"Curating Your Professional Digital Presence"

With Katie Kaczmarek Frew, Setsuko Yokoyama, and Terry Owen

April 10th (Tue), 2018
10:30-12:30pm @McKeldin 6107
agenda

- Part 1 - presentation
  - how to get started
  - what to do online
  - things to consider

- Part 2 - Q&As
  - individual workshop / peer review / consultation
where do I go?

- Purposes
  - public, academic, personal, activist

- Platforms
  - UMD department website directory profile
    - English
    - iSchool
  - Twitter, Facebook, LinkedIn, Blog, personal website, YouTube, etc.
    - 2014 Nature survey
  - Ask advisors where the digital spaces for your specialty are
    - Ex: C19 email listserv
    - Ex: MathOverflow Q&A forum
setting up accounts

- Good practices on private platforms & social media cont.
  - Names
    - domain - .com, .country, .org, .net, .me, .lgbt, .wordpress.com, .io
    - handles / usernames - real name, brand, short & sweet
  - Images
    - consistency / differentiation
setting up accounts cont.

- Ethical practices
  - With others' work
    - Get permissions
    - Attribute
    - Be mindful about the integrity of work
      - Cf. ProfHacker series on using Twitter
  - With your work
    - Manage copyright
      - Creative Commons options
what to do online

● Public scholarship
  ○ attending conference/talks of others?
    ■ Share digital notes, live tweets
  ○ presenting/delivering talks?
    ■ Advertise talk through social media
    ■ Share your materials via blog, website, slideshare
● Accessibility
what to do online cont.

- Public scholarship cont.
  - Publishing
    - Solicit feedback via blog
    - Seek open access publishing
    - Store your work at repositories
      - DRUM @ UMD
      - MLA Core (for humanities)
what to do online cont.

Digital Scholarship and Publishing @ UMD Libraries

- DRUM http://drum.lib.umd.edu
- Open Access Publishing
- Author Rights
- Copyright
- Data Curation
Benefits of Open Access Publishing and Digital Repositories

- Wider dissemination of your work
- Increased potential to be cited by others
- Permanent URL or DOI
- Downloads show impact
what to do online cont.

- Going on the job market? - Showcase your skills!
  - Academia
    - Home page with CV
    - Class website or blogs
      - Website programs: Wix, Weebly, Wordpress
    - Dissertation / projects
      - Amanda Visconti’s Infinite Ulysses
      - Jordan Sly’s The Recusant Print Network Project
    - Impact Metrics
      - Google Scholar profile: # of citations, H-index
      - Altmetrics: social media & pop media mentions
      - Journal citation reports: Web of Science, MLA Directory of Periodicals
what to do online cont.

- Going on the job market? - Showcase your skills!
  - Alt-Ac
  - Portfolio
  - LinkedIn
  - Versatile PhD
  - Cheeky Scientist
spam & troll prevention

- Things to consider
  - Anticipate spams
    - Type out email address
      - Ex: john dot doe at gmail dot com
  - Avoid modification
    - Use pdf rather than Word files for CVs & resumes online
  - Anticipate trolls
    - Configure privacy settings
      - Cf. “Pedagogy Questioned”
    - Separate creative writing/production from academic projects?
    - Remove personal info (phone numbers, home address)
## hosting resources

<table>
<thead>
<tr>
<th></th>
<th>domain name</th>
<th>server</th>
<th>email address</th>
<th>$</th>
<th>tech savviness &amp; the maintenance need (scale 1 to 10; 1 = least challenging)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WordPress, Weebly, Wix</strong> (CMS / blogging platform)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>free - $4, 8, 15/month</td>
<td>1</td>
</tr>
<tr>
<td><strong>Drupal</strong> (advance CMS)</td>
<td>customizable</td>
<td>customizable</td>
<td>customizable</td>
<td>free to develop</td>
<td>6</td>
</tr>
<tr>
<td><strong>GitHub</strong> (code repository)</td>
<td>customizable</td>
<td>✔</td>
<td>✔</td>
<td>free</td>
<td>6</td>
</tr>
<tr>
<td><strong>Namecheap</strong> (domain registration + hosting)</td>
<td>known for</td>
<td>arrange-able</td>
<td>arrange-able</td>
<td>depends on the package</td>
<td>8</td>
</tr>
<tr>
<td><strong>DreamHost</strong> (domain registration + hosting)</td>
<td>arrange-able</td>
<td>known for</td>
<td>arrange-able</td>
<td>depends on the package</td>
<td>8</td>
</tr>
</tbody>
</table>
workshop, peer review, consultation

- workshop - Katie
  - Need help setting up an account?
- peer review - Setsuko
  - Can use peer reviews on the existing account?
- consultation - Terry
  - Questions about open access publishing?
Questions?

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