

Tips for online presence & social media as a grad student

1. Create a personal website so that it is the first thing anyone sees when they google you.
 - a. Things people want to know about you:
 - i. What program you're in
 - ii. What your educational/other relevant background is
 - iii. Who your advisor is
 - iv. What projects you're working on
 - v. What you've published
 1. Make sure that you have copies of papers linked, not behind a paywall if allowed by [the copyright policies of the publication](#).
 - b. Maintain a current-ish CV and/or a research page. Include a "last updated" date on it.
 - c. [How to write an academic CV](#)
 - d. [If you're worried about your digital footprint, don't destroy it--make it bigger](#)
2. If you're going to maintain one social media presence, probably make it Twitter. Partly because it's where a lot of academics are (#academictwitter!) but also because it is therefore where people expect to hear and learn from academics. It also intersects with journalism Twitter, which can be helpful for amplifying research.
 - a. You should only tweet things that you're comfortable with anyone in your academic community seeing.
 - i. For example, be cautious about complaining too much, especially in a way that might come off as unprofessional. For example, talking about [academic failure](#) on social media is totally fine, and in fact can help normalize it, but it's not a good idea to "tweet angry."
 - b. But you can/should still BE A HUMAN who has a life outside of your job.
 - c. You should "promote" your own research because you want to share it with the world. "I'm so excited that my paper on X is going to be published, here's what I found!" is a better tweet than "I just got N papers accepted to CHI!" i.e., a social media profile should not be a CV. That said, it is also nice to share accomplishments!
3. Public scholarship is potentially helpful for your career, but also good practice for communication even if no one sees it.
 - a. Things you can do re: public scholarship:
 - i. Share publications/research on social media - preferably with a blog post/layman's explanation.
 - ii. Comment on news etc. that relates to your research.
 - iii. Engage with or share findings with the communities you study.
 - b. [Academic public scholarship](#)
 - c. [How and why academics should blog their papers](#)
 - d. [Protecting yourself from harassment](#)