Managing Your Online Presence: Lightning Talks
Agenda:

- Sharing your research online
- LinkedIn (is) for Academics
- Starting up Your Blog
- Twitter and Academia.edu: the conference that never ends
But first...
What do you want to hear about?
5 steps to being awesome online

How to create a professional profile and share your research with the world

Amy Buckland

Institutional Repository Manager
amybuckland@uchicago.edu
5 easy steps

1. Get an ORCID
2. Google yourself
3. Share your work
4. Know your copyright(s)
5. Join the conversation
Just incidentally:
...Googling Yourself is Weird

why is aj
why is aj offline
why is aj walkin famous
what is a celibate
why is aj not working

Press Enter to search.
LinkedIn For Academics
...no seriously.

..............stop laughing.
Academics can use LinkedIn without fear.
Start with a Strong Summary

Pictures Matter!

- Name, Rank, Etc.
  - Who you are
  - Where you are
  - What you work on

- Service Involvement

- Teaching Interests
Summary bonus: Include willingness to network

I am interested in connecting with other scholars of [x], in particularly alumni from the University of Chicago and [y College]. Reach me at aj@uchicago.edu.
LinkedIn (almost) gets academia.
Use the Three P’s of Academic LinkedIn.
Mistranslation-induced protein misfolding as a dominant constraint on coding-sequence evolution

Cell
2009

Strikingly consistent correlations between rates of coding-sequence evolution and gene expression levels are apparent across taxa, but the biological causes behind these selective pressures on coding-sequence evolution remain controversial. Here, we demonstrate conserved patterns of simple covariation between sequence evolution, codon usage, and mRNA level in E. coli, yeast, worm, fly, mouse, and... more

2 authors

D. Allan Drummond
Assistant Professor, Biochemistry & M... 

Claus Wilke
Professor at The University of Texas a...

Estimating selection on synonymous codon usage from noisy experimental data

Molecular Biology and Evolution
June 2013

3 authors

D. Allan Drummond
Assistant Professor, Biochemistry & M... 

Edward Wallace
Postdoctoral Scholar at The University...

Eduardo Airoldi

Reversible, specific, active aggregates of endogenous proteins assemble upon heat stress

Cell
September 10, 2015

Heat causes protein misfolding and aggregation, and in eukaryotic cells triggers aggregation of proteins and RNA into stress granules. We have carried out extensive proteomic studies to quantify heat-triggered aggregation and subsequent disaggregation in budding yeast, identifying more than 170 endogenous proteins aggregating within minutes of heat shock in multiple subcellular compartments. We... more

7 authors, including:

D. Allan Drummond
Assistant Professor, Biochemistry & M... 

Edward Wallace
Postdoctoral Scholar at The University...

Jamie Scott
Lab Manager and Research Specialist ... 

Ergery V Pilipenko

Make Sure People Can Find You Easily.
Customize Your Link
...and don’t pay for Premium

https://www.linkedin.com/in/ajaronstein
Connect at will and understand some important privacy settings.
It’s always okay to connect (and to stalk visibly).

Customize messages

Turn off notifications when you’re editing a lot of information in a row

Use along with uchicagoalumni.edu
Worried? Don’t Be.

Preview your public profile and make selections of what you would like to display.
Why Start a Scholarly Blog?
Why Start a Scholarly Blog?

Create your new website for free

WordPress.com is the best place for your personal blog or business site.

Create Website

Ready for mobile
Download the iOS or Android app

Hundreds of designs
Find your unique style

Need more reasons?
Why Start a Scholarly Blog?

- **Bring** a personal touch to your research
- **Express** your own opinions
- **Explore** shorter questions
What is WordPress? I

- Blog/website platform
- Large user base
- Host with a samplename.wordpress.edu URL
What is WordPress? II

- **Themes** determine layout/structure of content
- Pages, posts, and images
Can we date revolutions in the history of literature and music?

Posted on October 3, 2015 by tedunderwood

Humanists know the subjects we study are complex. So on the rare occasions when we describe them with numbers at all, we tend to proceed cautiously. Maybe too cautiously.
Twitter and Academia.edu: The Conference that Never Ends
Twitter is the Los Angeles of the Internet
MySpace is Staten Island, circa 1996
Twitter is the Los Angeles of the Internet

- It has everything
- But you need to know where to look
- And it takes an hour on the 405 to get there.
Twitter and Academia.edu: The Conference that Never Ends
What do you avoid at conferences?
• Anxiety
• Jargon / Babblers
• “That Guy”
What do you LIKE at conferences?
- Terrible coffee!
- People who connect
- Useful people
- Brevity
Same with the web!
Academic Twitter is a Thing

Use our lists...and/or create your own

- Check out #ScholarSunday
- #sh*tacadaemicssay
- #gradschool

grad.uchicago.edu
Negative Academic Twitter is a Thing Too. Avoid it.
Tweets to Avoid.

- Negativity about programs / colleagues (leave that to pros)
- Job market woes
- “Sinking canoes”
- Trending hashtags
- Multi-part academic arguments in 140 characters

Source: grad.uchicago.edu
Academia.EDU is a Garden

Academia.edu:

- Network by following scholars you respect
- Meet your peers and learn of their work
- Get scholars’ essays delivered to your inbox
- Reinforce connections you make elsewhere on the internet (twitter)
- Research institutions/departments you’d like to have know you
- Many will follow you back – name recognition is valuable
Tracking attention on Academia.edu can be fun. It can also be really counter-productive.
Your online presence is a PERSONA

- It’s not YOU, exactly, it’s a crafted version of you...
- You already have an online persona; if you don’t manage it, the search engines will
- you get to draw the picture of yourself that you want to represent to searching institutions.
FRIENDLY REMINDER: If you’re new to the task of scholarly online presence, and you’re going on the job market this year, let these readings inform you; don’t let them complicate your life! Now is not necessarily the time to try out a bunch of public stuff for the first time.

How to Tailor Your Online Image
Karen Kelsky (TheProfessorIsIn) for Chronicle Vitae

How to Maintain Your Digital Identity As An Academic
Kelli Marshall for Chronicle Vitae

Establish and Maintain Your Online Identity
Jason Fitzpatrick for LifeHacker

Citation Boost or Bad Data? Academia.edu Research Under Scrutiny
Phil Davis for The Scholarly Kitchen
questions? comments? cathartic confessions?

amybuckland@uchicago.edu
aj@uchicago.edu
cjaramillo@uchicago.edu

This work is licensed under a Creative Commons Attribution 4.0 International License.