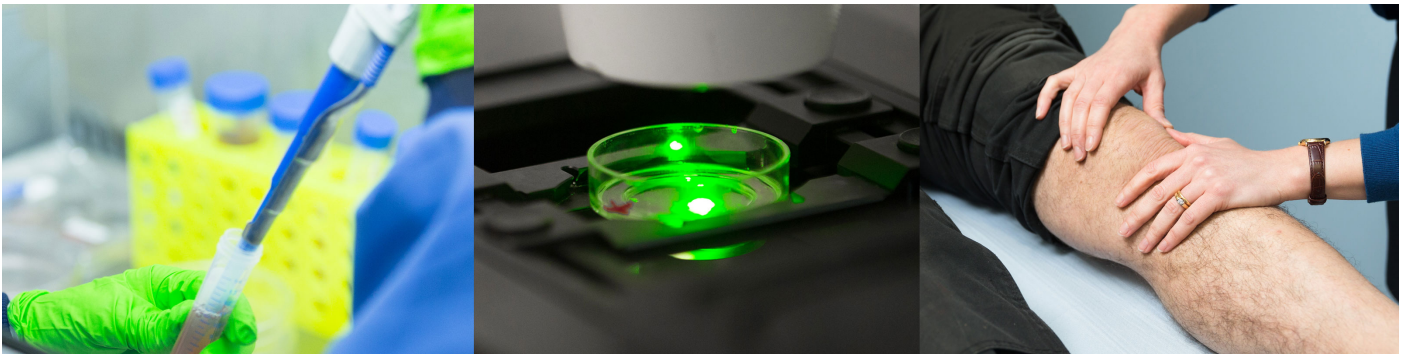


TOP PROFILE TIPS FOR WEB SUCCESS



The quality of your research is as important as your ability to spread your scientific output.

Collaborators and peers are looking at your profile – choose what they see!

Be visible from today!

Your website profile matters and you have the opportunity to make it work for you. Use it!

Think of your profile as a **well-written short story** about your professional life– your experience, qualifications, interests, and goals. Yours is a compelling narrative, after all.

Writing a strong profile is easier than you think and you do it all the time already. Think networking events, conferences, parties, dinners. How often have you talked to people about what you do, how, and why you do it?

Now convert it into the written format. Be upbeat. Be honest. Be engaging.

1. Tagline.

This is your elevator pitch. How would you describe what you do in 30 seconds?

The tagline gives people an immediate sense for what you do; make it informative and punchy and they'll want to know more about you.

- Be succinct. Be strategic.
- Brainstorm and research a few keywords in your field.
- Show your research interests/passion (in lieu for being an expert, if you're in the early stages of your career)
- Now combine it all into an excellent tagline

Here are a few examples to get you going:

Biochemist with a keen interest in immunology, working in autoimmune diseases.

Microbiologist passionate about improving healthcare through innovative clinical research.

Orthopaedic registrar interested in safety of medical implants.

Note: very few people currently use the tagline field of our website profile; make yours count.

2. Main content.

This is where you tell that great story of yours, a short version of it.

The framework.

You're now at the networking event, party, conference dinner, and someone asks you:

- What do you do?
- That's interesting. Why do you do it?
- What have you achieved so far?
- Cool. What are you hoping to achieve next?
- Amazing. How did you get here?

Sounds familiar? Maybe less inquisitional and more conversational with pauses for your questions too, but you get the gist. You've done it a million times before.

The story.

Now that you have the bulk of what you'll be writing, you'll need to consider a few things:

- When in doubt, write in the first person. It's more personable and works better.
- Use relevant keywords for your field, creatively included in your beautifully written profile.
- *First paragraph.* Be specific but avoid jargon. Provide details about your research and why it matters.
- *The great middle.* Weave in your achievements – prove your worth. Consider problems you've solved/discovered. Have you presented at high profile conferences? Have you done volunteering work? Really think broadly about *your experience*, if you're an early career researcher. Do you do outreach? (maybe now it's a good time to start)
- *Second to last paragraph.* Your academic path in a sentence.
- *Last paragraph – optional.* In my spare time, I like to X and am a member of Z club/team (where X can be *read, play the piano, chess, etc.*; and Z can be *the rowing team, tennis club, etc.*)

The skills.

What are your core skills? Any unique selling points (USPs) in there?

Are you the go-to person in your group for particular techniques, or analysis, systems, etc.?

List your skills at the end of your main content section, if you can't weave them into your story.

A quick note.

You don't have to include all of the above. You can change the order. These are tips for what makes a strong profile, but by no means are they your only option to shine. This is your story, your voice.

3. Your photo

- An image is worth a thousand words, isn't that what they say? Make sure your photo is professional, clean, in focus and shows a happy you.
- Luckily, NDORMS gives you the option to book a professional photo appointment twice a year. If yours hasn't been done yet, get in touch with communications@ndorms.ox.ac.uk

4. Connections.

- Link to your College; it's easy from the *My connections* field.
- Do you have a LinkedIn profile? Link to it as an external connection.
- Do you tweet or blog about your research? Let your audience know.
- Collaborations (internal and external)? Link to key projects you are involved with.
- Member of Associations/Societies? Your role and their website links can show here.

5. Awards.

If you have three or more awards, make it a heading either at the end of your main content section, or by adding a new text box below your connections or publications. For one or two awards, add the text to the main content without a heading.

6. Images.

Does your work produce an eye-catching image? Use it, the world needs more of it.

Show why you're enthusiastic about your research in the caption whilst subtly highlighting your progress or achievements.

7. Think outside the box.

Have you presented some incredible work at a conference and now have those fantastic slides hiding in a computer folder? Why don't you share it on your profile? Use a strong keyword description for it and be sure to mention the conference too. Of course, check with your line manager you can use it.

8. Final checks.

- Check your spelling and grammar. Done? Now do it again!
- Ask a friend or colleague to double-check your profile too. Another pair of eyes is always useful. And... maybe they'll remind you of that one time when you did this amazing thing, which is incredibly relevant to your profile, but you had forgotten all about.
- It may be a good idea to run your profile past your supervisor – they can provide insightful comments and help you portray your research in the best way possible.

9. All done, now what?

- Develop the habit of keeping an eye on your profile and updating it regularly. You'll be surprised with how quickly things change and as you'll be maintaining it as it happens you'll never forget the good stuff.
- Consider having a link to your profile in your email signature; it's part of your business card.

10. Help is at hand, too.

- You can edit your profile by logging in on the top right corner of your profile page of the NDORMS website <http://www.ndorms.ox.ac.uk>. Kennedy/Botnar profiles will update automatically via RSS feed.
- Great instructions to edit your profile can be found at <http://haiku-user-guide.readthedocs.org/en/latest/content/profiles-edit.html>
- Get your publications automatically pulled to your profile with a Symplectic account <https://www.admin.ox.ac.uk/researchsupport/awards/symplectic/>
- Your Communications Manager is happy to help – jo.silva@ndorms.ox.ac.uk or call 01865 737 649