## Compare social media platforms

<table>
<thead>
<tr>
<th>Platform</th>
<th>Description</th>
<th>Disciplinary Representation</th>
<th>What can you do?</th>
<th>What is it good for?</th>
<th>Disadvantages and risks</th>
<th>Analytics</th>
<th>For-profit</th>
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</thead>
</table>
| **Twitter** | Micro-blogging platform      | Broad                      | • Share 140-character messages  
• Share content like videos and photos  
• Share links to content like blog posts and articles  
• Send private messages | • Following news and taking part in discussions  
• Online networking around conferences  
• Connecting with both academic and broader audiences  
• Drawing attention to your research outputs | • Very open with risk of inappropriate responses or followers                                                   | Yes        | Yes        |
| **Facebook** | Social network               | Broad                      | • Share messages, photos, videos, and links  
• Send private messages  
• Create pages for events like public talks or exhibitions | • Informal maintenance of existing professional relationships  
• Connecting with non-academic audiences  
• Advertising events | • Can be difficult to separate the personal and the private                                                      | No (only for particular page types)                                                                         | Yes        |
| **LinkedIn** | Professional network         | Broad                      | • Create a professional profile including details of professional experience and summary of your research goals  
• Add links, photos, slideshows and videos  
• Post articles written for LinkedIn to your profile | • Promotion of expertise outside of academia  
• Professional networking  
• Drawing connections between your work and business and industry | • High number of notifications means email settings need to be carefully managed                                | Yes (limited free)                                                                                      | Yes        |
| **ResearchGate** | Academic network | Aimed at sciences, currently 60 percent sciences, 40 percent other | • Create profile  
• Share papers  
• Follow researchers  
• View and discuss other researchers’ papers and data  
• Contact other researchers  
• View job board  
• Pose and answer questions  
• Generate DOIs | • Sharing and viewing papers  
• Professional networking  
• Increasing citations | • Closed system from which it can be difficult to extract information you have entered  
• Need to carefully manage email notification settings  
• Potential for infringement of publishers’ copyright | Yes | Yes |
| **Academia.edu** | Academic network | Broad | • Create profile  
• Share papers  
• Follow researchers  
• View other researchers’ papers  
• Ask for feedback on a paper | • Sharing and viewing papers  
• Professional networking  
• Increasing citations | • Closed system from which it can be difficult to extract information you have entered  
• Paid promotional options may influence what you are seeing  
• Features increasingly requiring paid access | Yes | Yes |
| **Mendeley** | Social network and reference management software | Broad | • Create profile  
• Share papers  
• Follow other users  
• Create and join groups  
• View and discuss other researchers’ papers  
• Give and receive paper recommendations  
• View statistics based on Scopus Author Profile  
• Sync Mendeley Desktop to profile library | • Sharing and viewing papers  
• Participating in discussions  
• Professional networking  
• Increasing citations | • Limitations apply to free accounts, including limitations to the amount of online storage available  
• Scopus author ID analytics | Yes |
| Zotero     | Reference management software and social network | Broad | + Create private groups  
+ Create public groups with either open or closed membership  
+ Create group libraries | + Sharing and viewing papers  
+ Participating in discussions  
+ Professional networking  
+ Increasing citations | No | No (open source) |
|-----------|--------------------------------------------------|-------|---------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|
| ORCID     | Academic identifier and network                  | Broad | + Create a persistent unique author identifier  
+ Create profile linked to other author identifiers | + Author disambiguation  
+ Integration with other systems  
+ Integration with publishing and reporting processes  
+ Showcasing education, grants and research outputs including NTROs | No | No |
| Google Scholar | Academic profile                                 | Broad | + Create profile  
+ List and link to publications  
+ Automatically updates new publications | + Raising research profile  
+ Claiming publications (author disambiguation)  
+ Tracking metrics and citations | + Low-quality citation data | No | Yes |