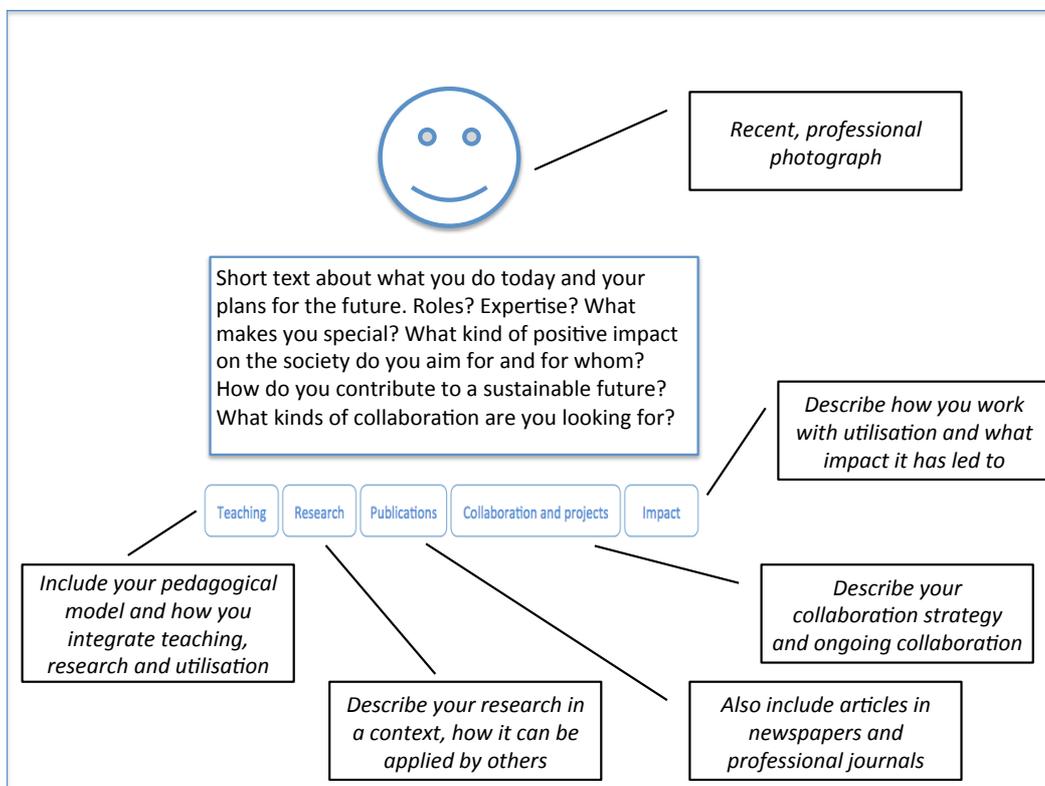**CHALMERS**
INNOVATIONSKONTORET

Personal Webpage Boost

All employees at Chalmers have a personal page on www.chalmers.se, in both Swedish and English. There are many good reasons to make your profile page really informative and attractive:

- Funding agencies, partners, potential new employers and co-workers, and students - they all have reason to look closely at what you do and what you know.
- Even if you have already put up much information about yourself in other places such as LinkedIn and Research Gate, your personal page at Chalmers is attracting the types of readers mentioned above and it is quite natural to find the information primarily at the university where the person works.
- The Swedish Higher Education Act requires that we as a university informs the public about what we do, as a way to describe what we are doing for their tax money.
- The better we can jointly communicate about Chalmers, the better we manage to attract good students, employees, partners and funders, which in turn means that we can contribute more to a sustainable future.

In this document, we provide tips on how you can boost your personal page through adding information about utilisation and sustainable development. We go through all the sections and opportunities and give you examples of what you can put there, but we start with some general recommendations. For information on how to make the actual changes using a web editor, see Chalmers Insidan. We also recommend that you get in touch with your communication officer to get help and support!

Recent, professional photograph

Short text about what you do today and your plans for the future. Roles? Expertise? What makes you special? What kind of positive impact on the society do you aim for and for whom? How do you contribute to a sustainable future? What kinds of collaboration are you looking for?

Teaching | Research | Publications | Collaboration and projects | Impact

Include your pedagogical model and how you integrate teaching, research and utilisation

Describe your research in a context, how it can be applied by others

Describe your collaboration strategy and ongoing collaboration

Also include articles in newspapers and professional journals

Describe how you work with utilisation and what impact it has led to

Starting Point

Since the target audience is broad, it is important to use language and concepts that many can understand and be inspired by. You can get many tips on how to communicate with the general public at Chalmers Insidan.

Some important aspects to consider for everybody:

- A central part of Chalmers' **vision** is that we all should contribute to a sustainable future. All employees have the opportunity to do this in his or her own way, which can take many different forms. It is important that you think about how you can do this in your daily work, while teaching or doing research, and through participation in special projects.
- At Chalmers we have three **main processes**: to research, to teach and to utilize. The success for us as a university and individuals is to cleverly combining these aspects, which sometimes is called The Knowledge Triangle. Many funders require us to show how we work in an integrated way, why it is important to describe how the different types of activities together.

To learn more about sustainable development and research utilisation, look at the information at Chalmers Insida where you also find templates for how to write your CV.

You can also use several tools to put your research into a larger perspective, such as:

- **The Utilisation Barometer** - helps you describe the role you can and usually take in the utilization process
- **Freedom to Research** - will help you to understand the external factors that affect your ability to conduct research and who may be interested in taking part
- **Resilience Research Review** - helps you see how your research can relate to and contribute to sustainable development

You find these tools at **innovationskontor.chalmers.se**

The Brief Summary - Your Elevator Pitch

The personal page begins with a short presentation text that should be in both Swedish and English. The text field is limited to 600 characters, including spaces.

A good presentation text can be used also as a sidebar to an article, in press releases, publications, web texts, or at other times when there is a need to present an individual at Chalmers. Focus on what you do today and your ambitions for the future. Your previous work can be included in the CV you can display elsewhere at the personal webpage. Make sure you include a professional photo, not older than two years.

The text should answer questions such as

- What is your role at Chalmers?
- What is your area of research and/or teaching expertise?
- What kind of positive impact on the society do you aim for and for whom (target groups)?
- How do you want to contribute to Chalmers vision - for a sustainable future?
- What kinds of collaboration are you looking for?
- What makes you and your research to stand out?

Examples:

"Nina Nilsson is the manager of the Advanced Destructive Testing Group. As a professor of flexible production in the Department of Fundamental Spintronics she focuses her research on human performance, fatigue and behaviour. The goal is to create components for motor vehicles, which can improve traffic safety on road and rail. Nina Nilsson is a member of the Young Academy since its inception in 2011. She is also one of the main authors of the fifth report of the UN Safety Panel."

"Samuel Dragitsch mainly teach within the program Automation and Mechatronics, which takes a holistic approach to the skills needed to develop products that are less expensive, better and more energy efficient and environmentally friendly than today. In his teaching he focuses mathematics, engineering and programming, often linked to Open Source. The courses contain information that aims to explore and solve major societal challenges. Samuel Dragitsch has also established a broad international network of researchers and companies, which are involved in the training."

"People can only decide to follow if we tell them where we're going. Telling them what we've done doesn't help them to imagine the destination." Simon Sinek

Tabs - Opportunities for you to show your wide scope

The profile pages have been developed so that more information can be presented in a structured way and you also can choose what you want to show. You can also manually change the information, so that it always reflects your current skills and your interests. The information is divided into several tabs: education, research, publications, collaboration and projects, and a free one that you, for example, can call Impact.

| Teaching | Research | Publications | Collaboration and projects | Impact |

Teaching

Here you have the opportunity to list the teaching you do. There may be courses on various levels: basic education, masters and doctoral level but also commissioned and internal courses for employees at Chalmers.

Here you are also able to describe how you are pursuing your education, what is important for you to ensure the quality, the pedagogical models you assume and tools you use. Remember to highlight how you are working to integrate issues related to sustainable development in your teaching, and how you combine education, research and utilization (The Knowledge Triangle). Describe for example how you integrate the development of our campus areas in your education.

Research

This is your opportunity to describe the research you are working with. Please do so in the form of a general description of your research field and how you are positioning yourself within it, that is what makes your particular research unique. You might also want to put brief information about previous positions, research related awards and scores related to research quality such as number of publications, the Hirsch index and Impact Factor.

Here you can also describe how your research contributes to a sustainable future. Some research has a very direct connection to this, for example, to find renewable energy sources. Others develop general methods and models that can be used in other areas, and thus can be the basis for new technologies or new ways of working.

It is also advantageous to describe how your research can be applied, what benefits it can bring. Refer to the impact stories describing what benefits your research have contributed to, for example, by links to more material. Some research funding agencies want you to describe how strategic your research is for Sweden and the EU, which is why it can be useful to highlight how this is described by industry associations, in particular investigations, etc.

One way to describe what your research has resulted in is in the form of knowledge assets such as methods, models, data sets, designs, software and inventions. You can also usefully describe research infrastructures, laboratory, equipment, quantities of data, open source software, etc. that you have helped to develop and make available to others.

You can also describe how the knowledge you have developed is used in training and refer to more information through a link.

Publications

If you have publications registered in the Chalmers Publication Library (CPL) you can tick this to make them appear. You also have the opportunity to highlight three publications of special interest.

There are also text fields where you can highlight other types of publications and materials that you have developed. There may be items of Chalmers Magazine, trade publications, newspapers, reports published on the web and so on.

Of special interest are the stories about the activities that have led to a positive impact on society, sometimes called "impact stories".

Collaboration and Projects

If you participate in projects that are registered at research.chalmers.se you can tick to show them here. You can also choose to highlight three particular projects.

Here you can also describe the different types of interaction that you have with different actors in academia, business, public and voluntary sectors, both in Sweden and internationally. It can be made in research, education, utilization or internal development. For example, you can highlight if you are working with some of Chalmers' strategic partners associated with the Areas of Advance. You can also list networks you are part of or managing.

In addition to listing important and timely cooperation activities, we recommend to describe the strategy for interaction you have, that is what you have actively chosen to focus on and why. You can also highlight the roles you often take on in the utilisation process such as infrastructure developer, networker, advisor and so on. It is good to include an opinion from partners describing why they see as important to work together with you and Chalmers. Also remember that here you can describe the partnerships that you would like to have in the future.

You can also highlight how to work with the units within Chalmers sphere that supports the utilization and interaction, such as Chalmers Professional Education, Chalmers

Ventures, CIT and our science parks. You can also describe how you position yourself in different types of networks.

Your own tab

You have the opportunity to customise a tab that you provide your own heading. One idea is to call it Impact. It provides an opportunity to present a detailed image of yourself in words and pictures, as well as links to for example a blog you manage or keynote speeches on video. Here you are also able to provide information on prizes and awards you have received, as well as other things you are really proud of.

If you have started companies based on your research or sold licences to companies, this is a good place to list them. You can also provide links to material that are available for free to use such as Open Source code, databases, educational material and so on.

You can also put links to other information sources such as LinkedIn, Plaxo, Research Gate, Twitter and much more.

More information

For more information, contact the Innovation Office or check out our website!

innovationskontor.chalmers.se

Did you find the Personal Webpage Boost tool useful? Can you help us make it even better? Please let us know!