**Introduction**

Invest in your future by developing your career and research identity using the internationally recognised technologies ORCID ID and Altmetric. Avoid diluting your research impact by establishing a single trusted source of personal profile data that can be repurposed across relevant technologies ensuring consistency and expediency. Advance your career by connecting with peers, join active and progressive networks, and receive the benefits of membership to the global research community.

**Abstract**

A programme of study requires considered planning and preparation. Many factors influence the journey and impinge on the outcomes, but definable career goals emerge from the experience of producing scholarship and research to provide a platform for future employment. Be proactive during your phase of study to ensure your career develops intentionally and concurrently with the focus on educational activities, by engaging with technologies that define your identity for the future.

**Summary**

Differentiate and disambiguate your identity by registering for an ORCID ID. Populate your ORCID profile with the publications and outputs you have authored that can be made publically available, and include your ORCID ID on each one to enable connectivity with other online systems, [http://orcid.org](http://orcid.org).

Metrics are a measure of success. Altmetrics measure research impact in the media and are an indicator of the conversations occurring about your research. Use the Altmetric donut to showcase the influence and dissemination of your work. Download the Altmetric Bookmarklet to view the metrics of any output that has a Digital Object Identifier (DOI), [www.altmetric.com](http://www.altmetric.com).

---

**Create a permanent researcher identity**

**Protect your scholarly outputs**

**Manage your publications and CV**

**Create a sustainable profile**

**ORCID ID**

[0000-0001-5976-6308](http://orcid.org)

**Altmetric**

**Mendeley**

**Publishers and Databases**

**Elements**

**Research Funding**

**ALTMETRIC**

[1203](http://altmetric.com)

**Measure your impact in the media and public policy**

**Add Altmetric Bookmarklet to your toolbar**

**View online activity surrounding your scholarly content**

**Twitter**

**Elements**

**Blogs**

**CV**

**Facebook**

**Publons**

**Mendeley**

**YouTube**

---

**Connect and engage using CareerHub** [https://careerhub.lincoln.ac.nz](https://careerhub.lincoln.ac.nz) and **AlumniLinc** [https://alumnilinc.lincoln.ac.nz](https://alumnilinc.lincoln.ac.nz)

New Zealand’s specialist land-based university