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

- Personal or Technical Web Site
- Academic Social Media – ResearchGate, Academia.edu, Google Scholar, Mendeley, ORCID, etc.
- Professional Social Media – LinkedIn
- Social Media – Facebook, Instagram, Twitter
- Digital footprint
History of scholarship of Academic Social Network Sites

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
Founder/CEO at Maziwa Makuu Project, HR & Digital Consultancy
30 articles

From: https://www.linkedin.com/pulse/linkedin-social-networking-site-business-people-mutalemwa/
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
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

Technical Note:
Stop notifying connections when you update your profile

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

Profile viewing options
Choose whether you’re visible or viewing in private mode

Manage active status
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 you notify people in your network that you’ve been mentioned in an article or blog post

Mentions by others
Choose whether other members can mention you

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

How others see your LinkedIn activity

Profile viewing options
Choose whether you’re visible or viewing in private mode

Manage active status
Choose who can see when you are on LinkedIn

Sharing profile edits
Choose whether your network is notified about profile changes

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
Change Profile Viewing Options
To Private Mode – Stop

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 ...

1. Job descriptions
2. Valued skills and competencies
3. Professional norms or styles
4. Industry-specific keywords
5. Profiles you admire
Profiles with headshots are more likely to be viewed.

5 Tips for Picking the Right LinkedIn Profile Picture

- Use a professional headshot
- non-distracting background
- dress appropriately for your industry
- choose the mood and expression for your audience

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.
Create a **headline** that tells people what you do or want to do.
Headlines can identify your skills

Allison Soung · 2nd
Neuroimmunologist | Glial Biologist | PhD Candidate at Washington University in St. Louis
St Louis, Missouri, United States · 260 connections · Contact info
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

Eye catching or indicative of geographic area
Hannah J. Ensor  •  3rd
Sustainment Engineer at Lockheed Martin
Orlando, Florida Area

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

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Melissa Janis • 3rd
Global Head of Leadership & Organizational Development at McGraw-Hill
New York, New York

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.
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 @AlexndriaTH3Gr8 · 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 or doing a seminar at @YalePhysicsDept on "Why Physicists Should Care About Viruses!" 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
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

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

Managing your online presence