

3/1 Notes for “Professionalizing Your Digital Identity”

[Google Slides](#)

Notes:

- Think about the importance of color; it doesn’t have to be boring just because you are trying to “professionalize” your identity- it should be what you want to be, not because it’s what everyone else is doing
- More to your digital presence than to making yourself “marketable”; think about your own personal purpose/ goal for being online and what you want to put out there
- What you put online is a “You” (not the real you, but what you choose to put online)
- 3 verbs that you want to be known for can be part of the header or separate pages on your website
- You can constantly update the bio on your website and use it for other professional purposes when you are called on to supply a bio
- Tentative suggestions (what Christina does):
 - Update bios/ profiles once a year
 - Update CV about twice a month
 - Post a blog once a month
- Twitter and website- it’s about what you give to these spaces; you are interacting with not just an academic community, but a nonacademic community online- writing needs to be translatable to a wider public
- Headshots:
 - Take the headshot in as high a resolution as you can so it doesn’t become pixelated
 - You can use an avatar, but also be mindful/ wary of certain search committees that might not be as receptive
- How does one be careful with Twitter?
 - Stick to positive messages
 - Take care in drafting your Tweets
 - Best tactic is not to respond; and report any potential malicious tweets/ bots (Twitter is responsive)
 - Engage by tweeting hashtags related to topics that you are interested in; this will allow you to build a following and connect with audiences elsewhere
 - Also be mindful that Twitter does profit on our time/ activity

Q&A

- Have you heard anything about ResearchGate?
 - Christina has heard positive things about ResearchGate... would need to do some more research
 - Kalle: Every time someone offers to share your research, they are selling your data (name, email address, gender, other info)

- You need to be mind of what you can and cannot control; research before you sign up on to a website
- Recommended to use CUNY Academic Commons- should you create a profile page there? Compared to creating a personal professional website?
 - Academic profiles are great (CUNY Commons profile doesn't show up on a search; may not help you get any more clicks on Google)
 - Building a website from scratch you may begin on Academic Commons, but think about the longevity of your site
- Recommendations for building a professional website?
 - Use YouTube videos
 - Wordpress is an option
 - Academic Commons is maintained by GC, but IT funding is getting cut... so think about longevity and what happens when you graduate from the GC
- Resources
 - You might add your videos on archive.org
 - Think about Reclaim Hosting (developed by GC alumni)- it will be there forever!
 - Digital Fellows: digitalfellows@commons.gc.cuny.edu
- How much do you pay for your own domain?
 - \$22 for Wordpress or Reclaim Hosting
- On Wikipedia- you can see a "talk" tab that you can participate in and ask for information to be taken down
 - On Wikipedia- if you are editing more things on the site, then you can get more things to stick
 -