Curating Your Professional Digital Presence

Jeffrey Moro (with debts to Setsuko Yokoyama and Katie Frew)

Feb 27th (Wed) 2019, 2:00-3:00pm @McKeldin 6107
Why go online?

1. **to have official contact info**
   - UMD departmental directory profile (e.g., English, iSchool)
   - LinkedIn & personal website

2. **to be on the lookout for CFPs and job postings**
   - listservs (e.g., C19 email listserv)
   - social media platforms (e.g., Twitter, Facebook)

3. **to showcase your work**
   - listservs (e.g., ARSC)
   - social media platforms (e.g., Twitter, Facebook)
   - blogging & vlogging platforms (e.g., Hastac, YouTube)

4. **to engage in scholarly conversations**
   - listservs (e.g., SIGCIS)
   - social media platforms (e.g., Twitter, Facebook)
   - blogging and vlogging platforms (e.g., DHPOCO)

TIP:
know your folks & their platforms (cf. 2014 Nature survey); ask your supervisors
Sounds like a lot to *manage*?

1. **carve out just enough time**
   - no need to check your listserv & social media feeds 24/7; use filters

2. **consolidate via personal brand**
   - consistent representations (e.g., Amanda Visconti [Twitter handle](#) & [blog](#))
   - multiple representations (e.g., Jean Hardy [Twitter handle](#) & [personal website](#))

3. **consolidate through a personal website**
   - one-stop platform (e.g, Jeffrey Moro [personal website](#))

**TIP:**
think about the implications of your *brand*; can it stand the test of time?; should the handle be short & sweet?
Thinking of a personal website?

1. **something easy to set up**
   - use CMS & blogging platforms (e.g., *WordPress*, *Weebly*, *Wix*)

2. **something unique**
   - customize domain name (e.g., *Namecheap*)

3. **something open-source**
   - try your hand at minimal computing (e.g., *The Programming Historian*)
   - register for our Jekyll workshop

**TIP:** think twice before you register for that .COM, .NET, .I NFO, or the notorious .IO; domain names imply the nature of your websites
Now what? - The same, but online.

1. **conferencing**
   - advertise, share materials, live tweets (e.g., Slideshare, Google Slides)

2. **publishing**
   - publish via OA journals / OA repositories (e.g., DOAJ, Core, personal website)
   - solicit feedback (e.g., Google Doc)

3. **teaching**
   - create class websites (e.g., blogging platforms)
   - share syllabi (e.g., Core, via publishers)

4. **dissertating**
   - digital dissertation (e.g., Amanda Visconti’s Infinite Ulysses & the white paper)

**TIP:**
attribute others’ work properly & customize a creative commons license to encourage reuse of your work
Minimal risk management:

1. **assume spams**
   - use filters, spell out your email address (e.g., john dot doe at gmail dot com)

2. **avoid modification**
   - use PDF rather than Word files for CVs & resumes

3. **anticipate trolls**
   - remove personal info (phone numbers, home address)
   - know your local support network (e.g., “A Pedagogy Questioned”)
   - seek help & allies to alleviate the situation (e.g. “So You’ve Been Doxed”)

**TIP:**
think about the implications of sharing your academic, personal, activist engagements online; are there any security concerns?