Griffith experts curation guide

Your professional academic profile presents who you are to your academic and professional peers and prospective HDR students. Maintaining your profile is an essential tool in showcasing your research and teaching expertise and publications. Use your Griffith Experts profile to highlight your research work, research outputs, professional activities and awards, affiliations and more. Make your Griffith Experts profile the 'single point of truth' for you by linking your other academic/social media profiles to it.

When developing content for your profile, bear in mind the three target audiences:

1. Prospective HDR candidates.

2. Government, media and others seeking experts.

3. Other academics as potential collaborators or assessors.

In addition, by using some of the many social media tools available, you can link to external sites to further amplify the information contained in your website.

Be sure to keep your Griffith Experts profile up-to-date so other researchers, organisations and media representatives can find you.

This guide is designed to help you create an effective and professional — looking profile that highlights your expertise and is easily findable by others.

How does it work

Your profile information is broken up into six areas on the Griffith Experts profile page:

1. **Sidebar** — contains your photo, contact information such as phone number, address and mail address, as well as links to key websites such as Centres and Institutes (as personalised by you).

2. **About** — contains your bio, Griffith University appointments, and degrees/certifications.

3. **Research outputs** — contains an automatically populated list of your research outputs/publications.

4. **Funded research** — contains an automatically populated list of your grants.

5. **Professional** — contains other impact information as curated by you, i.e. awards/honours, news items, internal and external service roles, editorial roles, fellowships, memberships, etc.

6. **Teaching and supervision** — contains your supervisions and teaching activities.

Keep in mind that all personal information (e.g. phone, email, work address) on Griffith Experts is publicly accessible, therefore if you wish to keep anything private, it needs to be flagged as 'private' in Symplectic Elements. Refer to the instructions on the Griffith Experts Support page.

Other items such as professional activities (as selected by you), and teaching activities (as selected by you), can be also hidden if you do not wish to display them. Refer to the instructions on the Griffith Experts Support Page.

1. Sidebar

The red-coloured vertical sidebar contains your photo and basic information such as email address, phone number, work address, as well as a manually curated list of web links e.g. LinkedIn, Google Scholar. Your affiliations with Griffith schools, research institutes and departments are also listed here. Please refer to the Griffith Experts Support page for detailed steps on how to update your profile.

Note

- Name — from the HR system
- ORCID ID — from Symplectic Elements
- Title — from the HR system
- Position description — from the HR system
- Department — primary department is ingested from the HR system
- Phone number — from the Griffith phonebook
- Email address — from the HR system
- Address — from the Griffith phonebook

If you wish to update any of the information listed above, please update it in the source system. The changes will then automatically flow through to Griffith Experts.

Do

- Manually add your own links to external sites such as LinkedIn, Twitter, Google Scholar, ResearchGate, etc.
- Manually add links to lab pages (if applicable to you).
- Manually add links to creative works pages (if applicable to you).
- Add your ORCID ID into Symplectic Elements if you haven't already done so (detailed instructions on the Symplectic Elements Support page).
- Hide any information you wish to keep private, e.g. mobile number. Refer to the instructions on the Griffith Experts Support page.

Don't

- Add too many links. Keep it to the most important ones.
- Use the "Work" phone number type if you have to add another phone number as "Work" type is used for integration with the HR system.
- Use the "Department" web address type when adding web addresses as "Department" type is used for integration with the HR system.

2. About

The About section contains your bio, Griffith University appointments, degrees/certifications, languages, and other information about you. Please refer to the Griffith Experts Support page for detailed steps on how to update your profile.

The following information is automatically ingested from Griffith systems

- Griffith University appointments — Institute/Centre affiliations from the RIMS system

If you wish to update the information listed above, please update it in the source system. The changes will then automatically flow through to Griffith Experts.

Links cannot be incorporated in the about section of your profile so be sure to add any important links into the Sidebar section (detailed steps on the Griffith Experts Support page).

Do

- Write succinct and relevant biography statement no longer than 500 characters.
- Write your bio in the third person. Avoid using "I" and present yourself as though you are reading someone else's biography (see the following example): Tom Jones is an expert in social marketing whose focus is on methods in changing consumer brand behaviour and buying awareness. He has taught brand marketing consumerism all around the world including the USA (University of Arizona) and New Zealand (Uni of Otago). He writes and speaks regularly on brand marketing with his expertise showcased on various national television and radio programs. Graduating from the University of Sydney with post graduate from Duke University, his published works include 'Marketing in the New Age (2002)' which is into its 8th edition.
- Include a "grab statement" in the opening three lines of your bio. It is important to catch the reader's attention during that introduction as only the first three lines display in the search results.
- Include just the essential information about yourself in this section. One of the main objectives of a biography is to emphasise your key accomplishments. This will provide the reader with an overall idea of your background. This information need not be too detailed.
- In your biography make sure to include specific terms and keywords related to your area of expertise. This will help increase discoverability by search engines (the above example has keywords: brand, marketing, consumer awareness, buying).
- Add your undergraduate / postgraduate degrees under the Degrees heading in the Education section of your profile.
- Add your other qualifications - postgraduate training or certifications - under the Certifications or Postgraduate training headings in the Education section of your profile.
- Add your language competencies under the Language competencies heading.

Don't

- Include too much information, or get personal in your bio.
- Use exclamation marks. Avoid coming across as too chatty.
- Write your bio in the first person. Don't use "I".
- List all your academic accomplishments.

3. Research outputs

The research outputs section contains an automatically populated list of your research outputs/publications.

The following information is automatically ingested from Griffith systems

- Publications — from Symplectic Elements

- If you wish to update publication information, please update it in Symplectic Elements. The changes will then automatically flow through to Griffith Experts.

Do

- Mark a publication as a favourite if you want it featured at the top of the list (detailed steps ion the Griffith Experts Support page).

- Hide a publication if you don't want it displayed in your profile (detailed steps ion the Griffith Experts Support page). Note that hiding a publication does not delete it. It will simply be hidden from display, and can be "unhidden" if required.

Don't

- Mark too many publications as Favourites. It's recommended to limit favourites to a maximum of 3.

4. Funded research

The funded research section contains an automatically populated list of your grants. Additionally, you can manually add externally managed grants (detailed steps on the Griffith Experts Support page).

You also have the ability to add a free text summary of your research interests which is strongly recommended.

The following information is automatically ingested from Griffith systems

- Grants — from RIMS

Grant information is managed by the Office for Research (OR). If you would like any updates made, contact OR by raising a support request on the Griffith Experts Support page.

Do

- Add Research interests via the About section of your profile (detailed steps on the Griffith Experts Support page).

- Make sure you include in your research interests broad and specific terms/keywords related to your area/s of expertise. This will help increase discoverability by search engines.

- Mark a grant as a Favourite if you want it featured at the top of the list (detailed steps on the Griffith Experts Support page).

- Hide a grant if you don't want it displayed in your profile (detailed steps on the Griffith Experts Support page). Note that hiding a grant does not delete it. It will simply be hidden from display, and can be "unhidden" if required.

Don't

- Mark too many grants as favourites. It's recommended to limit favourites to a maximum of 3.

5. Professional

The Professional section contains other impact information as curated by you, i.e. awards/honours, news items, internal and external service roles, editorial roles, fellowships, memberships, etc.

This is the section of your profile where you can add all "other" relevant items. Please refer to the Griffith Experts Manage your Profile Guide for detailed steps on how to add Professional items.

The following information is automatically ingested from Griffith systems

- News feed — from Griffith News and The Conversation.

Do

- Keep your news items current. Hide or remove items older than 12 months.

- Manually add other news items of relevance to your profile (detailed steps on the Griffith Experts Support page).

- Hide or unhide news items as you see fit (detailed steps in the Griffith Experts Support Page).

6. Teaching and supervision

The teaching and supervision section contains your HDR supervision and teaching activities. Current and completed Griffith HDR Supervisions are automatically ingested, and display under the Teaching & Supervision section of your Griffith Experts profile. You can manually add external HDR Supervisions.

Teaching courses are automatically ingested at the following levels:

- Program Convenor

- Program Advisor

- Research Program Convenor

- First Year Advisor

You have the ability to add a free-text teaching summary, and available research projects. Both are strongly recommended. Your teaching summary should include your areas of supervision, and availability.

Do

- Add a Teaching summary via the About section of your profile (detailed steps on the Griffith Experts Support page). Include your areas of Supervision, and availability. Refer to this example:

  - General areas of PhD supervision

  - I supervise students interested in contributing knowledge in the areas of ocean acidification, ecology of tropical macroalgae, coral-algal interactions and ecology of the Great Barrier reef.

  - I am available for Masters and PhD supervision. Please contact me directly for further information on postgraduate opportunities.

- Make sure you include in your Teaching summary broad and specific terms/keywords related to your area/s of expertise. This will help increase discoverability by search engines.