Creating & Managing Your Online Presence

Wednesday, March 13, 2013
Franky Abbott, frabbott@ua.edu; Melissa Green, mbfortson@ua.edu

WHAT?

- What is an online presence?
- How does it impact professionalization?
- Particularly in academic life?

WHY?

- Why is it important to give some attention to your online presence?
- Scenario: Giving a public presentation
- Scenario: Applying for jobs
- The Internet has a LONG memory but the good news is that you can exert some control over what happens when people search for you online.
- Example Searches

Building an online profile can serve a number of different purposes for different types of users. It is NOT necessarily only for those people who plan to be super active using social media

- Grow your online presence to network and find professional opportunities
- Manage search results for you while maintaining a degree of privacy
- Better to have some online presence than none at all
- Why for "academics"
- Why for grad students
- Why for undergrads
- Online presence for a particular project

HOW?

Four Basic Principles for Building a Strong Online Presence:
- Familiarity
- Consistency
- Participation
- Basic maintenance

Assess
- Google
    - Search for yourself, have Google notify you when information about you appears online, and review your Google profile from the "Me on the Web" page.
    - When signed in to your Google account, you can use the Dashboard to view and manage your personal information stored in various Google services.
- Facebook

- - Can use tools like SimpleWash for a quick start, but it's best to do a full review of your Activity Log and privacy options yourself.
  - People search tools
    - People search services (also known as peoplefinder sites), allow users to see lots of information about you, including your online profiles and photos. Consider using these tools to see what information about you is freely available online.
    - UnlistMy.Info lists people search sites and offers directions on how to remove yourself from their results.
  - BrandYourself

Create & Maintain

- - Google+ profile
    - Creating a Google profile is one of the easiest ways to create a distinct online identity for yourself. Profiles are easy to complete and rank highly in search results.
  - LinkedIn
    - LinkedIn profiles are also easy to create and rank highly in search results.
  - Twitter
    - The more you use Twitter, the higher it will rank in the search results for your name. Think about what you want searchers to see when they look for you.
  - Personal homepage sites (also known as microsites or splash pages) allow users to easily present bios, contact information, and links to social media channels.
  - Blogs/websites: free tools make it easy to create and maintain blogs and websites with no HTML experience required.
    - myBama account holders have access to web hosting on the bama.ua.edu server.
    - The Office of Multimedia Services offers people.ua.edu, a simple tool UA faculty can use to create sites for professional use.
  - Use document-sharing sites like SlideShare & Scribd to host presentations, resumes, and other documents.

Resources

Further Reading

[2012-13 Career Guide (UA Career Center)](http://career.ua.edu/downloads/careerGuide/CareerGuide.pdf)
http://career.ua.edu/downloads/careerGuide/CareerGuide.pdf
This guide from the UA Career Center provides resources for career planning and the job search, including tips for Effective Online Networking.

[Creating and Maintaining a Professional Presence Online: A Roundup and Reflection (ProfHacker)](#)

http://chronicle.com/blogs/profhacker/creating-and-maintaining-a-professional-presence-online-a-roundup-and-reflection/43030
This post rounds up many useful articles on the topic of creating and maintaining a professional online presence.

[Creating Your Web Presence: A Primer for Academics (ProfHacker)](http://chronicle.com/blogs/profhacker/creating-your-web-presence-a-primer-for-academics)
http://chronicle.com/blogs/profhacker/creating-your-web-presence-a-primer-for-academics
Miriam Posner shares "some low-investment, high-return ways to maintain a consistent, professional Web presence."

[Do You Need Your Own Website While On The Job Market? (ProfHacker)](http://chronicle.com/blogs/profhacker/do-you-need-your-own-website-while-on-the-job-market)
http://chronicle.com/blogs/profhacker/do-you-need-your-own-website-while-on-the-job-market
This piece from Jentery Sayers shares some thoughts on why graduate students might (or might not) create a personal website and offers a checklist for those who decide to do so.

[The Google Yourself Challenge (MakeUseOf)](http://www.makeuseof.com/tag/infographic-google-challenge/)
http://www.makeuseof.com/tag/infographic-google-challenge/
How much can others learn about you from the internet? This infographic includes some statistics that may surprise you.

[Personal Branding for Librarians (American Libraries)](http://americanlibrariesmagazine.org/features/11062012/personal-branding-librarians)
http://americanlibrariesmagazine.org/features/11062012/personal-branding-librarians
"Personal branding is more proactive and intentional than avoiding lampshade-on-the-head photos." This article includes advice and resources for librarians.

[Students, Here's How to Kick-Start Your Personal Brand Online (Mashable)](http://mashable.com/2012/08/29/personal-branding-for-students/)
http://mashable.com/2012/08/29/personal-branding-for-students/
Quick tips from career experts for high school and college students.

Tools

Blogs/websites

These free tools make it easy to create and maintain blogs and websites with no HTML experience required. More advanced users or those seeking additional features might consider [Drupal](http://drupal.org/)(http://drupal.org/), [Joomla](http://www.joomla.org/) (http://www.joomla.org/), or [WordPress.org](http://wordpress.org/) (http://wordpress.org/).

[Blogger](http://www.blogger.com)
http://www.blogger.com

[Google Sites](https://sites.google.com/)
https://sites.google.com/

[Tumblr](#)
http://www.tumblr.com

[Weebly](#)
http://www.weebly.com/

[Wix](#)
http://www.wix.com/
Wix will be the focus of the next Lunchtime Learning workshop, to be held Wednesday, April 10, 12pm - 1pm, in the Alabama Digital Humanities Center (Gorgas Library Room 109A).

[WordPress](#)
http://wordpress.com/

BrandYourself

http://brandyourself.com/
The BrandYourself service helps you "control Google search results for your name," submit and "boost" positive links, monitor changes, and see which companies have viewed your profile.

Document-sharing sites

Document sharing sites rank highly in search results. Consider using [Scribd](#) ([http://www.scribd.com/](#)) to embed a resume on your blog or website and using [SlideShare](#) (http://www.slideshare.net/) to share your presentations.

Facebook

[Activity Log](#)
http://www.facebook.com/help/activitylog
Your activity log is a list of your Facebook posts and activity, along with stories and photos you've been tagged in. Dropdown menus next to each story allow you to adjust the privacy and control its visibility on your timeline.

[Privacy](#)
http://www.facebook.com/help/privacy
Information to help you control your sharing on Facebook.

[A Guide to Facebook Privacy Options (WSJ)](#)
http://online.wsj.com/article/SB10001424127887324880504578300312528424302.html#project%3DFBPRIVACY0308%26articleTabs%3Dinteractive
Facebook privacy options change frequently, but here's a recent guide from the Wall Street Journal.

Google

[Dashboard](https://www.google.com/dashboard/)
https://www.google.com/dashboard/
When signed in to your Google account, you can use the Dashboard to view and manage your personal information stored in various Google services.

["Me on the Web"](https://www.google.com/settings/me)
https://www.google.com/settings/me
When signed in to your Google account, you can search for yourself, have Google notify you when information abut you appears online, and review your Google profile, all from this page.

[Profile](http://profiles.google.com/)
http://profiles.google.com/
Creating a Google profile is one of the easiest ways to create a distinct online identity for yourself.

LinkedIn

http://www.linkedin.com/
LinkedIn is a networking site for professionals. LinkedIn profiles are easy to complete and rank highly in search results.

People search

People search services (also known as peoplefinder sites), allow users to see lots of information about you, including your online profiles and photos. Consider using these tools to see what information about you is freely available online. [UnlistMy.Info](http://unlistmy.info/) (http://unlistmy.info/) lists additional people search sites and offers directions on how to remove yourself from their results.

[123people](http://www.123people.com/)
http://www.123people.com/

[PeekYou](http://www.peekyou.com/)
http://www.peekyou.com/

[Pipl](https://pipl.com/)
https://pipl.com/

Personal homepages

These personal homepage sites (also known as microsites or splash pages) allow users to easily present bios, contact information, and links to social media channels.

about.me
https://about.me/

flavors.me
http://flavors.me/

re.vu
http://re.vu/

SimpleWash

http://simplewa.sh/about
The SimpleWash app scans the content on your Facebook and Twitter profiles and detects keywords associated with things you might not want a potential employer to see.

Twitter

https://twitter.com/
The more you use Twitter, the higher it will rank in the search results for your name. Think about what you want searchers to see when they look for you.

UA.edu

[IT Service Desk Web Publishing](http://oit.ua.edu/oit/services/it-service-desk/it-service-desk-web-publishing/)
http://oit.ua.edu/oit/services/it-service-desk/it-service-desk-web-publishing/
myBama account holders have access to web hosting on the bama.ua.edu server.

[people.ua.edu](http://www.people.ua.edu/)
http://www.people.ua.edu/
The Office of Multimedia Services offers a simple tool UA faculty can use to create sites for professional use.