Online Presence and the Academic Job Market:
Building a Scholarly Internet Persona

Kristy Rawson,
Assistant Director for Graduate and Postdoc Career Development
Humanities Division / Divinity School
UCHicagoGRAD
Kristy Rawson, PhD

Assistant Director for Graduate Career Development, University of Chicago

I am a cinema and media scholar by training. I earned my PhD from the Department of Screen Arts and Cultures at the University of Michigan, Ann Arbor, in 2012. I also earned a graduate certificate in Latino/a Studies. I wrote a dissertation on the Mexican Hollywood actress, Lupe Velez, which I am currently revising as a manuscript.

My other passion is professional development and career development for graduate students and postdocs. I began working in this arena as an independent consultant, conducting workshops on "Alt-Ac" and "Post-Ac" professional development. As an aid for use in my presentations, and as a resource for attendees, I started this Alt-Post Tumblr. My independent research and engagement in what I liked to call "expanded/updated academic professional development" led to my current position at the University of Chicago.

About.Me
Personal Twitter: @EstherRawson
Professional Twitter: @UChicago_Grad
Storify
Tumblr
SlideShare

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Today’s Agenda:

- Introduction: Defining Scholarly Online “Persona”
- Search-Optimization + Networking
- Basic Best Practices (“Rules”)
- Fundamental Tools: UChicago, Academia.edu, LinkedIn
- The more complicated questions: Twitter, Blogging (Wordpress)
Your online presence is a PERSONA

Ingmar, what was your intention with your latest film, *Persona*?
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.
Foundational Best Practices:

- Be consistent across all sites
  - maintain one name
  - Have one *current* professional-looking photo (you should appear as you’ll appear at a conference or interview)
- If you have one personal site (fb), keep it closed
- *Always* manage your settings
- You do get to be human online... but not *too* human
Identify yourself consistently:

- A Doctoral Student at the University of Chicago
- A Disciplinary Specialist
- A Dedicated Teacher
- Other?... e.g. a Public Scholar? ... a Digital or Open Access Enthusiast?
Get Started With the Basics:

Linkedin

THE UNIVERSITY OF CHICAGO

Academie.edu

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LinkedIn: Please manage your settings

• Turn on/off your activity broadcasts
• Choose who can follow your updates
• See what others see when they've viewed your profile

• And don’t let LinkedIn search contacts for you via your email contacts!
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

• Many will follow you back – name recognition is valuable
Find your peers and scholars to follow via your research interests

There's also a job board; it's mostly STEM, for some reason
More on the Basics: RG for STEM; Mendelay for HSS
You have access to this now, and you can include the information you deem valuable, including links to other sites you have developed.
Twitter is Los Angeles:
Everything is there - good, bad, and ugly- you just need to know how to find what you’re looking for.
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WordPress

You don’t need to have a wordpress page to create an account and start following scholars’ sites.

But… we highly recommend using wordpress as your professional landing page.

Add more later (including, or not, a blog), as you get come comfortable.
Scholars w/ Robust Online Presences:

- Roopika Risam
- Jessica Johnson
- Bonnie Stewart
- Philosop-Her
- Nadine Muller
- Sara Goldrick-Rab
- Gerry Canavan
- Hilde De Weerdt
- Adeline Koh
- Michael Bérubé
- Chapati Mystery—aka Manan Ahmed
- Elaine Hoysted
- Monica Mercado—UofC Alum, History
- Roger Whitson
- Tressie McMillan Cottom
- folklorist
- Public Domain Review

Public Domain Review

- Rosemary Feal (MLA)
- Jessica Johnson
- Aaron Bady
- Roger Whitson
- Tressie McMillan Cottom
- Antenna-WL media studies
- experiements in art history (Nancy Ross)

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Suggested Reading:

WARNING: 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?

rawson@uchicago.edu