PITCH PERFECT
RESEARCHNOW
PROFILE STYLE GUIDE

Showcase your story of research excellence

INTRODUCTION

ResearchNow serves as the primary platform for showcasing research outputs, projects, outcomes, contributions and impacts here at Flinders University. This style guide is designed to assist you craft and maintain a pitch perfect research profile that aligns with our web style and content policy.

In today's digital landscape, your online presence plays a pivotal role in shaping your professional identity. A thoughtfully curated profile not only increases your discoverability, but it can also open doors to future opportunities. Stakeholders, collaborators, and opportunities are often discovered through digital channels - your online profile therefore acts as your virtual ambassador, presenting a compelling narrative of your expertise, accomplishments, and aspirations.

Remember, your research profile is an ongoing project. Regularly review and update it to reflect your evolving research, achievements, and interests.

PROFILE HEADER DETAILS

Affirm your identity.

Name & Academic Title: You've worked hard to get where you are, proudly display your academic title on your profile. While your name is not editable (this information automatically pre-populates from Workday), you can add a name variant if you are known by another name.

Profile Photo: A high quality professional profile picture helps to establish a personal connection, making your profile more approachable and easily distinguishable from others with a similar name.

ORCID & Scopus IDs: Adding your ORCID affirms your identity and links to your complete body of work across your academic career. Adding your Scopus ID simplifies the process of claiming your research outputs.

Links to other academic profiles: Further enhance your ResearchNow profile by including links to other academic profiles or external research websites you may have. Select the appropriate Link Type in ResearchNow to brand the link icons that will appear in your public profile. It will look better, and make it easy for those looking at your profile to see where the link will take them.

College & Institute/Centre Affiliation: This information cannot be edited by ResearchNow users. College details automatically pre-populate from Workday, and Institute and Centre Affiliations are managed centrally within each unit.

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PROFILE YOUR RESEARCH

RESEARCH BIOGRAPHY

Write a concise and engaging biography that highlights your academic background, research interests, and key accomplishments. This serves as your elevator pitch, drawing the reader into exploring your profile in detail.

Structure:

1. *Current position and relevant qualifications:* Introduce yourself using your full name and professional title. Mention your current position and academic qualifications, such as Ph.D. or specific research degrees.
2. *Field of expertise and research focus and significance/impact:* Clearly state your primary field of expertise and the specific area or sub-area within that field. Highlight the core focus of your research, noting the questions or problems you seek to address in your work.
3. *Notable achievements and career highlights:* Spotlight your most significant research achievements and contributions, including research awards, grants, recognitions, notable research projects, publications, patents, or innovations.

Style, Language and Length:

- Write in the third person for a professional tone.
- Use clear, active language, keeping in mind that online readers often skim content.
- Avoid jargon and complexity to accommodate a global, diverse audience.
- Keep it brief. Most professional biographies are between 250 and 500 words.

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PROFILE YOUR RESEARCH

RESEARCH PORTFOLIO

Research Expertise:

This section should provide an overview of the specific areas and methodologies in which you are recognised as an authority. Use this section to succinctly detail your research expertise to attract research collaborators and potential HDR students. Consider noting how your expertise can be applied, particularly if you are interested in attracting industry collaborators.

Research Interests:

Note other topics you are passionate about in bullet points to create a complete picture of your developing research career. Potential collaborators will be able to search for you using keywords in your profile so ensure you use key words that industry or academic partners may use when searching for a collaborator.

Research Outputs:

Invest time to claim your research outputs and produce a comprehensive record of your research contributions (which can be particularly valuable to point to during tenure and promotion reviews). Ensure you author your research correctly at the time of publication to take advantage of the streamlined claiming outputs process.

Research Collaborations:

Provide a high-level overview of your collaborative projects and research partnerships to highlight the real-world impact of your research outcomes and how your expertise can be applied. Use "Projects" functionality to go into more detail about specific research projects you want to showcase.

Team Members:

Introduce your research team if you are part of one. Link to their profiles, detail their roles and contributions to highlight additional great talent potential collaborators will gain access to when working with you. If you add photos here, ensure to get approval from your team member/s before adding their images for public viewing.

Research Projects:

ResearchNow "Project" is a great way to profile current research activity, or significant bodies of work where you want to package up findings, team members, awards, prizes, media and outputs all in one spot on your profile.

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ENHANCE YOUR PROFILE

ADD THE EXTRAS

Career Highlights:

Highlight key accomplishments and milestones, including awards and media coverage, and use images to augment the impact of your achievements.

Education/Academic qualification:

Add your education and/or academic qualifications to provide a comprehensive overview of your background and expertise.

Include Multimedia:

If applicable, add visuals such as images, charts and infographics to make your profile more visually appealing and to help explain your research in a more compelling way. It's important to consider your audience and the nature of your research when deciding which multimedia elements to include in your research profile. Consideration should be given to ensure that the multimedia enhances, rather than detracts from, the quality and professionalism of your profile.

When used appropriately, multimedia can communicate complex or abstract concepts more effectively than text alone. Further to this, people are more often likely to engage with and remember content that includes multimedia elements, making your research more accessible to a wider audience.

Keywords and Tags:

Use relevant keywords and tags that describe your research expertise and interests. This makes it easier for others to find your profile when searching for expertise on specific topics in search engines such as Google. Consider who you want to find you when adding tags – other academics, students, media or industry partners – your keywords may need to change depending on who your intended audience is.

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Flinders University

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HIGHER DEGREE RESEARCH (HDR) SUPERVISION

SUPERVISORS

Supervision:

This will only appear on your profile as "Registered" if you are registered in Inspire as a HDR Supervisor. Reach out to hdr.development@flinders.edu.au if you believe you are registered as a supervisor and it does not show up on your profile, or you are interested in becoming a HDR supervisor.

Supervisor Philosophy:

This is your opportunity to present your mentoring style and approach. Describe your level of involvement with students' work, your approach to mentorship (e.g., coaching or facilitation), and the core values that guide your mentorship. Explain the research environment you aim to create.

Research Areas:

This section needs to be populated to enable prospective students to find you. Select the overarching research areas from the pre-defined pick-list that you supervise under. For supervisors registered as at November 2023, your HDR coordinator has pre-populated this field for you.

Supervisory Interests:

Use tags to categorise sub-areas or specific topics, improving searchability and helping potential students understand the research areas they can explore under your guidance. These tags also double as keywords for clarity.

Students:

Student / Supervisor relationships will be visible in ResearchNow and will pre-populate based on the Student Management system data.

Supervised Students Successes:

Your chance to demonstrate your track record in helping your students achieve great things, including prizes, awards, scholarships and placements.

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WORK TOWARDS A PITCH PERFECT PROFILE

1. MINIMUM STANDARD

Researchers & Supervisors

- Profile Photo
- ORCID & Scopus ID
- Research Outputs (at least 1 record)
- At least one section from *Curriculum and research description* (providing details about your research)

HDR Students

- Profile Photo
- ORCID
- At least one section from *Curriculum and research description* (providing details about your research)

2. ENGAGED STANDARD

Researchers

- Profile Photo
- ORCID & Scopus ID
- Research Outputs
- 3+ sections Curriculum and research description
- Activities or Prizes

Supervisors

- Profile Photo
- ORCID & Scopus ID
- Research Outputs
- 3+ sections Curriculum and research description
- Activities or Prizes
- Research Areas
- Supervisory Interests

HDR Students

- Profile Photo
- ORCID
- 2+ sections Curriculum and research description
- Activity or Research Output

3. PITCH PERFECT STANDARD

Researchers

- Profile Photo
- ORCID & Scopus ID
- All Research Outputs claimed
- 4+ sections Curriculum and research description
- Activities and Prizes
- Links to other profiles

Supervisors

- Profile Photo
- ORCID & Scopus ID
- All Research Outputs claimed
- 4+ sections Curriculum and research description
- Activities and Prizes
- Research Areas
- Supervisory Interests
- Supervisor Philosophy
- Links to other profiles

HDR Students

- Profile Photo
- ORCID
- All Research Outputs claimed
- 3+ sections Curriculum and research description
- 1+ Activities or Prizes

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