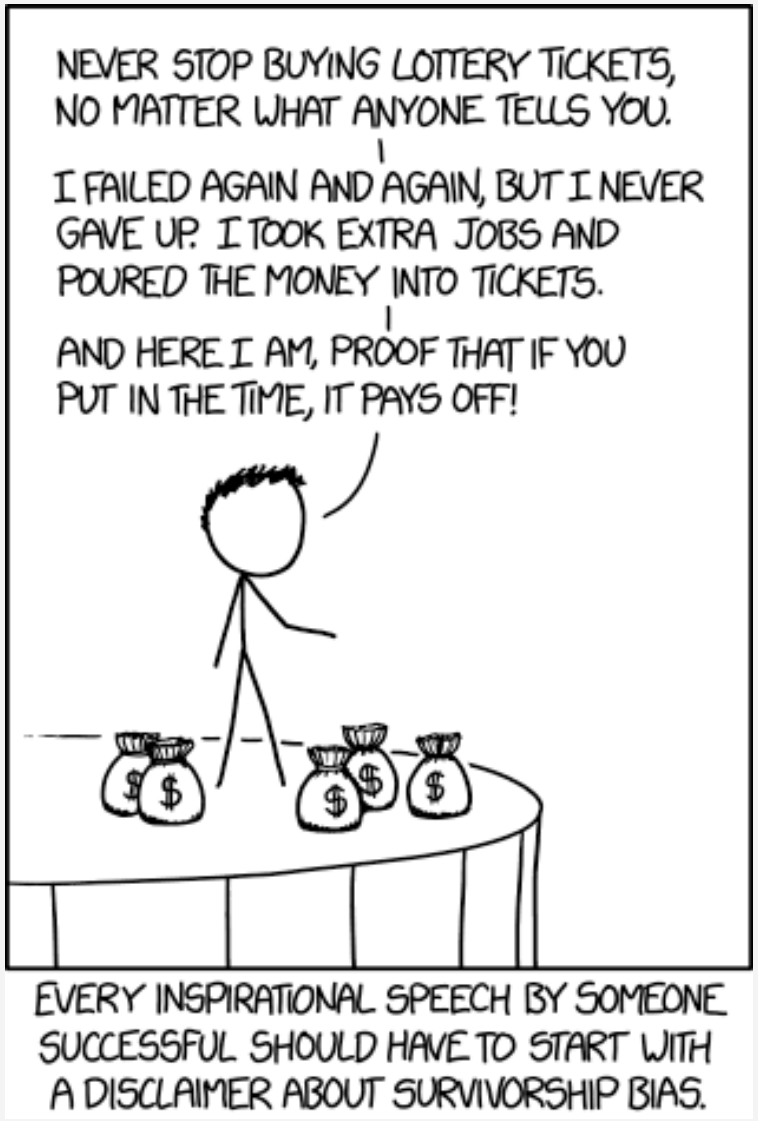


https://xkcd.com/1827/

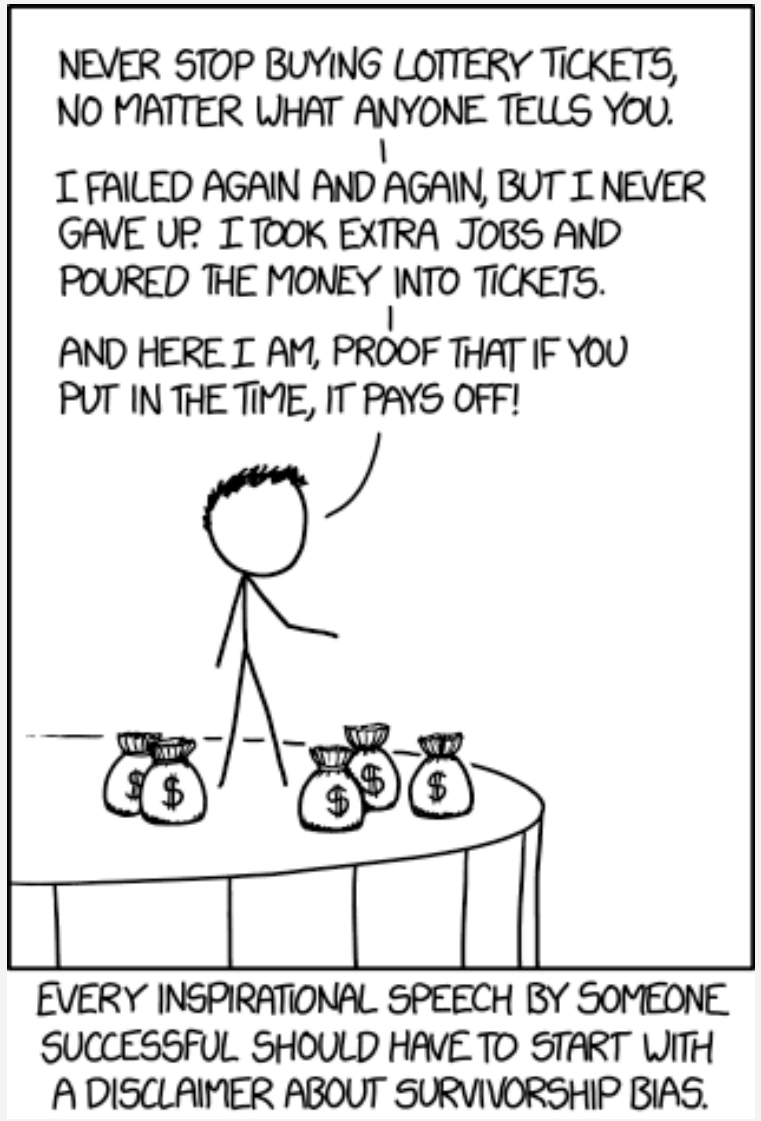
Brand Yourself

Boosting Your Online Presence

Joey Stanley

DigiLab Reasearch Assistant
joeystanley.com @joey_stan

September 20, 2018
DigiLab, Main Library, University of Georgia



https://xkcd.com/1827/

Outline

Social Media

- Academia.edu
- ResearchGate
- GoogleScholar
- others

Personal Webpage

- website builders
- build from scratch
- what to include

Find your Community

- Twitter
- other places

Social Media

ACADEMIA.EDU: MAIN FEATURES

A platform to share papers

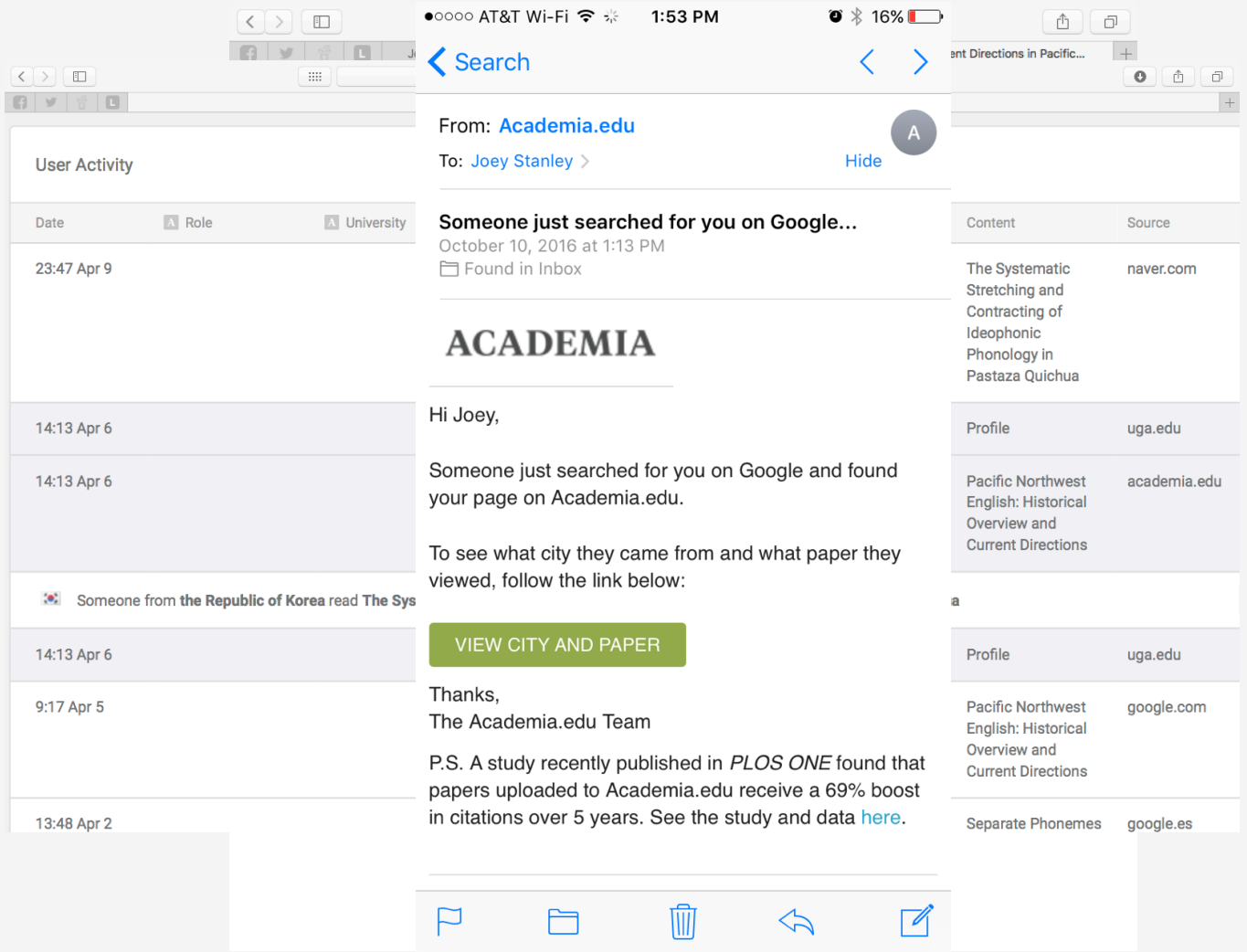
- 71 million users
- "LinkedIn for smart people" 😉

Upload your work

- CV, papers, slides, posters, links
- GoogleScholar picks up on it

Analytics

- time, paper, city, link
- weekly summaries
- notifications

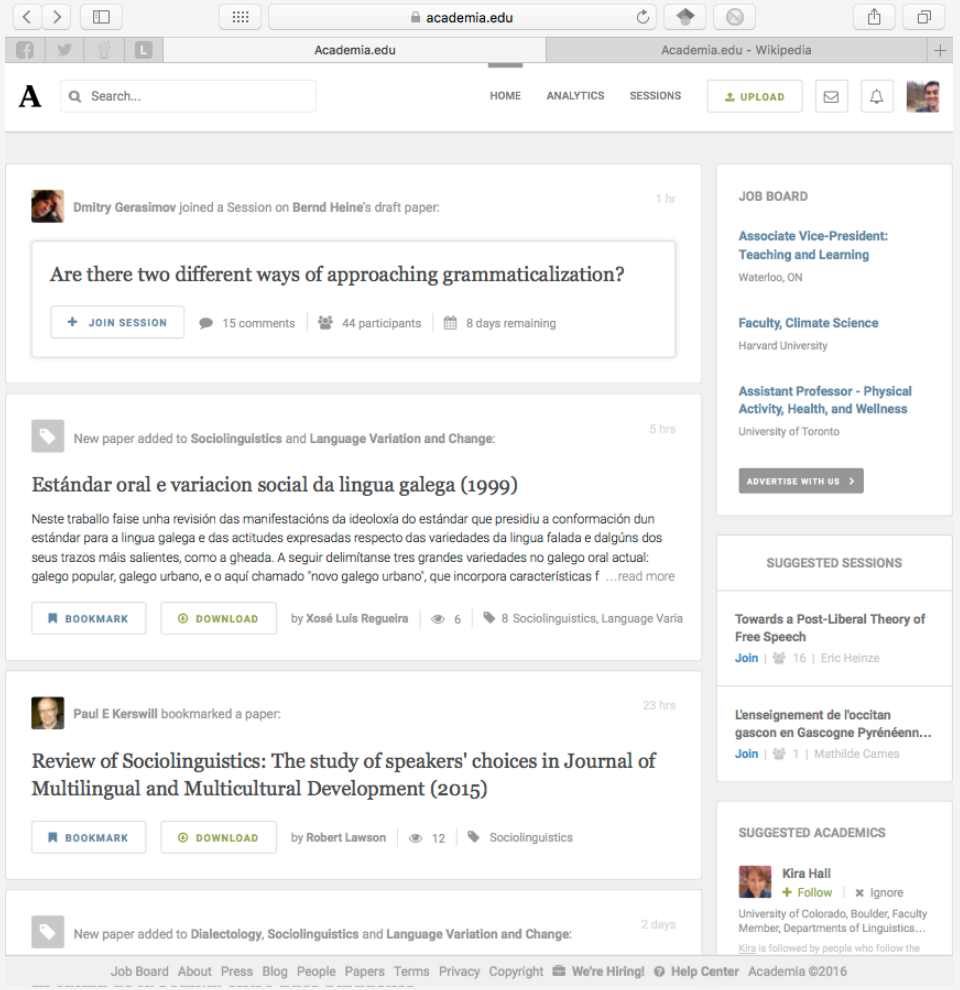


Academia.edu: Other Features

News feed

- uploads
- recommendations
- bookmarks
- session activity

Suggested jobs, people, topics



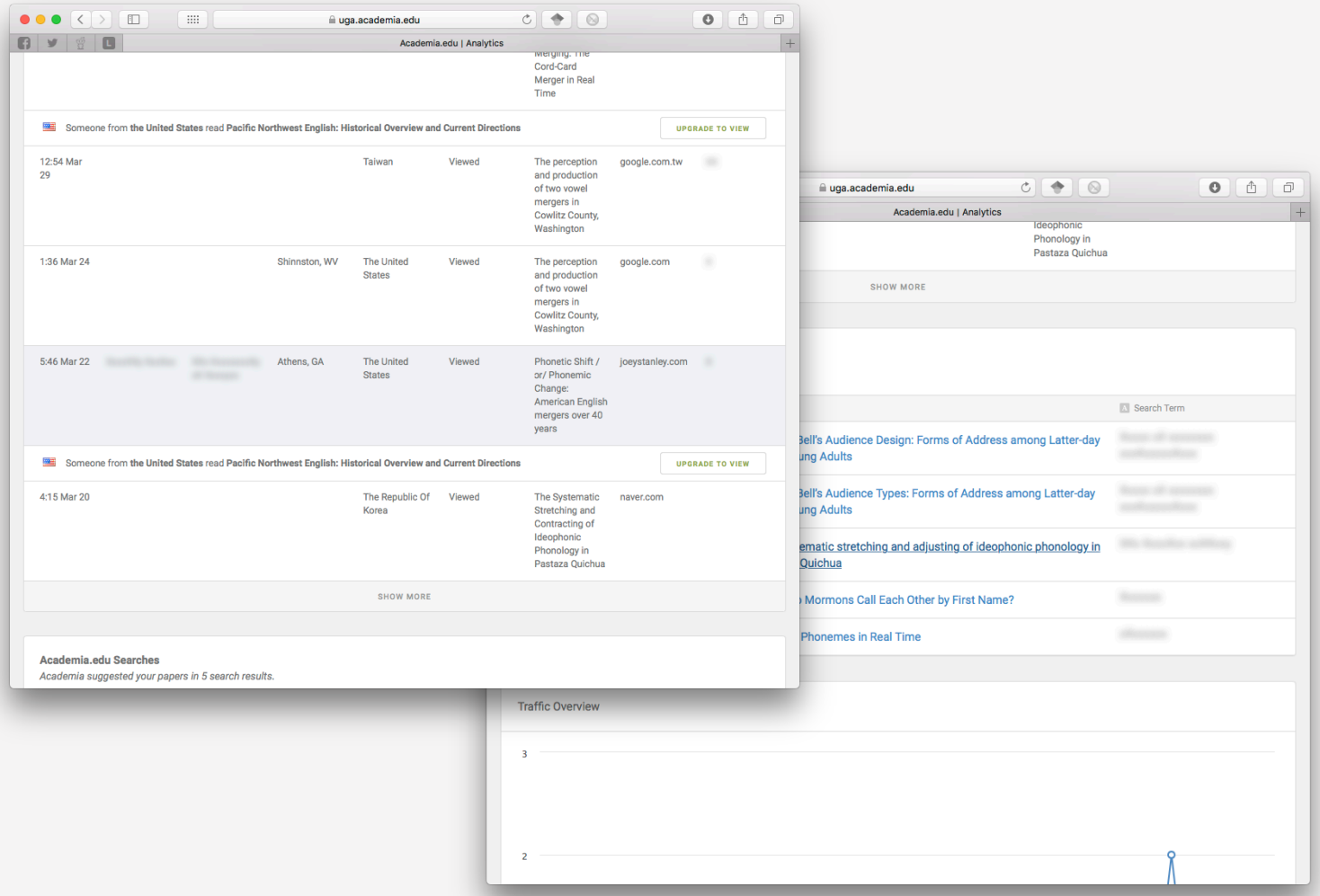
Academia.edu: Premium Features

Readers
- who is reading you
- search terms that lead to you
- papers that cite you

Advanced search
- search text, keywords, filters

Extra analytics
- 12-month impact
- CV analytics

$8.25/month



Academia.edu: Criticisms

General

- it's for profit
- misleading .edu domain
- can upload anything
  - uploading ≠ publishing
  - term papers
  - copyrighted material
- take-down notices
- spam emails with false claims

My hot take

- metadata is unimportant to them
- some say it's self-indulgent
- free version is… pretty awful
  - features are quite limited
  - constant reminders to upgrade
  - ads
- many abandoned profiles

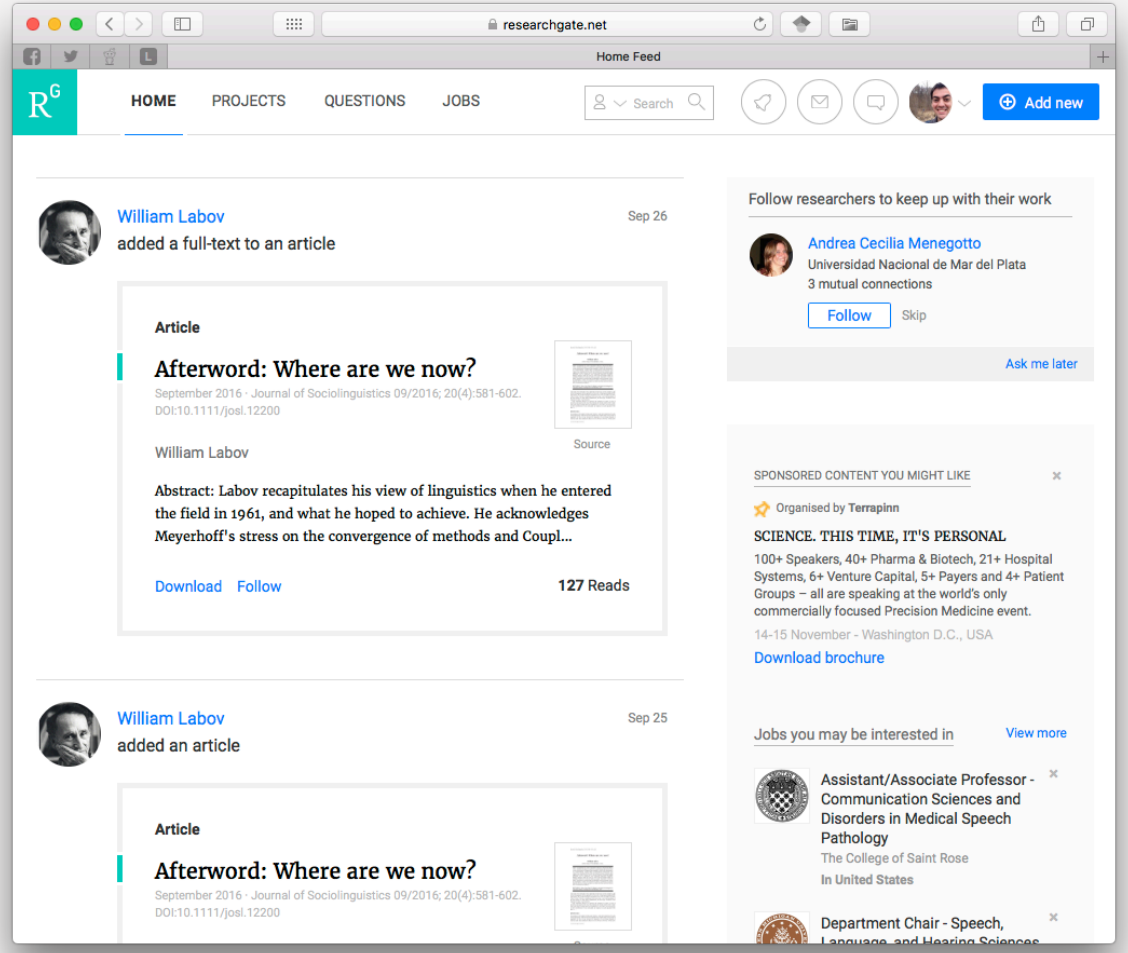
RESEARCHGATE

A social networking site for scientists

- 15 million users
- North America and Europe
- main fields: medicine and biology

More people-based

- networks based on citations
- collaborate with co-authors



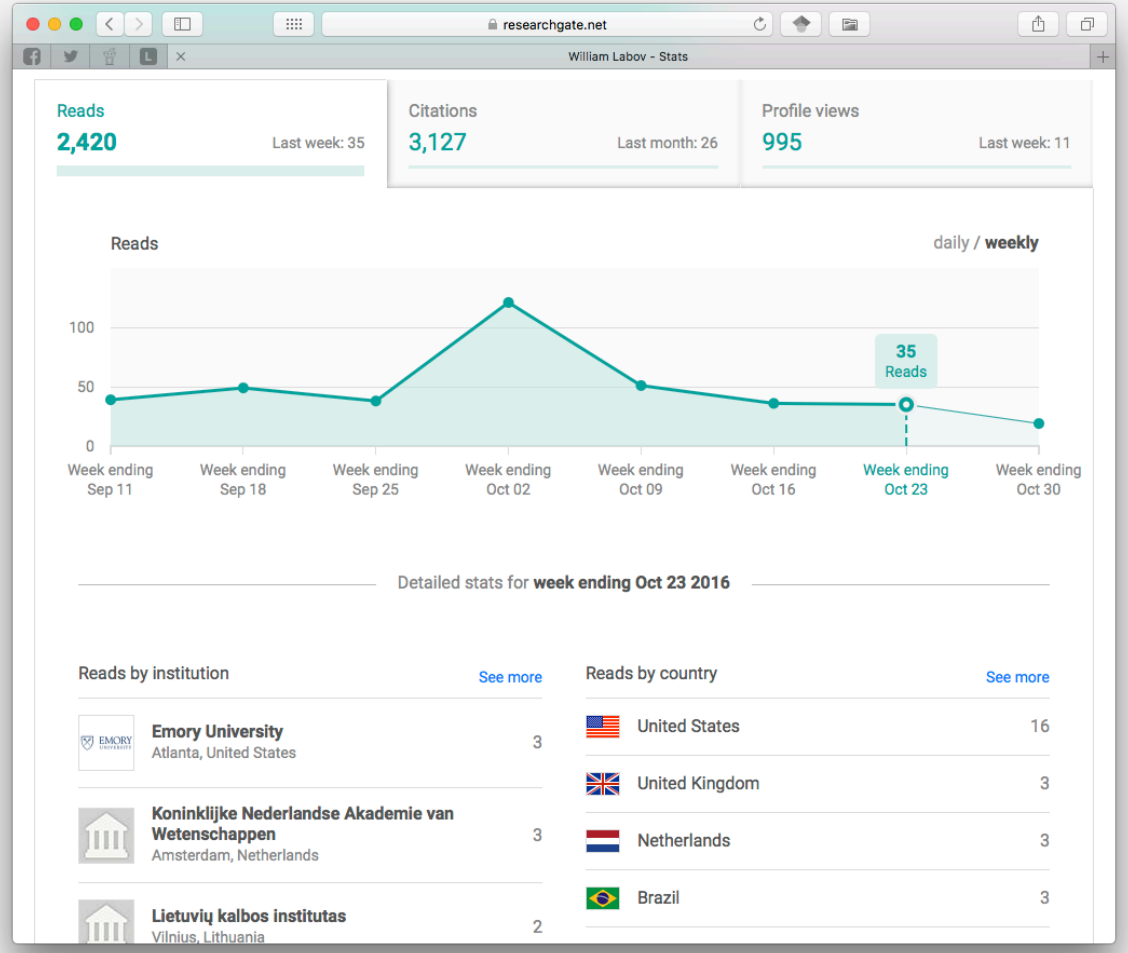
ResearchGate

lots of overlap with Academia.edu

- upload papers, negative results, models, code, data
- follow people and interests
- collaboration, feedback, commenting

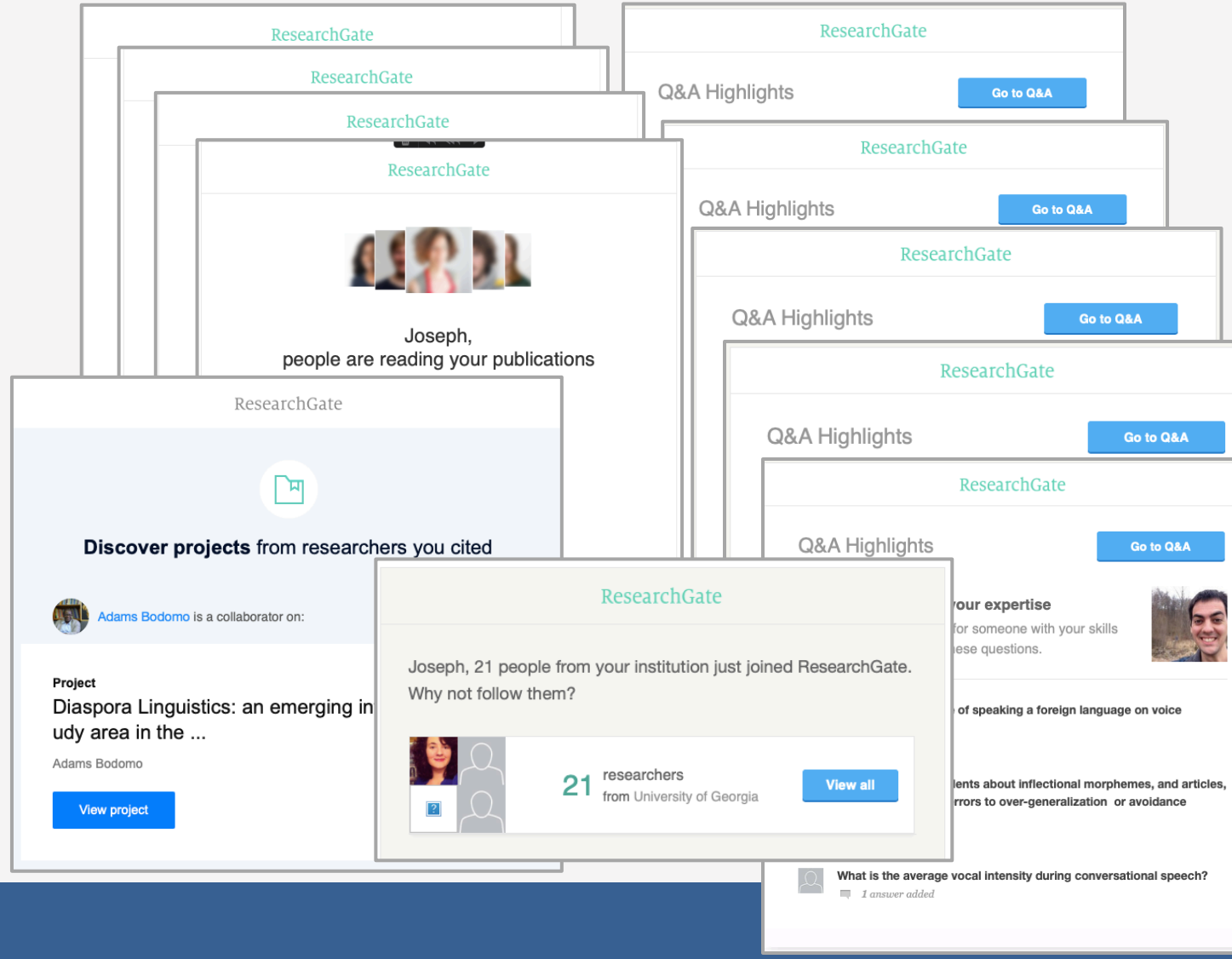
Analytics

- similar to Academia.edu
- institutions instead of cities
- number of citations



RESEARCHGATE: CRITICISM

- 12+ spam emails a month
- Used to send invites your co-authors… *as if you wrote them!*
- Automatically creates full-fledged pages for non-users
- Citation counter is a black box
- Very few actively engage



Google Scholar

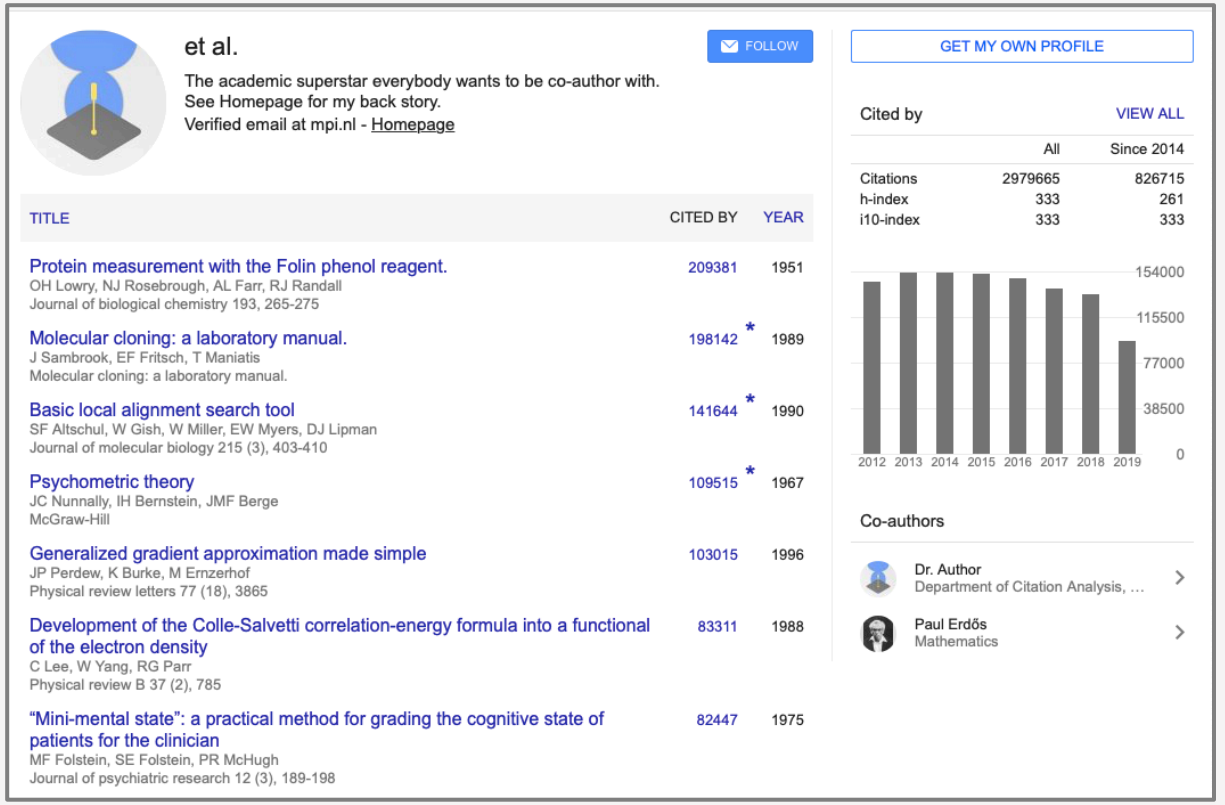
Live demonstration with [“American English: dialects and variation”]

Automated

- dirty data
- always double-check metadata!

Questionable citation counter

- pulled from any source
- easy to inflate with fake papers



http://ideophone.org/some-things-you-need-to-know-about-google-scholar/

LinkedIn

Be findable: create a complete account!

If you're industry-bound, get involved

- Establish connections
- Endorsements and recommendations
- Participate in groups and discussions

For academics, it's less important

- Make a strong, low-maintenance profile
- Consistency if you switch institutions
- Occasionally post or update

Share Your Work

Data repositories

zenodo

Code

Slideshows

ORCID

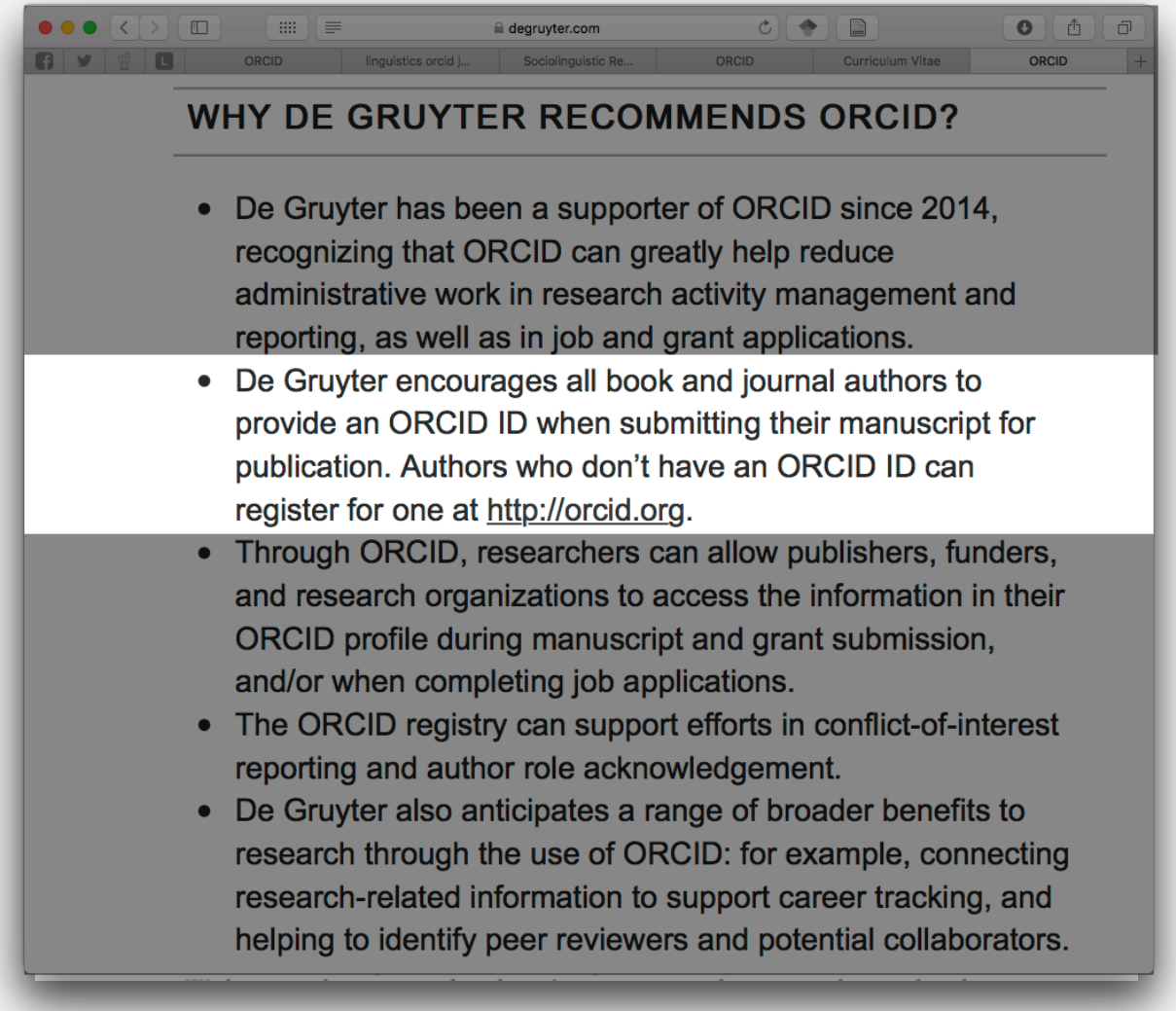
Permanent identifiers for researchers

- orcid.org/0000-0002-9185-0048

Help people know it's you

- Similar name in your field
- Common last name
- Changed name

Some sites connect with your ORCID record

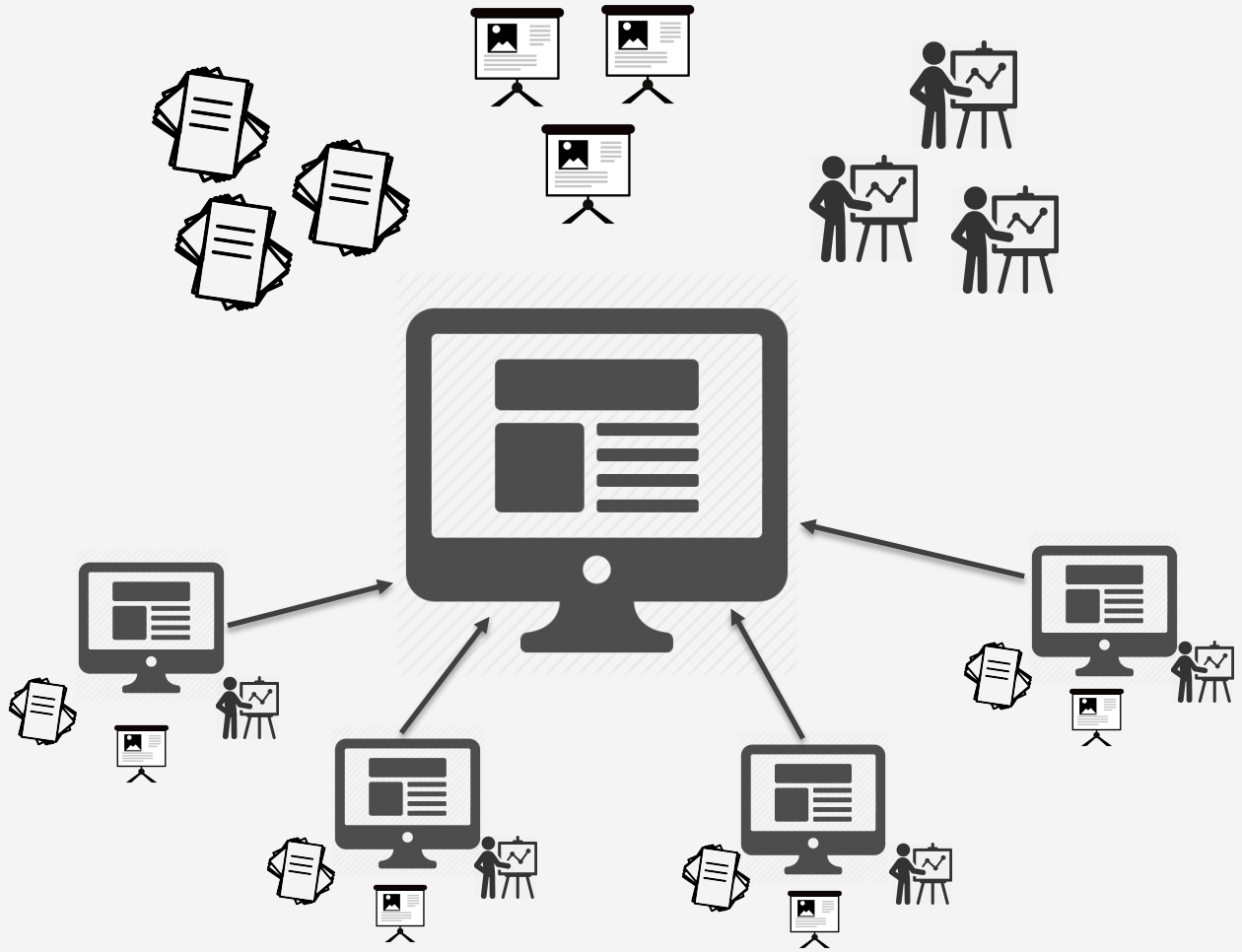


Profile Fatigue

How to maintain all these profiles??

One possible solution

- Pick one to be your main page
- Put a full profile there
- Create digest version on other pages
- Redirect people to your main one.



Social Media: Summary*

slideshare
Present Yourself

figshare
credit for all your research

zenodo

DRYAD

Depends on your field

*Joey's very opinionated view

Personal Website

General Information

Servers and hosting

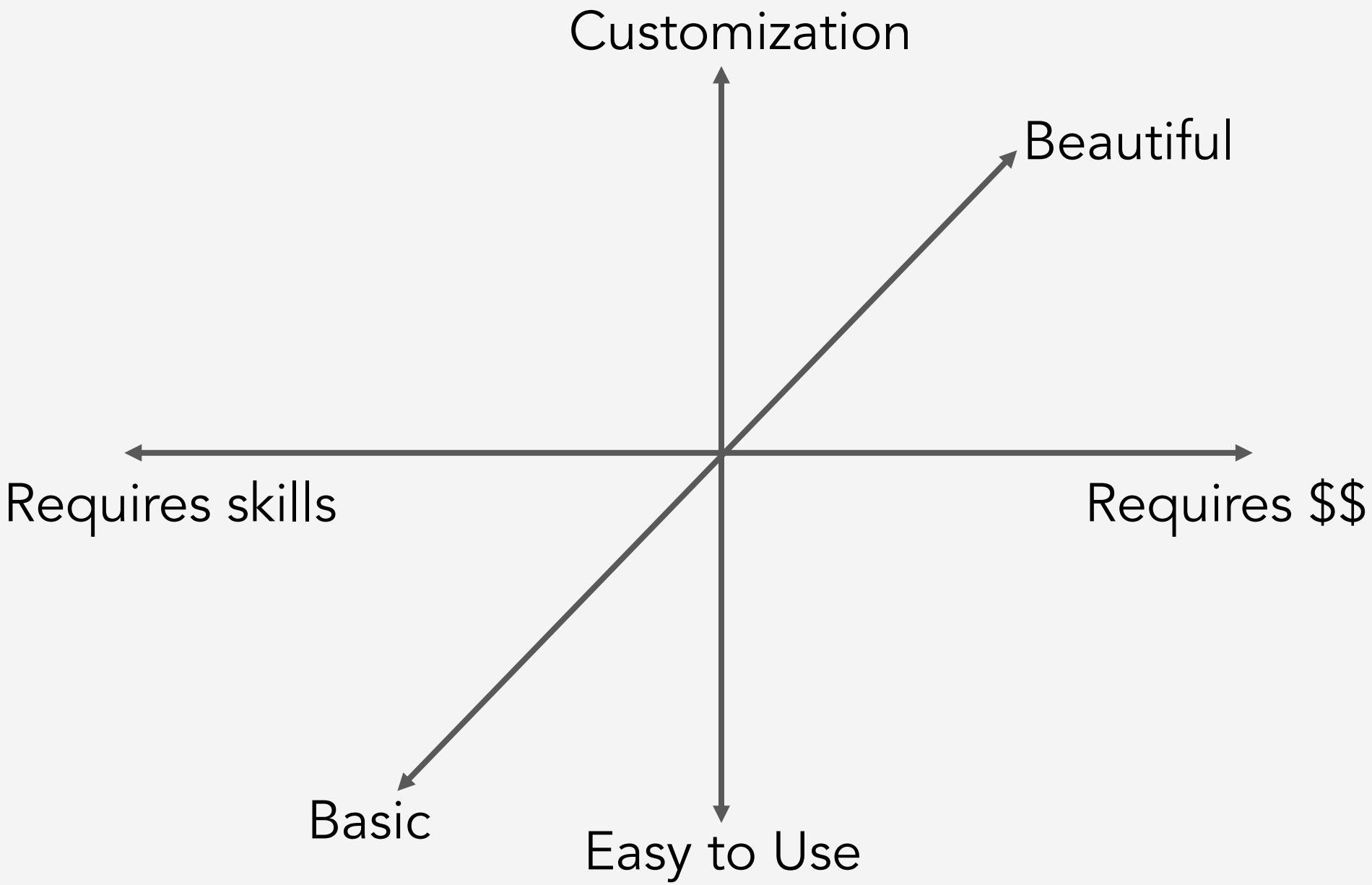
Don’t rely on a UGA-hosted webpage

- little control over content, appearance
- can’t host PDFs and other files
- can sometimes change without warning

Static vs. Dynamic

A domain name

- $10/year
- domains.google.com
- go from somesite.com/yourname to yourname.com


Customization
Beautiful
Requires skills
Requires $$
Basic
Easy to Use

Website Builders

Wix

- very easy to use
- 500 templates
  - overwhelming
  - can't change
- Wix template
- $13 / month

Square Space

- small learning curve
- stunning themes
  - image-oriented
  - few choices
- Ex. Taylor Jones
- $12+/month

WordPress

- more customizable
  - requires some skill
  - plugins add functionality
  - cost can add up
- Ex: Lauren Ackerman
- free or $5+ /month

See www.websitebuilderexpert.com for more info

Build From Scratch

Google Sites

- simple
  - ready-to-go templates
  - no coding
  - add HTML if needed
- Ex: Maja L. Barzilai
- free

blogdown/Rmarkdown

- R-based
  - makes you look R-savvy
  - incorporate HTML/CSS
- Hosted on Github
- Ex: Sky Onosson
- free

Jekyll, Github pages, etc.

- You design from scratch
  - HTML, CSS
  - 100% flexibility
- Hosted on Github
- Ex: May Helena Plumb
- free

What to Include?

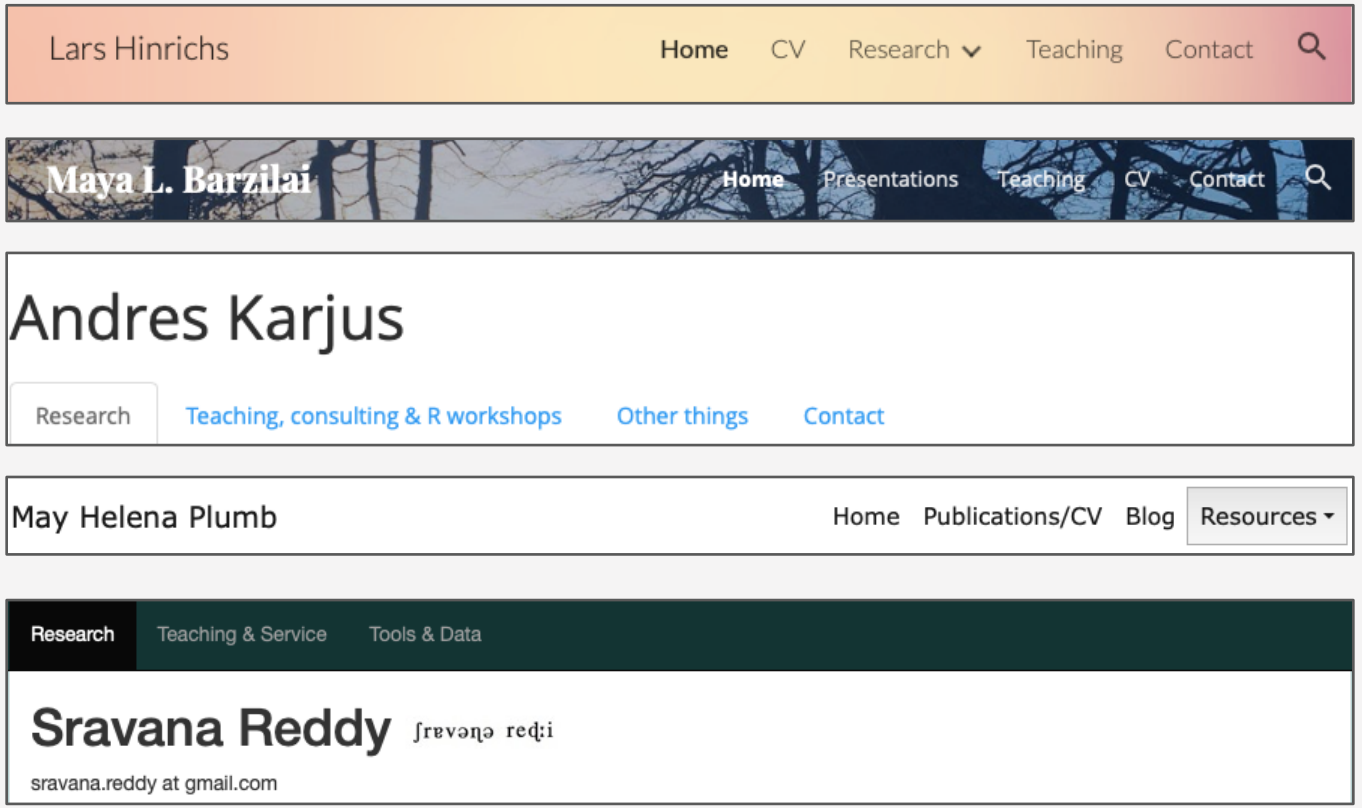
essential components

- short bio
- recent photo
- brief CV (and PDF of full CV)
- contact info

optional material

- resources
- teaching materials
- personal interests/hobbies

definitely consider a domain name



What to Blog?

Your research
- general updates
- project overviews
- conference/paper acceptances
- works in progress

Related work
- null results
- side projects
- relevant anecdotal things
- studies too small to publish

Engaging with other researchers
- trying new methods
- tutorials
- commenting on others' work
- book reviews
- "Jealousy List"

Engaging with the public
- community outreach
- event promotion
- explaining your research in layman's terms

Personal Website: Summary

It is worth the effort and money.

HTML, CSS, R, Java are
all useful skills anyway

🙌 $12/year
😱 $12/month

Bottom line: Just do it.

Find your Community

Where is your Community?

In-person communication (conferences)

- Present at conferences
- Meet people
  - Look up who will be there
  - Introduce yourself
  - Have meaningful discussions about their work
  - Hand out "business" cards
- Participate in social events and meals

Online communication

- Jobs
- Collaboration
- Datasets
- Methods
- Software
- Conferences
- Events

Usually somewhere like a listserv, Slack, Twitter

TWITTER

Efra Rivera-Serrano, Ph.D.
@NakedCapsid

In just 2 weeks, I've received from tweeps:
- funds to travel to a conference w/o even applying for it
- paid registration to attend a symposium
- 3 podcast invites
- 7 invites to give talks
- 1 Starbucks gift card

Next time someone tells you that Twitter is useless, @ me.

12:36 PM · Sep 2, 2019 · Twitter for iPhone

154 Retweets **2.8K** Likes

TWITTER

My experience

- job announcements
- collaboration opportunities
- book announcements
- datasets
- slides, handouts
- fun conversations
- other cool stuff

Networking

How to Tweet as an Academic

Heather Froehlich: https://hfroehli.ch/2017/10/20/how-i-use-twitter-as-an-academic/

- Keep it professional
  - Don't tweet anything that would make you look bad
  - Your superiors may be watching you
  - If you must tweet personal stuff, create a separate account.
- Mute words or phrases you don't like
  - politics
  - triggers
  - sports
- Comment carefully
  - Yelling about politics usually isn't helpful
  - 240 characters is not a lot: assume people interpret your tweets wrong
  - There's an art to being quiet.

Live Tweeting Conferences

Sounds lame, but it's actually awesome

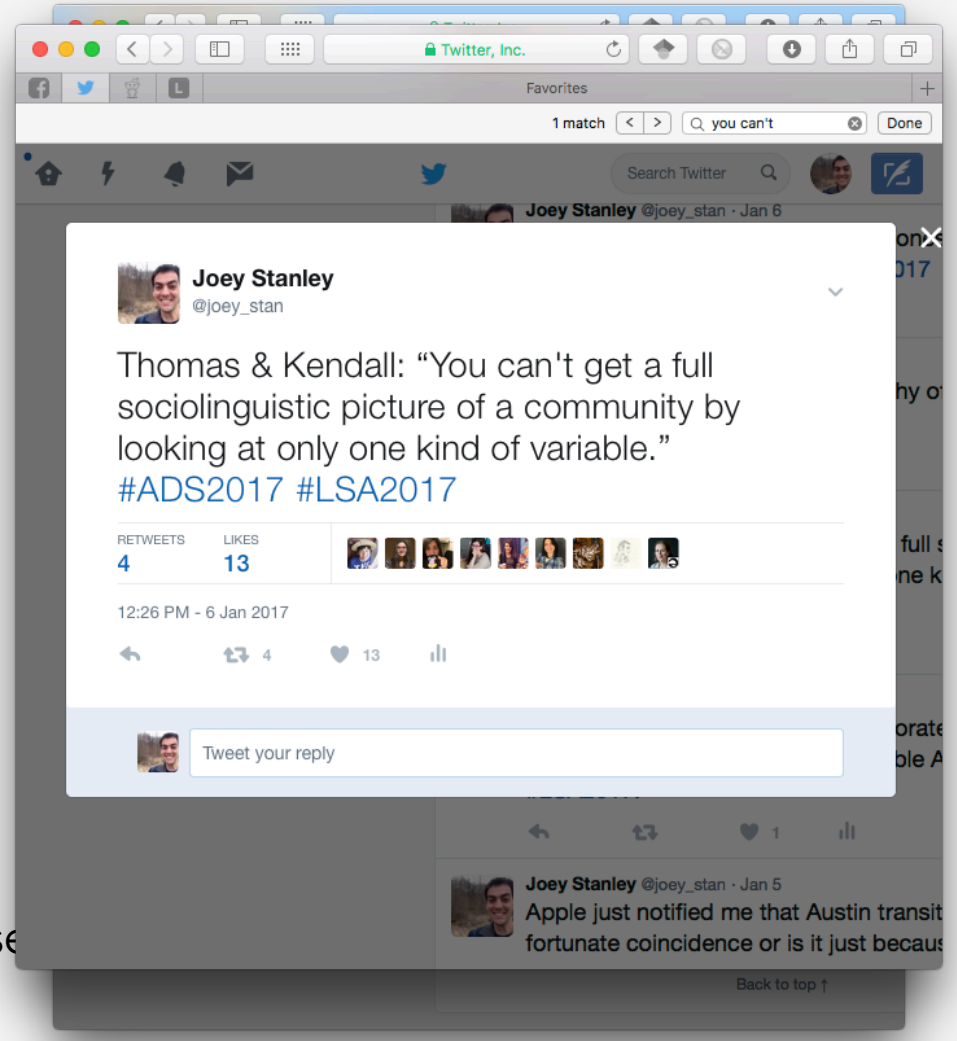
- spread info and your name
- follow conferences you can't attend
- inside jokes and side conversations

What to say?

- Find and use the conference hashtag
- up next, results, charts, anecdotes, cool quotes
- your own commentary

Resources

- https://rctatman.github.io/Livetweeting-Guide/
- http://www.southernfriedscience.com/how-to-live-tweet-a-conference-a-guide-for-conference-organizers-and-twitter-use



Find Your Community: Summary

It's probably on Twitter

Summary & Todo List

Social Media

- A great first step
  - free
  - simple
- Consider which sites
  - Academia
  - ResearchGate
  - LinkedIn
  - all?
- Make a stable profile

Personal Webpage

- Consider your time, skills, and money
  - You can always learn more skills.
  - Try a free one first to build content
- Buy a domain.

Twitter

- Get an academic account.
- Start following actual humans
- Try to tweet once a day for 30 days
- Engage in conversations

Credits

ImpactStory's 30-Day Impact Challenge

- series of blog posts
- available as a (200+ page) pdf
  - http://blog.impactstory.org/research-impact-challenge-ebook/
- very thorough and detailed
- highly recommended

MAKE SOMETHING NEW. NOW. SERIOUSLY. GO.

Social Media

- Academia.edu
- ResearchGate.net
- scholar.google.com
- ImpactStory.org
  - http://blog.impactstory.org/research-impact-challenge-ebook/
- twitter.com
  - http://www.southernfriedscience.com/how-to-live-tweet-a-conference-a-guide-for-conference-organizers-and-twitter-users/
  - https://rctatman.github.io/Livetweeting-Guide/

Websites

- SquareSpace.com
- WordPress.com
- Wix.com
- pages.github.com
- analytics.google.com
- domains.google.com
- Orcid.org

Resources

- WebsiteBuilderExpert.com
- programminghistorian.org
  - http://programminghistorian.org/lessons/building-static-sites-with-jekyll-github-pages
- Lynda.com
  - https://www.lynda.com/Jekyll-tutorials/Jekyll-Web-Designers/383124-2.html
  - https://www.lynda.com/Web-Interactive-CSS-tutorials/CSS-Core-Concepts/80435-2.html
  - https://www.lynda.com/Web-Interactive-CSS-training/CSS-Page-Layouts/86003-2.html
- www.codecademy.com

These slides available at joeystanley.com/brand-yourself

Feedback survey at joeystanley.com/feedback