

# Strategizing your scholarly output online

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**(Scholars) knowledge**

**GETTING STARTED**

- \* "Gallery" of data
  - card sort
  - usability tests
  - participatory design
  - Primary research

**BASIC SURVIVAL**

- \* Big SARA activity
  - Search, Analyze, Ideate, Act
- \* "I don't see that" activity

**Find, Request, Check out**

**Services**

**Start Research**

**Use Spaces**


**FAQ**


**Sticky notes on the right:**

- Directing
- Non-planners
- Plans/Reports
- Assessment
- Employment
- Depts
- Notes/Directions

# Who is this session for?

*Anyone who is interested  
in having better understanding and control  
of how their scholarly output and/or scholarly identity is  
created and maintained online.*

A collage of various images and text snippets, including a cat, a dog, a person, a chair, a sofa, and various text labels like 'FEATURE COMFORTS', 'the glamour geek', 'THAT SOFA', 'Have a conversation about care', and 'Untrammelled'. The collage is a collection of small, overlapping images and text snippets, some of which are related to the text above. It includes a cat, a dog, a person, a chair, a sofa, and various text labels like 'FEATURE COMFORTS', 'the glamour geek', 'THAT SOFA', 'Have a conversation about care', and 'Untrammelled'. The collage is a collection of small, overlapping images and text snippets, some of which are related to the text above.



## Learning objectives

*Participants will come away from this session with...*

- ... Enhanced understanding of **content strategy** as an approach to help you manage scholarly output online.
- ... **Where** to maintain scholarly presence/work online.
- ... A better understanding of your **audience**, **context**, and **content**.

# What is content strategy?

## User experience

Encompasses all aspects of an end-user's interaction with interfaces, people, services, etc.



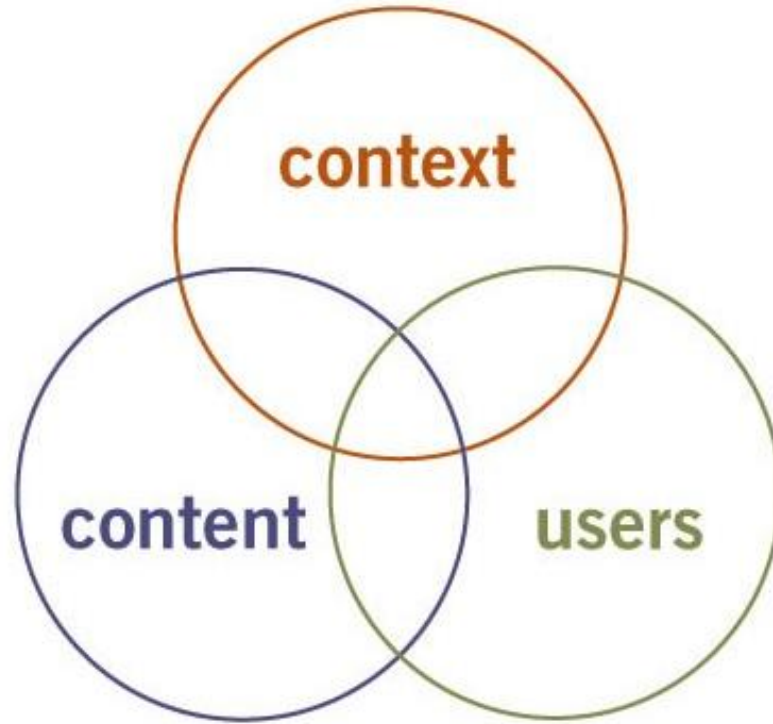
## Content strategy

“Plans for the creation, publication, and governance of useful, usable content.”

Halvorson

Graph source:  
[https://semanticstudios.com/user\\_experience\\_design/](https://semanticstudios.com/user_experience_design/)

# Information architecture



Source:  
[https://semanticstudios.com/user\\_experience\\_design/](https://semanticstudios.com/user_experience_design/)

# Read more about creating usable content for the web

<https://www.nngroup.com/articles/information-foraging/>

- Rate of gain = Information value / Cost associated with obtaining that information
- In other words, people scan instead of reading every word
- We design for that behavior by using headings, relevant & vibrant images, and eschewing Walls of Text
- *“Optimize for the top task your page or site is supposed to address”*

<https://alistapart.com/article/thedisciplineofcontentstrategy/>

- WHY so many websites are so crappy at content strategy

<https://alistapart.com/article/standards-for-writing-accessibly/>

- An introduction to accessible web writing

# My “containers” of choice

## Content management systems (CMS)

- [IU Blogs](https://blogs.iu.edu/) ( <https://blogs.iu.edu/> )
- Weebly/Wix/Wordpress >> there’s a [CEWIT course](#) that covers all three!
- Google Sites
- AND THEN use [IU’s image database](#) to populate your web content with relevant & open access stock photography! ( <https://images.iu.edu/> )

## Curating your scholarly publications

- [ORCID](https://libraries.indiana.edu/creating-orcid-id) ( <https://libraries.indiana.edu/creating-orcid-id> )
- Google Scholar profile
- [ScholarWorks CV service](#)

## Wait a minute.... Are you actually writing a textbook?

- [IU Pressbooks](#)

# Audit your scholarly information architecture!

URL/website	Audience	Purpose (what is the <b>content</b> and <b>context</b> )
<a href="https://jacipaigewilkinson.blog/">https://jacipaigewilkinson.blog/</a>	Employers, me, committees evaluating me for grant funding or promotion, general public (teaching)	A place to curate select projects from my portfolio, make myself more “Googleable”, easy to contact me, this is where my bio lives, publicly available teaching materials
<a href="https://libraries.indiana.edu/jaci-wilkinson">https://libraries.indiana.edu/jaci-wilkinson</a>	Employers, IU community, anyone who wants to ensure that I have the job I say I have	Proves my institutional affiliation and position
<a href="https://scholar.google.com/citations?user=dWUSXxkAAA&amp;hl=en">https://scholar.google.com/citations?user=dWUSXxkAAA&amp;hl=en</a>	Me.... Anyone looking up my publications or with whom I want to share a singular link of my publications without sending a CV	“One stop shop” for my publications
Twitter account	Library Twitter, place to promote publications and presentations	Less formal and more immediate place to share viewpoints and my latest work
<a href="https://orcid.org/0000-0003-4267-4452">https://orcid.org/0000-0003-4267-4452</a>	Publishers of my work	Links and standardizes your name across your publications

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<a href="https://jacipaigewilkinson.blog/">https://jacipaigewilkinson.blog/</a>	Employers, me, committees evaluating me for grant funding or promotion, general public (teaching)	A place to curate select projects from my portfolio, make myself more “Googleable”, easy to contact me, this is where my bio lives, publicly available teaching materials
<a href="https://libraries.indiana.edu/jaci-wilkinson">https://libraries.indiana.edu/jaci-wilkinson</a>	Employers, IU community, anyone who wants to ensure that I have the job I say I have	Proves my institutional affiliation and position
<a href="https://scholar.google.com/citations?user=dWUSXxkA AAAJ&amp;hl=en">https://scholar.google.com/citations?user=dWUSXxkA AAAJ&amp;hl=en</a>	Me.... Anyone looking up my publications or with whom I want to share a singular link of my publications without sending a CV	“One stop shop” for my publications
Twitter account	Library Twitter, place to promote publications and presentations	Less formal and more immediate place to share viewpoints and my latest work - links to my website
<a href="https://orcid.org/0000-0003-4267-4452">https://orcid.org/0000-0003-4267-4452</a>	Publishers of my work	Links and standardizes my name across publications

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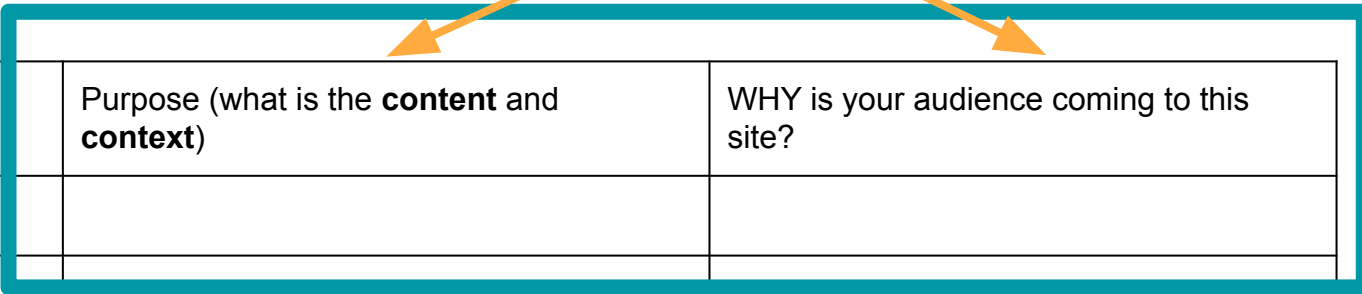
*Your turn now!*

Spend 10 minutes quickly jotting down as many websites you manage your scholarly presence on in some way. Identify the **audience**, **content**, and **context**.

URL/website	Audience	Purpose (what is the <b>content</b> and <b>context</b> )	WHY is your audience coming to this site?

Spend 2 additional minutes picking one site and jotting down some notes about WHY the audience you describe is going there...

Do your notes in each category match???



URL/website	Audience	Purpose (what is the <b>content</b> and <b>context</b> )	WHY is your audience coming to this site?

...If not, it is time to re-evaluate if that site is “user centered”...



## Q&A Time

My question for you all is: now that you're thinking like a content strategist... What's next?

Thanks! Contact me at [wilkinj@iu.edu](mailto:wilkinj@iu.edu)