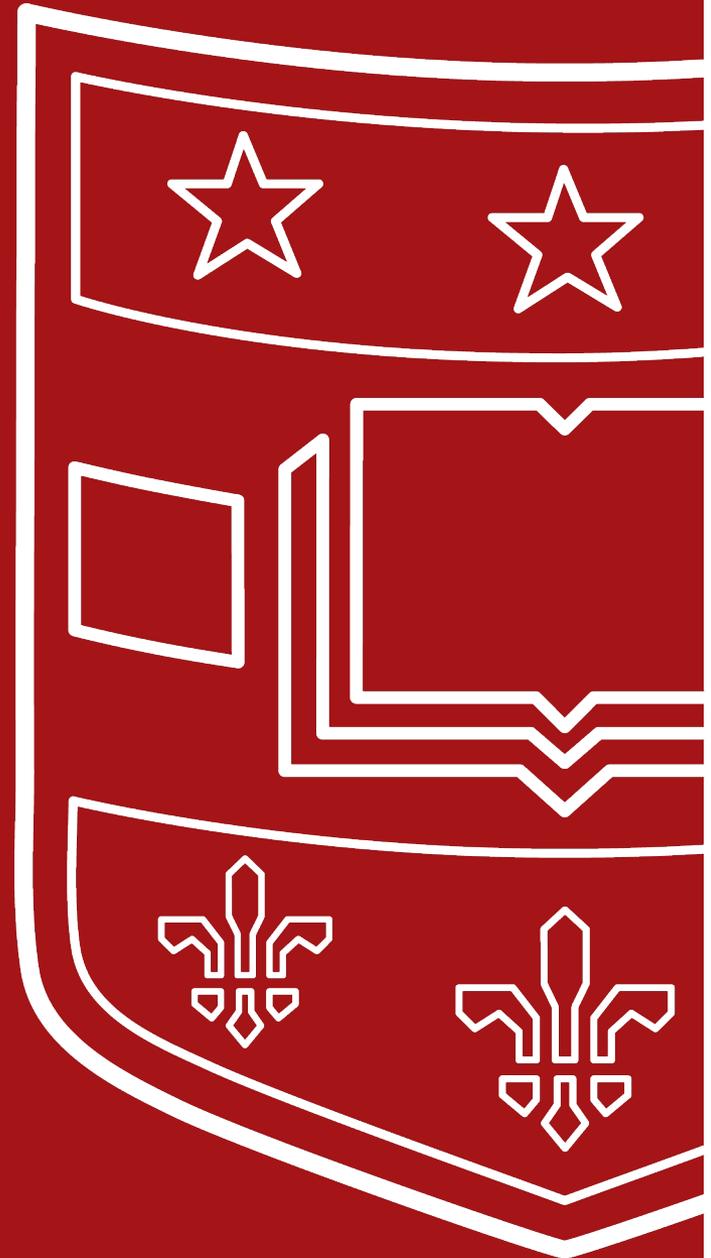


# Curating Your Digital Presence

Adapted from a presentation by Shawn E.  
Nordell (she/her/hers), PhD

Washington University Career Center





# Goals

- Evaluating your current online presence
  - What is your online footprint?
- Making an online presence plan
  - What is the best social medium for you
    - How can people find you?
    - Who do you want to be able to find you?

# You are already “out there”



- You already have an online presence
- Google yourself:
  - Addresses
  - Phone directories
  - Court cases
  - Published papers
  - 5K run results
  - Photos
  - Wedding website
  - Restaurant reviews

# Check your existing social media

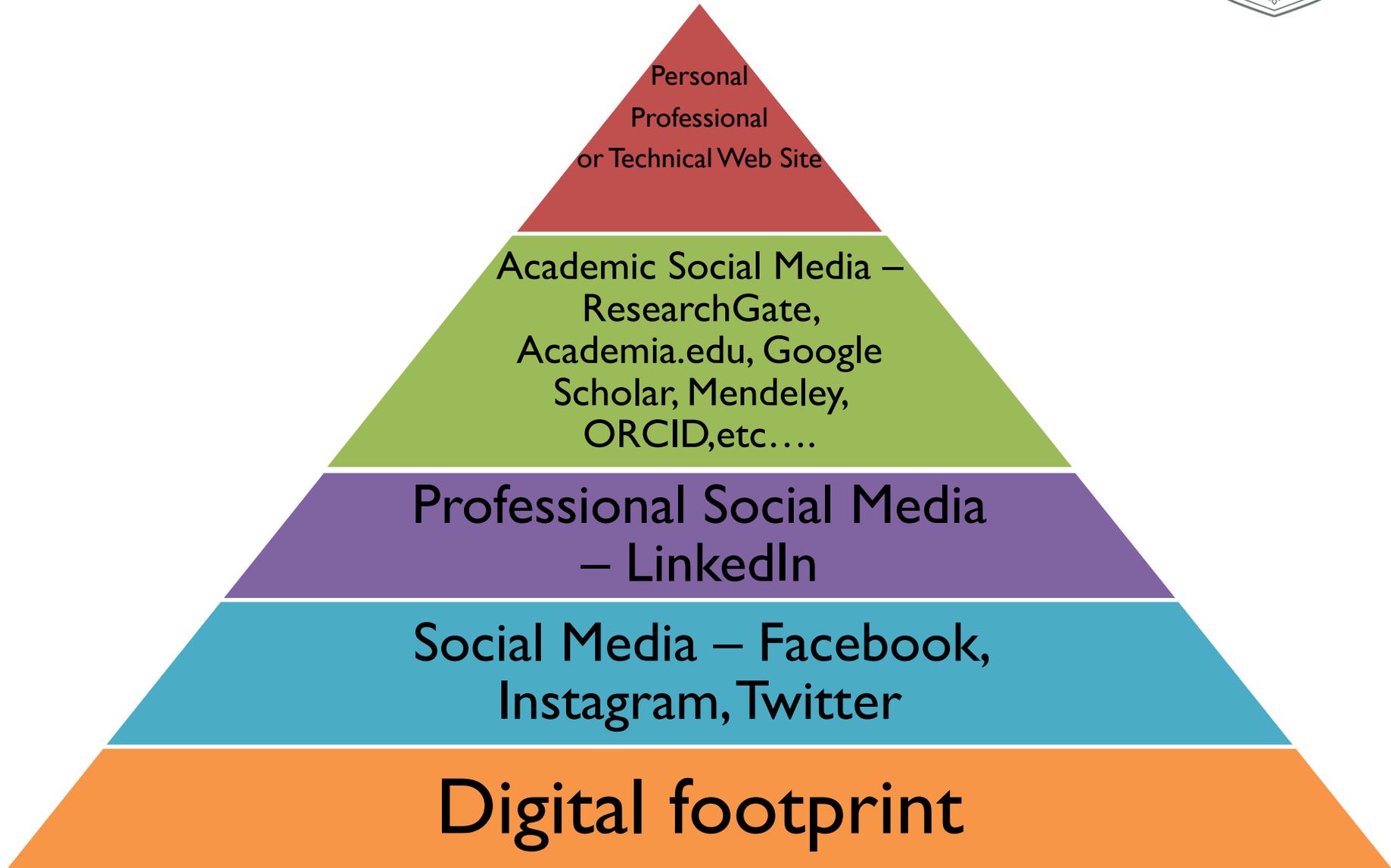


## Check your privacy settings

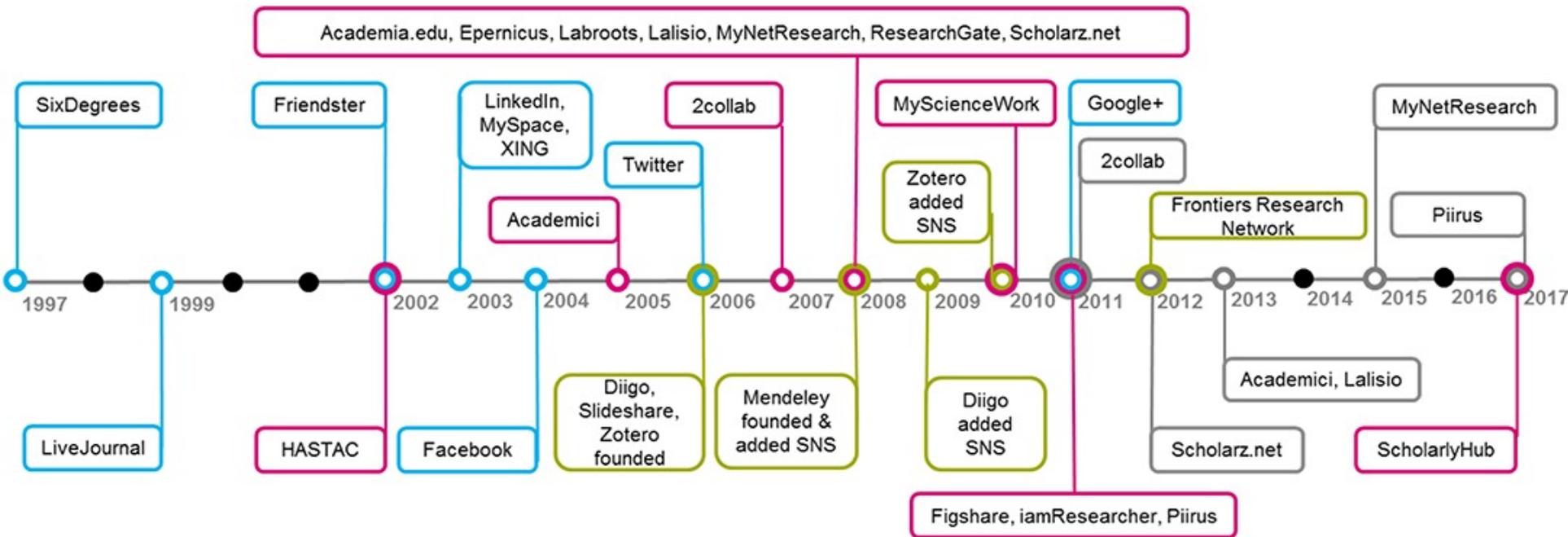
- Facebook
- Twitter
- Instagram
- Reddit
- TikTok
- YouTube
- Quora, Reddit, etc.

Note – you can have personal and professional social media accounts – just keep them separate!  
And check their privacy settings.

# There are many social media platforms



# History of scholarship of Academic Social Network Sites



From: Jordan, K., 2019. From social networks to publishing platforms: a review of the history and scholarship of academic social network sites. [Frontiers in Digital Humanities](#), 6, p.5.

# Create an online presence plan



- Who needs to find you?
- What information do you want them to have?

# LinkedIn is a Social Network for Professionals of over 500M



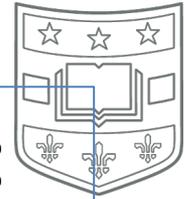
## LinkedIn: A Social Networking Site for Business People and Professionals To Connect

Published on January 6, 2016



**Geoffrey Martine Mutalemwa** | + Follow  
Founder/CEO at Maziwa Makuu Project, HR & Digital Consultancy  
30 articles

18 3 14



# LinkedIn Provides Information about:

Jobs and Career  
Pathways of  
Professionals

Organizations to Build  
Professional  
Community

Competencies/Skills to  
Demonstrate for  
Careers

People in Positions to  
Facilitate Introductions  
or Endorse You



2019  
**KUWAIT PRIZE**  
FOR ARAB SCHOLARS



APPLY NOW

Log in | My account



SHARE



9K



2



ISTOCK.COM/SOLSTOCK

## In a first, U.S. private sector employs nearly as many Ph.D.s as schools do

By [Katie Langin](#) | Mar. 12, 2019 , 5:45 PM

From: Reithmeier R, O'Leary L, Zhu X, Dales C, Abdulkarim A, Aquil A, et al. (2019) The 10,000 PhDs project at the University of Toronto: Using employment outcome data to inform graduate education. PLoS ONE 14(1): e0209898. <https://doi.org/10.1371/journal.pone.0209898>

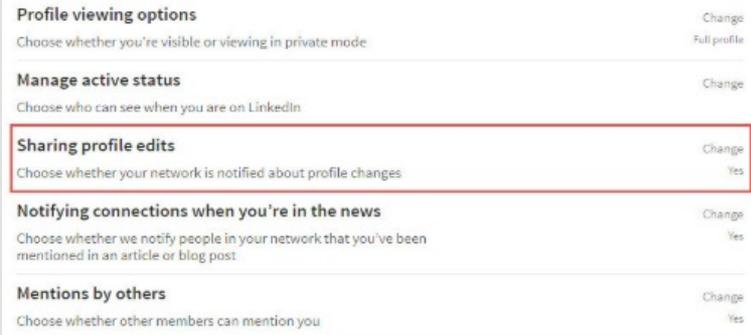
# Technical Note: Stop notifying connections when you update your profile



The screenshot shows the LinkedIn Privacy settings page. The 'Privacy' tab is selected and highlighted with a red box. The page is divided into sections: 'Login and security', 'Email addresses', and 'Phone numbers'. Each section has a 'Change' link on the right. The 'Login and security' section is expanded, showing options for 'Email addresses' and 'Phone numbers'.

3) Scroll down on the page and look for "Sharing profile edits." You'll see that by default notifications are turned on (unless you changed them before). Click the "Change" button.

## How others see your LinkedIn activity

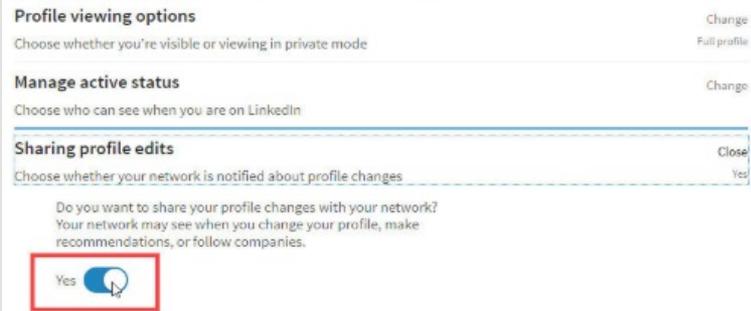


The screenshot shows the 'How others see your LinkedIn activity' section. It includes the following settings:

- Profile viewing options:** Choose whether you're visible or viewing in private mode. Change: Full profile.
- Manage active status:** Choose who can see when you are on LinkedIn. Change: (link).
- Sharing profile edits:** Choose whether your network is notified about profile changes. Change: Yes. This section is highlighted with a red box.
- Notifying connections when you're in the news:** Choose whether we notify people in your network that you've been mentioned in an article or blog post. Change: Yes.
- Mentions by others:** Choose whether other members can mention you. Change: Yes.

4) Under "Sharing profile edits, click on the toggle button next to "Yes."

## How others see your LinkedIn activity



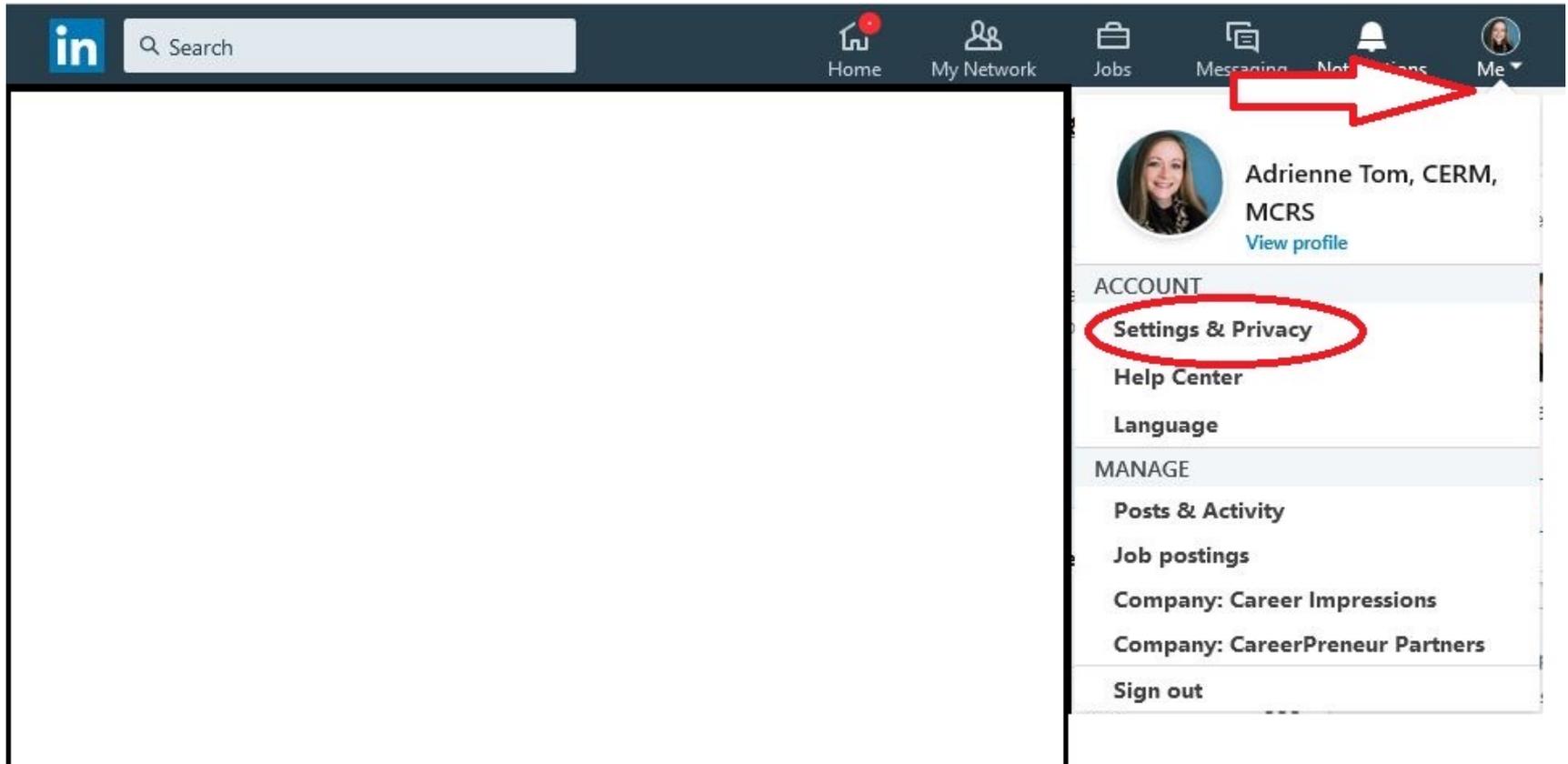
The screenshot shows the 'Sharing profile edits' section. It includes the following settings:

- Profile viewing options:** Choose whether you're visible or viewing in private mode. Change: Full profile.
- Manage active status:** Choose who can see when you are on LinkedIn. Change: (link).
- Sharing profile edits:** Choose whether your network is notified about profile changes. Change: Yes. This section is highlighted with a blue dashed border.

Below the 'Sharing profile edits' section, there is a question: "Do you want to share your profile changes with your network? Your network may see when you change your profile, make recommendations, or follow companies." Below this question is a toggle switch with the text "Yes" next to it. The toggle switch is currently turned on (blue) and is highlighted with a red box.

It should now say "No." You'll see a "Saved" message off to the right letting you know that the change has been made.

# Set your Privacy Settings to Search in Private Mode



The image shows a screenshot of the LinkedIn mobile app interface. At the top, there is a dark navigation bar with the LinkedIn logo, a search bar, and icons for Home, My Network, Jobs, Messaging, Notifications, and Me. A red arrow points to the 'Me' icon. Below the navigation bar, the user's profile is displayed, including a profile picture and the name 'Adrienne Tom, CERM, MCRS' with a 'View profile' link. A menu is open from the profile picture, listing options under 'ACCOUNT' and 'MANAGE'. The 'Settings & Privacy' option is circled in red.

in Search

Home My Network Jobs Messaging Notifications Me

Adrienne Tom, CERM, MCRS  
[View profile](#)

ACCOUNT

- Settings & Privacy**
- Help Center
- Language

MANAGE

- Posts & Activity
- Job postings
- Company: Career Impressions
- Company: CareerPreneur Partners
- Sign out

# Change Profile Viewing Options To Private Mode – Stop



Back to LinkedIn.com



Account

Profile visibility **Privacy** LinkedIn

Ads

Communications [Change](#)

Choose how your profile appears via partners' and other permitted services

How others see your profile and network information

How others see your LinkedIn activity

How LinkedIn uses your data

Job seeking preferences

## Microsoft Word

[Change](#)

Choose whether work experience descriptions from your LinkedIn profile can be shown in Resume Assistant, a feature within Microsoft Word.

## How others see your LinkedIn activity

### Profile viewing options

[Change](#)

Choose whether you're visible or viewing in private mode

Private mode

### Manage active status

[Change](#)

Choose who can see when you are on LinkedIn

### Sharing profile edits

Choose whether your network is notified about profile changes

### Notifying connections when you're in the news

Choose whether we notify people in your network that you've been mentioned in an article or blog post

### Mentions by others

[Change](#)

Choose whether other members can mention you

Yes

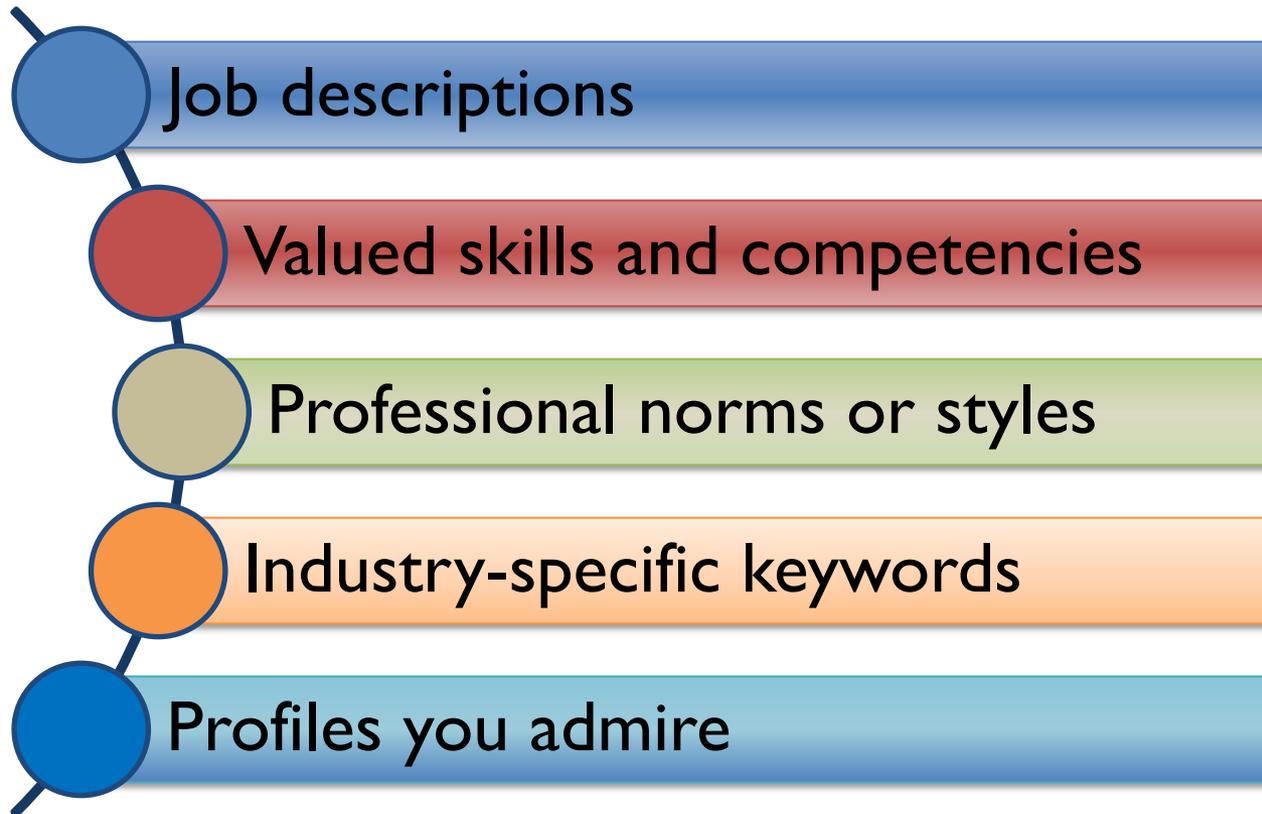
Stop notifying connections when you update your profile

# Creating Your LinkedIn Profile Requires Research



- What is YOUR professional identity?
  - Job titles
- How best to describe your competencies, experiences and skills?
  - Keywords and descriptors
  - Qualifications and requirements
- Profession Thinking!

# Research: Pay attention to ...



# Profiles with headshots are more likely to be viewed



## 5 Tips for Picking the Right LinkedIn Profile Picture

Lydia Abbot December 3, 2014 [Share](#) [Tweet](#) [Like 3.4K](#) [G+](#)



Your profile picture can be one of the most important elements of your LinkedIn presence. Our research shows that just having a picture makes your profile 14 times more likely to be viewed by others.

## Use a professional headshot

- non-distracting background
- dress appropriately for your industry
- choose the mood and expression for your audience



Create a headline that tells people what you do or want to do



Rachel Delston, Ph.D. • 2nd

Manager, Research Operations at Canopy Biosciences

Greater St. Louis Area

Connect



Message

More...

Canopy Biosciences



Washington University in St. Louis



See contact info



500+ connections

Ph.D. in Molecular and Cellular Biology with expertise in cancer biology, immunotherapy research, and early drug discovery. Experience includes signaling pathways, immunology assays, testing funnel development, high-throughput technology, grant writing, collaborative work, and mentorship.

# Headlines can identify your skills



Connect

Message

More...

Allison Soung · 2nd

Neuroimmunologist | Glial Biologist | PhD Candidate at  
Washington University in St. Louis

St Louis, Missouri, United States · 260 connections · [Contact info](#)



Washington University in St.  
Louis



Washington University in St.  
Louis

# The summary tells your professional story



## About

PhD Candidate in Electrical Engineering (expecting to graduate in November 2020) with 5 years of applied machine learning and statistical modeling experience. My doctoral research is in neuroscience, focusing on adaptive computations that undergo in neural circuits. In addition to working with high-dimensional neural data, I am also passionate about solving problems in computer vision.

## About

Joint Ph.D. in Germanic Languages and Literatures and Comparative Literature with 10+ years experience in higher education and corporate roles, including global communications and partnerships, workforce development, teaching, student advising, and study abroad recruitment.

Serving Daimler Mobility AG's Global Cybersecurity Program by leading global communications and educational outreach, as well as designing and implementing team development initiatives and supporting global partnerships.

Extensive experience with designing and facilitating international collaborations, professional development workshops, and student-centered programming.

# The background photo should have a purpose



Elizabeth Rodgers • 3rd  
Marketing Manager at Business Innovation Factory  
Providence, Rhode Island Area



- Business Innovation Factory
- Johnson & Wales University
- See contact info
- 500+ connections

Eye catching or indicative of geographic area

Marketing communications and advertising professional with experience across multiple channels. Excellent communication skills, both oral and written as well as a passion for professional integrity and teamwork.

Specialties: creative strategy and process, communications, planning, budget analysis, design, competitive and product analysis, market research, creative briefs, team management, campaign analysis, strategy, project management, computer skills in Adobe Photoshop, Adobe InDesign, Adobe Illustrator, Microsoft Office



Problem Solving      Aerospace      Process Improvement

Operations Management      Space & Defense      Logistics

# Sustainment Engineering Leadership

Data Analysis



**Hannah J. Ensor** • 3rd  
Sustainment Engineer at Lockheed Martin  
Orlando, Florida Area

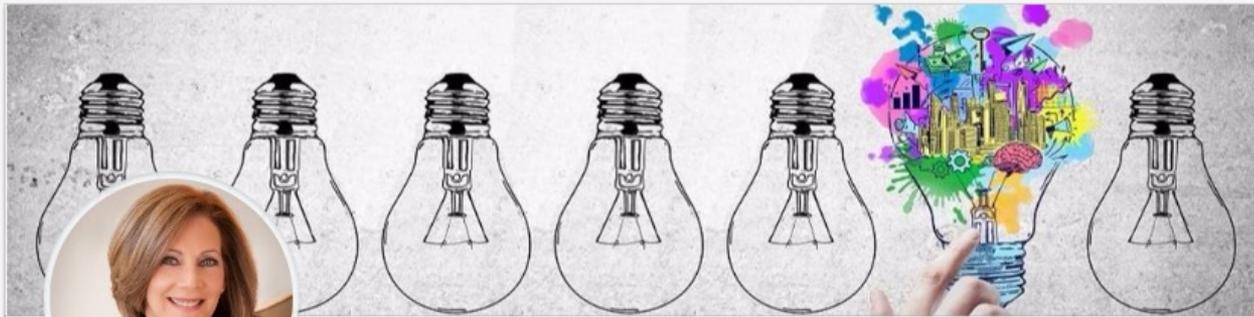
[Message](#) ...

-  Lockheed Martin
-  The George Washington University
-  See contact info
-  500+ connections

Defense industry professional with a background in logistics, manufacturing, and operations management. Passionate about contributing to the USA's standing in space and defense.



# Background photos can illustrate a point or skill



Melissa Janis • 3rd

Global Head of Leadership & Organizational Development at McGraw-Hill

New York, New York

Message



McGraw-Hill Education



Teachers College of Columbia University



See contact info



500+ connections

I love switching on light bulbs with people – facilitating those “aha moments” that change mindsets and open up new possibilities. My passion is all about helping people, teams and organizations figure out where they are, where they want to be, and then helping them get there.

As enterprises transform from traditional to digital, Learning & Organizational Development professionals must ensure that our people are ready for new challenges and new ways of working – in an environment of constrained resources and time-starved employees. I’ve made a difference by creating impactful solutions that require minimal time commitment on a shoestring budget.

Find copyright free photos  
<https://pixabay.com/>

## Create a Summary that:



- Efficiently indicates your specialty
- Speaks directly to “your” audience
- Uses discipline/ industry specific keywords (but not too many)
- Is creative and shows your excitement
- Is specific
- Does NOT begin with “recent graduate”

# Create a Comprehensive Profile



- List your relevant work experiences, full and part-time, indicate what you learned
- Add your skills (focused list – not too many), your connections can publicly endorse you
- Include your education
- Describe your volunteer work
- Show off honors and awards, organizations, and projects

# Twitter is an easy way to microblog and network



↻ K. Taylor, Ph.D., M.S. #BlackInMicro Week Retweeted



**LaNell A Williams** @AlxndriaTH3Gr8 · 11h



Hello! It's LaNell! And I'm a Harvard PhD Student that studies the self-assembly of viruses. For [@BlackinPhysics](#) Week and I got the honor of doing a seminar at [@YalePhysicsDept](#) on "Why Physicists Should Care About Viruses!" [youtu.be/Div-sR0h91c](https://youtu.be/Div-sR0h91c) #BlackinSquishyPhysicsRollCall



#BlackinPhysics Week: Yale Seminar- "Why Physicists ...  
A Seminar in conjunction with #BlackinPhysics week featuring LaNell A. Williams, a Harvard PhD Student i...  
[youtube.com](https://youtube.com)



# Follow Wash U



## WUSTL Grad Careers

@WUSTLGradCareer Follows you

Official account of Graduate Student and Post-Doctoral Career Services at Washington University in St. Louis.

📍 St. Louis 🌐 [students.wustl.edu/career-center/](https://students.wustl.edu/career-center/) 📅 Joined September 2020



## WUSTL Postdoc Office

@WUSTLPostdoc Follows you

Providing career & professional development, centralized information and other resources for all @WUSTL #postdocs

📍 St. Louis, MO 🌐 [postdoc.wustl.edu](https://postdoc.wustl.edu) 📅 Joined January 2012



## WUSTL Career Center

@WUSTLcareers



# ResearchGate and Academia.edu

## Both are academic social networks



Both platforms allow you to do the following:

- Create a profile that summarizes your research
- Upload your publications, so others can find them (BUT BEWARE OF COPYRIGHTS)
- Find and follow other researchers, so you can receive automatic updates on their new publications
- Find and read others' publications
- See platform-specific metrics that indicate the readership and reach you have on those sites

### UNDERSTANDING ACADEMIA.EDU AND RESEARCHGATE

### **A social networking site is not an open access repository**

Manca, S., 2018. ResearchGate and Academia. edu as Networked Socio-Technical Systems for Scholarly Communication: A Literature Review. Research in Learning Technology, 26.

# Making the most out of social science media: Tips from the front lines



Science

Contents ▾

News ▾

Careers ▾

Journals ▾

- Joseph Sexton of UMCP says scientists should join a network once they've made sure key colleagues use it already. "It would be foolish to use a tool that people in my professional network weren't using," he says.
- Mendeley helps Sexton "organize my own citations in my research." Its **group workspace/cloud storage** "is great for sharing documents—you can set up a library for a team."
- If ResearchGate links users by cross-disciplinary skills, LinkedIn offers myriad groups for professionals affiliated with highly specialized **subspecialties, scientific societies, or specific institutions**.
- Twitter has led to new ideas for papers, professional introductions, and new collaborative projects, says UC Berkeley ecologist **Karthik Ram**. You don't need a lot of followers, he says. All that matters is that your network is connected around shared interests or goals.
- ResearchGate calculates a "**RG score**" for its users, combining their impact in citations, activity on the site, and acclaim from other users. Some like its usefulness for identifying the value of new members to connect with. Others are skeptical. "The RG score tells about as much about the quality of a researcher as the number of Facebook friends tells about somebody's popularity," one user said **in a recent discussion on the site about the issue**.
- Neuroendocrinologist **Edward Roy** of University of Illinois Urbana-Champaign uses PubMed, Web of Science, and Google Scholar to find papers. But on specific technical questions "for example, when things go wrong in lab," he says, the Q&A on ResearchGate "can be quite useful. If I were to search on those databases for the specific technique I'm having trouble with, I'd just get thousands of papers."

<https://www.sciencemag.org/careers/2014/08/researchgate-facebook-science>

# Google scholar also provides metrics



Google Scholar

 **Thomas Valone** [FOLLOW](#)

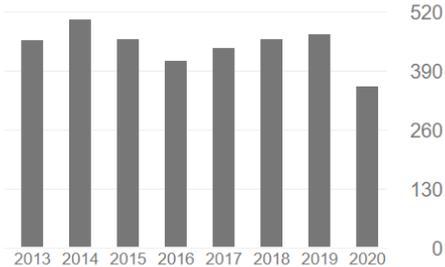
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Verified email at slc.edu

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TITLE	CITED BY	YEAR
<a href="#">Public information: from nosy neighbors to cultural evolution</a> E Danchin, LA Giraldeau, TJ Valone, RH Wagner Science 305 (5683), 487-491	1402	2004
<a href="#">Reorganization of an arid ecosystem in response to recent climate change</a> JH Brown, TJ Valone, CG Curtin Proceedings of the National Academy of Sciences 94 (18), 9729-9733	536	1997
<a href="#">Potential disadvantages of using socially acquired information</a> LA Giraldeau, TJ Valone, JJ Templeton Philosophical Transactions of the Royal Society of London. Series B ...	509	2002
<a href="#">Foraging-efficiency-predation-risk trade-off in the grey squirrel</a> SL Lima, TJ Valone, T Caraco Animal Behaviour 33 (1), 155-165	419	1985

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2016	~350
2017	~380
2018	~420
2019	~450
2020	~350

[Managing your online presence](#)