



Online presence: a results-driven approach

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Online Presence

- ✓ The Scientific Method
- ✓ What often happens
- ✓ What could happen
- ✓ Research, Social, Online, Media Trends
- ✓ Research, Social, Online, Media Channels
- ✓ How do you make this happen



Fast Facts – more at sueellson.com

Sue Ellson is a Member of

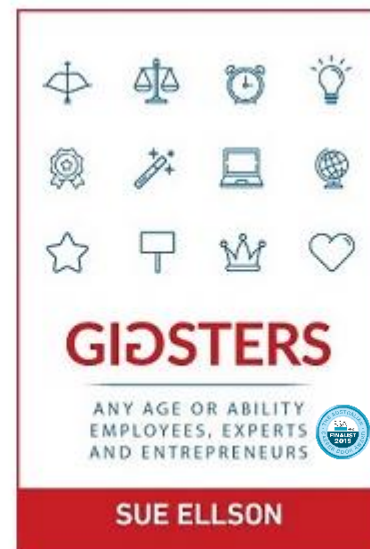
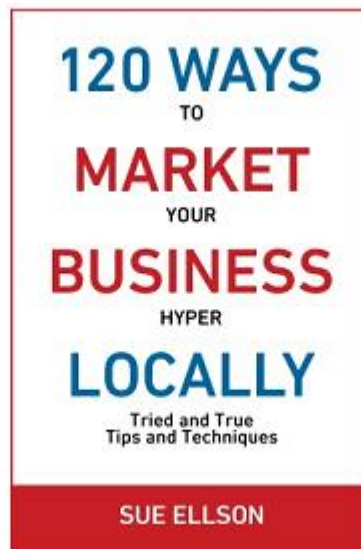
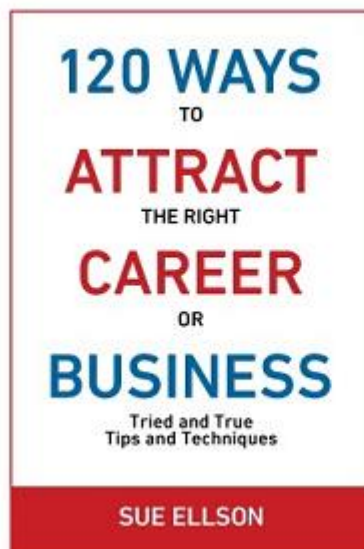
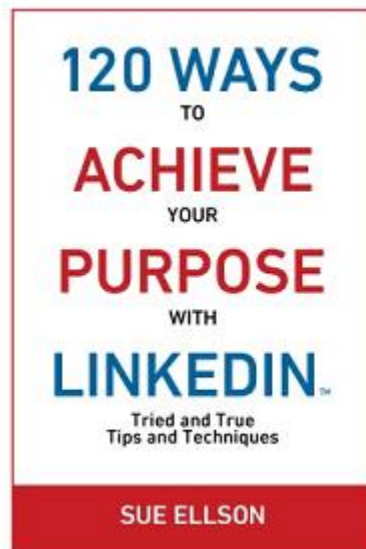


Sue Ellson is the Founder of



<https://sueellson.com/about> and <https://sueellson.com/services-and-pricing>

Author of five books



Latest – **LinkedIn for me and my career or business** – launched 23 January 2023

Give yourself a gold star ★ LinkedIn Presence

<https://sueellson.com/books> or <https://120wayspublishing.com>

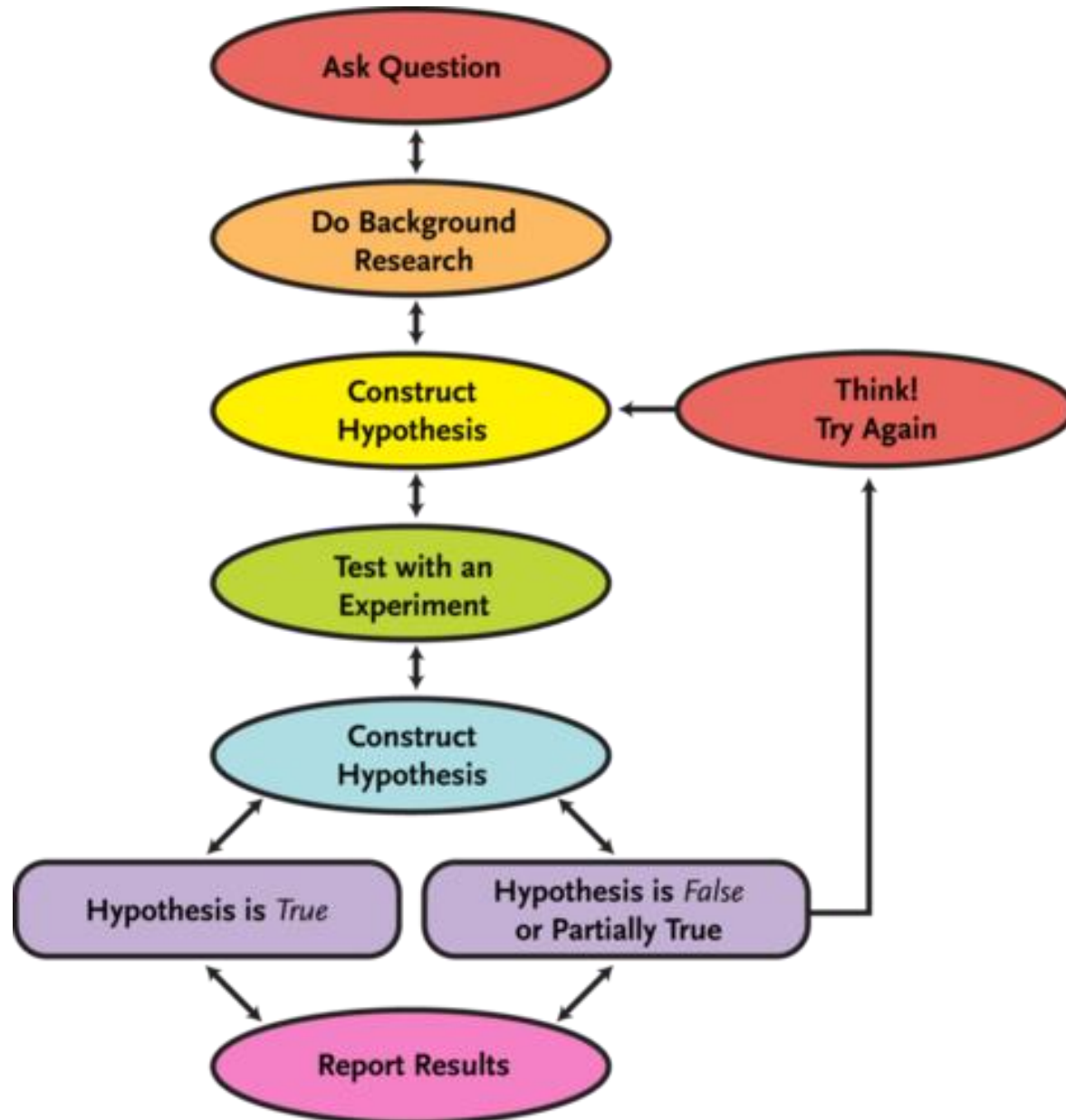
The Scientific Method

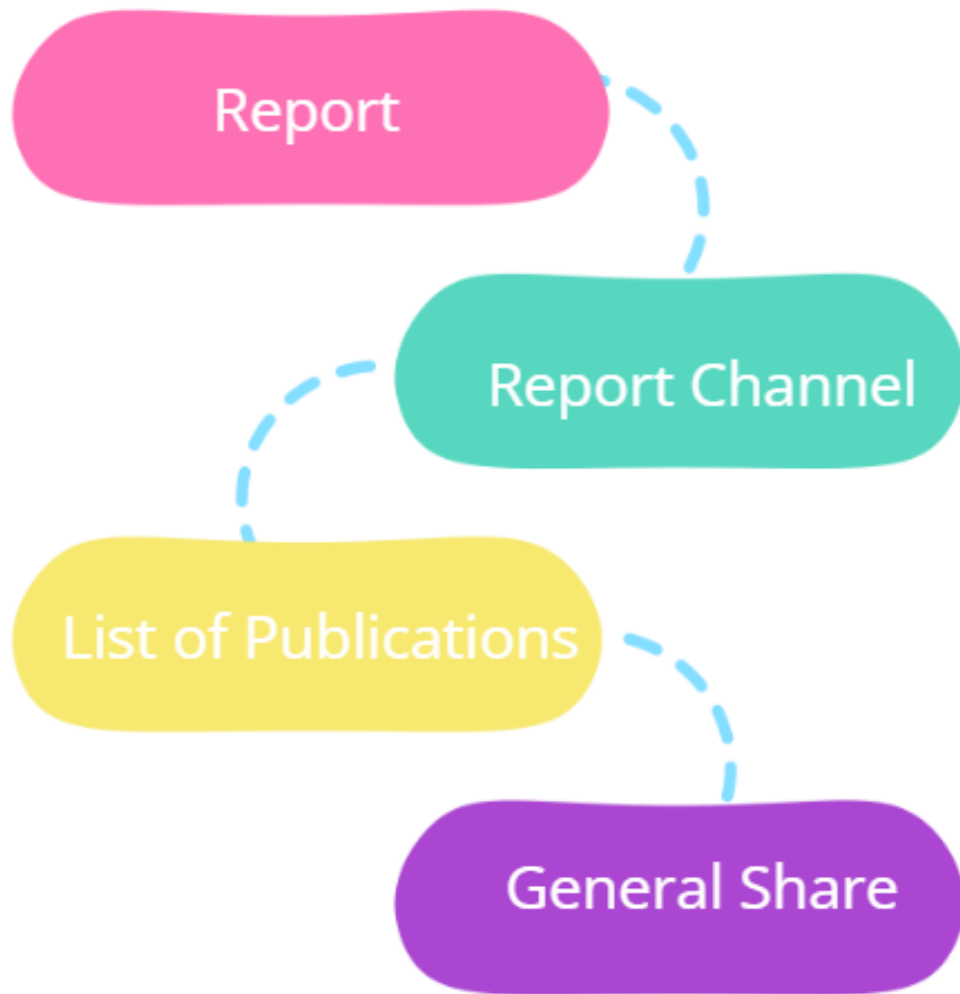
Where do you **report** your results?

How do people **find** your results?

Do you want to be published or **create change**?

How do you measure the **impact** of your research?





What often happens

Report published

Report shared own channel

Added to your list of publications

Shared in less than three other channels, often not in the public domain or busy journalist channels

Few citations



What could happen

Report published

Report shared own channel

Added to your list of publications

Systematically shared and published in research, online, social and media channels

More citations

About 10,600,000 results

InStem stands for **Institute for Stem Cell Science and Regenerative Medicine**. It is a research institute in Bangalore, India, dedicated to the study of stem cells and regenerative biology with translational emphasis. InStem is a major advocate of stem cell science and is initiating programs to educate policymakers and regulators, lead public engagement efforts and help in formulating international guidelines that would be applicable around the globe. Instem, on the other hand, is a leading provider of IT solutions and services to the global early development healthcare market.

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- 1 Who we are | InStem
- 2 About Us | InStem
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What are the challenges of stem cell research? What are the benefits of stem cell ther...

inSTEM is a networking and career development conference for people from marginalized or underrepresented groups in STEM (Science, Technology, Engineering, and Mathematics), and their allies. It is an initiative of the STEM-focused ARC Centres of Excellence. The conference offers attendees a safe space where they can meet, make connections, and build relationships with other researchers and research scholars. Attendees also have the opportunity to hear from leading experts on topics and strategies that support career development and progression. The goal of inSTEM is to create change that improves access, supports retention, and champions success for STEM individuals from...

See more

People also ask

- What does inStem do? Instem provides IT services used in drug development for the global life sciences market. Photograph: David...
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Research Trends

- references in search
- references in chat
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DATA & RESEARCH

Average Time Spent On Tiktok Per Day, According to 8 Report

 By Yaqub M. (CBC) | Updated on July 13, 2023 | Data & Research

Based on the data we collected, we calculated that the average time spent on Tiktok per day is approximately **56 minutes and 22 seconds**.

This number is the average of the average time people spend on Tiktok from **8 different** studies and reports.

All Average time spent on Tiktok Report:

- 58.4 minutes Insider Intelligence 2024
*forecasted
- 48 minutes Statista 2024 reported
*forecasted
- 55.8 minutes [Insider Intelligence](#) 2023
- 95 minutes [Sensor Tower](#) 2022
- 46 minutes [Data AI](#) 2022
- 46 minutes Reported by Statista 2022
- 91 minutes TechCrunch 2021
- 44 minutes Reported by Statista 2021
- 47 minutes Reported by Statista 2021
- 82 minutes [TechCrunch](#) 2020
- 39 minutes Reported by Statista 2020
- 75 minutes [Qustodio](#) 2020
- 52 minutes indaHash 2020
- 46 minutes Kerry Flynn 2019

Why is this list being compiled?

We put together this data because we want to get a clear picture of how much time people spend on TikTok.

Understanding the average time spent on TikTok can be beneficial for various reasons, especially for businesses, marketers, and researchers.

Some reasons why this metric is important are advertising and marketing strategy, content planning and scheduling, platform engagement, user behavior analysis, competitive analysis, investment decisions, and trend analysis.

Social Trends

Platforms like TikTok

- usage hours increasing
- micro learning edutainment
- in app searches
- mobile versus screen
- viral reach

Online Trends

- yourname.com – only thing you own!
- archiving
- copyright tracking
- free and paid aggregators



University
Government
Media
Community

Yellow Pages
White Pages
True Local
Local Council

Google Business
Bing Places
Facebook
LinkedIn
YouTube

Google Reviews
Facebook Reviews
True Local Reviews
Portal Reviews



The rise of 'quiet quitting': This VERY worrying job trend sweeping Australia - so what exactly is it?

- Thousands of workers have admitted to 'quiet quitting' their jobs
- This rejects the idea that workers need to do more than expected
- Those who have embraced the concept claim to feel less stressed
- A career expert said there needs to be respect between workers and employers

By [CARINA STATHIS FOR DAILY MAIL AUSTRALIA](#)
PUBLISHED: 13:27 AEST, 4 August 2022 | UPDATED: 16:44 AEST, 4 August 2022

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116 View comments

Australian employees have found a new way to 'quit' their jobs to avoid burnout - and bosses are very unhappy about it.

Thousands on [TikTok](#) have admitted to 'quiet quitting' - which involves rejecting the

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Media Trends

- time poor journalists
- reliant on other publications
- value subject matter experts
- value repeat talent
- value speedy responses
- value Australian data
- get on their lists!



← Post

7NEWS Melbourne @7NewsMelbourne

Slacking off on Mondays is something you normally hide from the boss but some managers are making it part of their work culture. 'Bare Minimum Mondays' is a work-life balance trend sweeping the globe - and now offices across the country. [@SaraJones_7](#) #7NEWS

7:00 PM · Jun 19, 2023 · 5,540 Views

'LAZY GIRL' JOBS

4:01

What are 'lazy girl' jobs and are they worth trying? | 9 News Australia

9 News Australia • 12K views • 1 month ago



What could happen

Report published

Report shared own channel

Added to your list of publications

Systematically shared and published in research, online, social and media channels

Research

orcid.org

scholar.google.com

researchgate.net

academia.edu

online journals

university repositories

Social

linkedin.com

twitter.com

youtube.com

Online

yourname.com

uni.edu.au/yourname

aboutme.google.com

archive.org/web

muckrack.com

authory.com

Media

broadcast - mainstream

narrowcast – niche

print

television

radio

audio podcasts

video vodcasts  13

How do you make this happen?

1. **Spreadsheet Columns** – Date, Title, Publication Name, Link, Details, Publish Location 1, Publish Location 2, Publish Location 3, Publish Location 4 etc
2. **Spreadsheet Row** – Date, Title, Publication Name, Link, Details, Publish Date 1, Publish Date 2, Publish Date 3, Publish Date 4 etc
3. **Other Columns** – Abstract, Volume Number, Edition Number, Medium (Print, Online, Radio, Television, Podcast), Archive.org Link etc

Step 1 – Create a Usernames and Passwords List

Step 2 – Publish Research

Step 3 – Add details to Publications Spreadsheet

Step 4 – Update Publications Spreadsheet each time an item is published elsewhere

Step 5 – Keep yourname.com website updated with a full list of publications

Step 6 – Review process and complete improvements – motto **“from now on”**

Remember that a research assistant could help you if you have the login details!

Concepts

- ✓ **digital asset** – lifetime value and permanent record
- ✓ **digital currency** – engagement and regular publishing online to show that you are ‘still alive’ and active
- ✓ **digital consistency** – do what is manageable on an ongoing basis
- ✓ **digital reliability** – published widely, be verifiable with reviews
- ✓ **digital results** – systemise to attract rather than seek impact

LinkedIn Essentials

✓ public profile URL and headline

✓ publications

✓ skills

✓ **creator mode** – newsletters if connect

✓ **build your network** – use app on phone to connect with everyone you meet personally but also connect with everyone you meet virtually

Discussion and Demonstration

Follow Sue Ellson's Socials or Contact directly

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Email me with 'inSTEM' in the subject line for:

1. Usernames and Passwords Spreadsheet
2. List of Publications Spreadsheet
3. Links to useful resources for academics / researchers
4. A copy of this slide deck

