on the internet…

Ted Drake, Principal Engineer
Intuit Accessibility

…nobody knows you're a dog.
This was a photo shot by Pecan, Lucy Greco's guide dog, at a CSUN conference in San Diego.

This presentation was created for the students at UC Berkeley, October 2015 and is the opinions of Ted Drake and do not represent Intuit, Inc.

I came to the technology world in a non-standard path, which inspires me to work with students to expand their opportunities by controlling their persona.

artsy
fartsy

I was a professional student, but finally settled on photography, radio telecommunications, and fine art as my degrees. With that I knew I could work at Michaels. So I also began building web sites on the side.

San Diego Museum of Art

With my art degree, I got my foot into the door at the Museum of Art and eventually convinced them I could manage their web site. I still didn't know how to program.

photo: the ghosts of the Taira attack Yoshitsune in Daimotsu Bay via San Diego Museum of Art on Flickr https://www.flickr.com/photos/thesandiegomuseumofartcollection/5758874967/

Standards-Based Web Development

The internet shifted in 2004 when developers stopped fighting the browsers and began adopting web standards. I was an early adopter and absorbed everything I could find. I participated in forums, built prototypes, and asked questions to the biggest names in the industry.

I was not a leader, rather an active participant.

image: blue beanie day 2009 by Jeffrey Feldman on Flickr https://flic.kr/p/7ja1hn

Laying the Foundation

- Blog: tdrake.net

- Networking at conferences

- CSS, HTML, JavaScript Forums

- Comments on other blogs

My first blog and where I started owning my opinions and content. This is where I began sharing my experiences, test pages, failures, and successes. I still own that content and update it regularly.

I moved my professional voice to a new blog: last-child.com because tdrake.net was turning into a mixture of personal and professional and I found it better to keep them separate. last-child is what I share now.

In late 2004 I received a phone call from an engineer at Yahoo that had seen my comments in a mailing list. He researched my name, found my blog and other resources. I was hired and began my career in the Bay Area. I never applied to Yahoo and my online persona was the reason I was discovered.

Jennison Asuncion

Toronto

- Bank employee
- Meetup leader
- Accessibility Camp organizer
- GAAD
- Influential Twitter
- Conferences

Jennison leads accessibility efforts for LinkedIn.

Kevin Chao

Most Connected Student

- Very influential Twitter account

- Great interest in technology

- Provided constructive accessibility feedback

- 500+ LinkedIn connections

- Visited Bay Area and invited to every major company

Kevin is now working with Google to do product testing. He previously worked with JP Morgan Chase and Georgia Institute of Technology
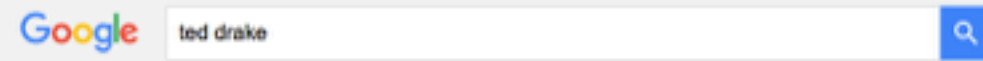
Own your online persona

http://personas.media.mit.edu/personasWeb
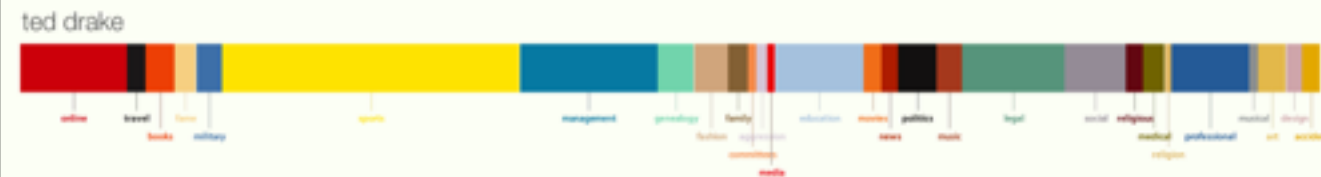
Google: Your Name

Google [ted drake   ] [🔍]

The first stage in controlling your persona is to see what is currently available
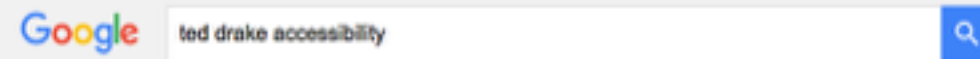
What do you see?

- Who else has your name? Are they more prominent?

- Is there something bad?

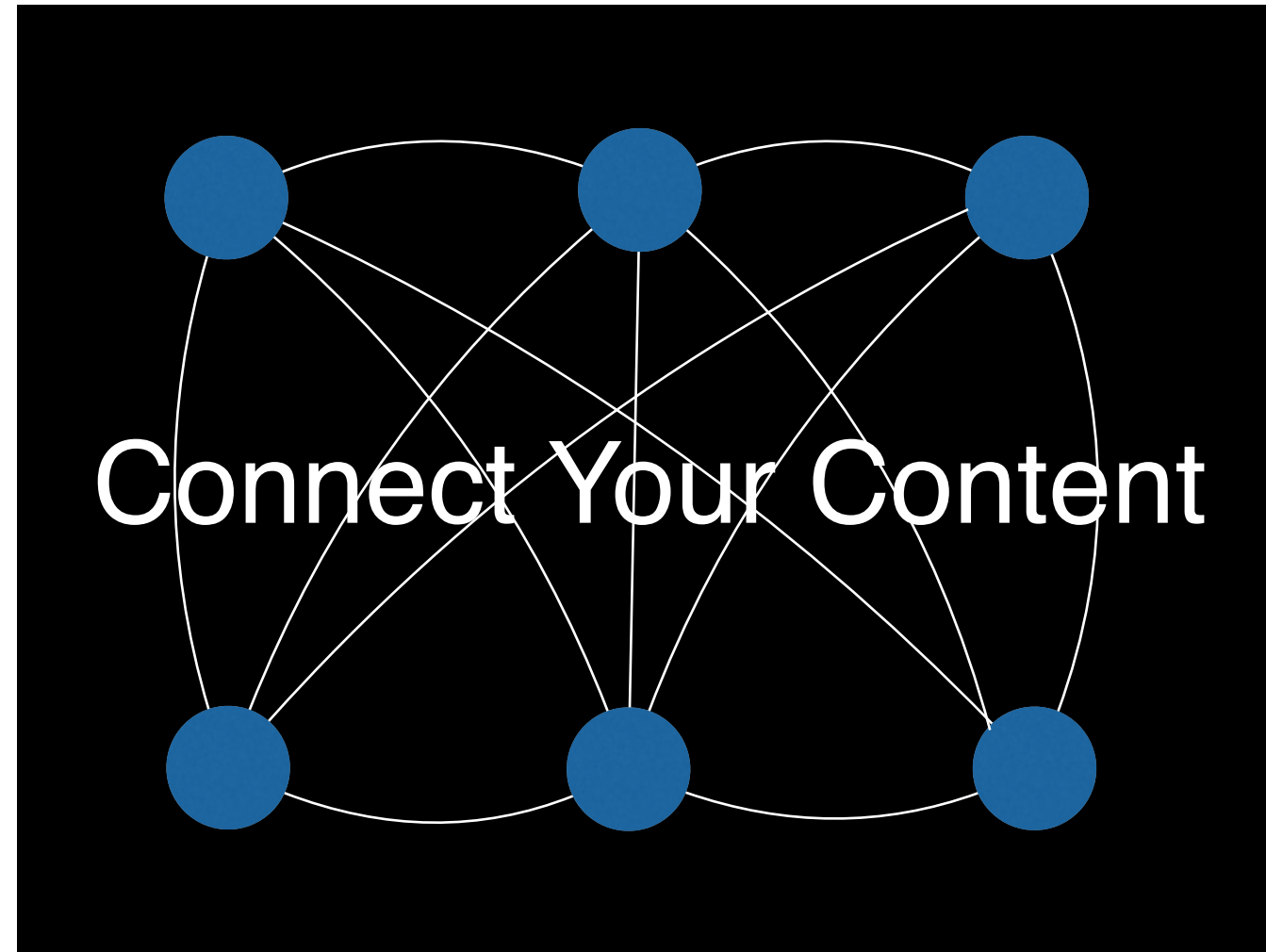- Does it represent you?

Would you hire yourself?

Did the search result inspire confidence that you have an area of expertise, passion, direction?

If you were a recruiter, would you look any further?

Now add your focus

Google | ted drake accessibility | 🔍

You should be seeing a full representation of your persona
https://www.google.com/search?q=ted+drake+accessibility

You are a content creator and owner. You need to make sure all of your channels are connected and building your persona. For instance, your LinkedIn account must point to your Twitter account

visit klout.com slash your twitter id: klout.com/ted_drake

Better yet, create an account and connect Klout to your various social media channels.

This is helpful as you build your persona and should be mandatory for anyone working in marketing.

Own your content

What happens to content you store on the university's computer?

What happens when today's hip content platform is shut down tomorrow? Or acquired?

Who benefits from that traffic?

Own your content and use social networks for distribution.

YourName.com

Start today. Go to a host and buy your named domain, preferably a .com address.

Create an email address from this domain to use for official purposes. You could make this forward to gmail if needed.

Try to use this domain as the basis for your twitter, github, and other accounts.

For instance Dirk Ginader:

ginader.de @ginader github.com/ginader linkedin.com/in/ginader slideshare.net/ginader speakerdeck.com/ginader …
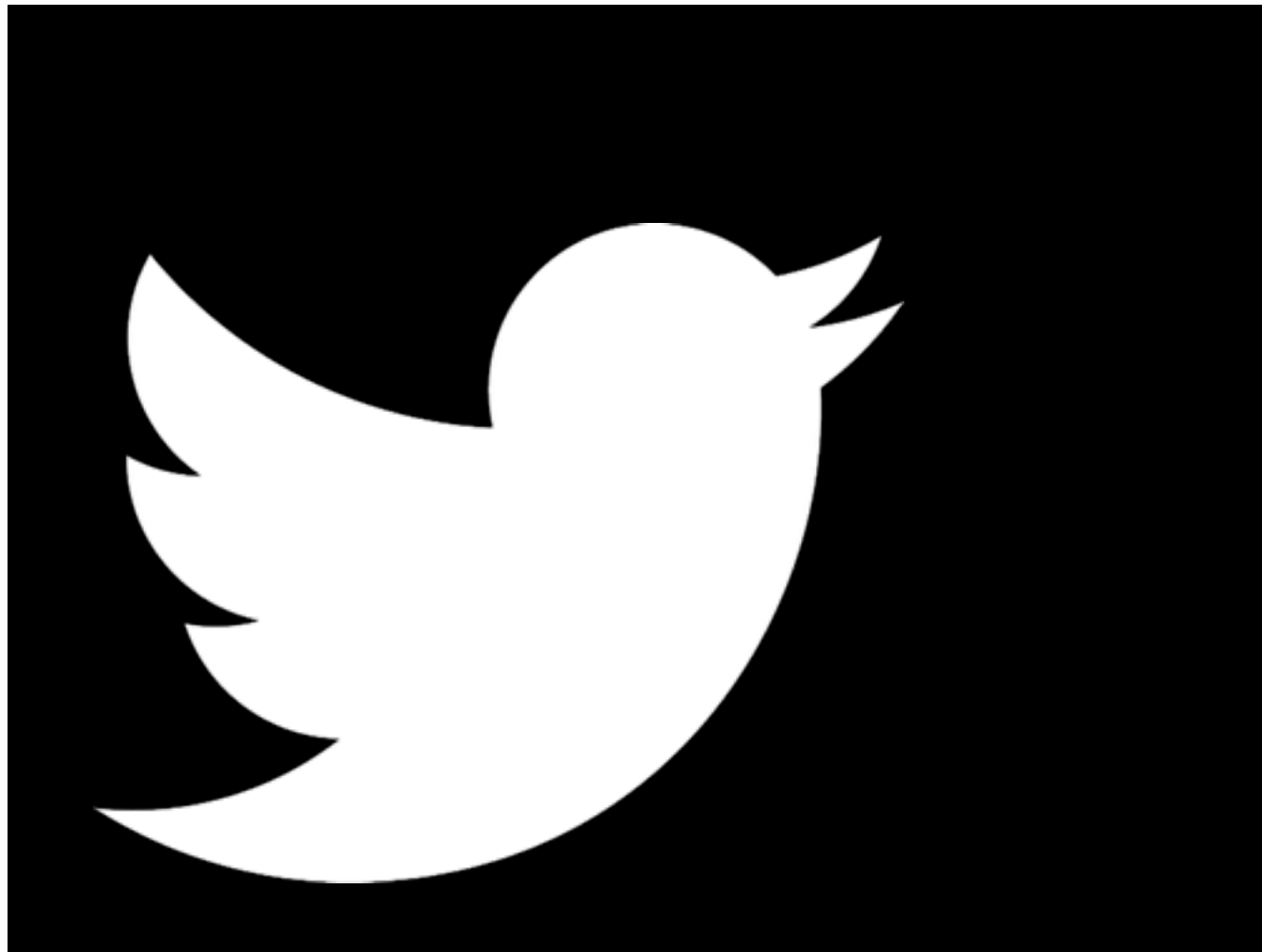
Wordpress is the most common blogging platform. It's a great skill to learn.

Wordpress also provides good accessibility and there are many accessible themes.

Use the wp-accessibility plugin for increased accessibility.

Drupal is also good, but not a blogging platform.

photo: blog by GotCredit on Flickr: https://www.flickr.com/photos/jakerust/16821448686/

Twitter has become a critical platform for distributing information, engaging in conversations, requesting feedback, and establishing your domain.
Tweets are public and permanent.
Don't use it for nonsense. Expect every tweet could be used for or against you.

LinkedIn is going to be your number one reference for recruiters. You must spend some time making this complete and update it regularly.

• Create your custom URL
• Add a decent photo
• Connect it to your blog, twitter, and other resources
• Share your publications and join appropriate groups.
• Start connecting with colleagues and request endorsements. Don't wait until you apply for a job.

GitHub is the most popular platform for sharing code.

It's critical to have a profile if you are in engineering. Your github account will be reviewed. Be active.

GitHub - Engineer

Pixelapse - github for designers.

Community Participation

- Meetup
- Lanyrd
- SlideShare
- SpeakerDeck
- YouTube

meetup.com = find groups in your area that share your interests

lanyrd.com = conferences and events. Register and keep track of events you attend

slideshare.com and speakerdeck.com = Did you give a presentation? Share the slides

YouTube = Share videos you create about your topic. Curate playlists.

Social Activities

- Hack Days

- Start Up Weekend

- Bar Camps

- Volunteer Opportunities

- Community Organizing

Get involved in your community. Share the results on Twitter, your blog, LinkedIn. Connect with new people. Build your content and colleague networks.
Be visible and let people know you are an influencer

Professional Tools?

- Facebook?

- Instagram?

- Vine?

- Yelp?

- Flickr?

These platforms are may not be related to your field. If they don't build your brand, don't connect them to your network. For instance, I use Facebook informally and don't include many work and industry colleagues as friends.
Don't put anything on these platforms that you don't want a recruiter to see.
If these are appropriate for your field, for instance Flickr for artists, use them as a key part of your network.

Dirty little secrets

Nobody cares about
your school assignments

Every student that takes the class is going to have a similar project. We want to know what your built the following weekend with what you learned from that assignment.

Many times your examples and projects won't even be available to recruiters.

We will look for signs of bad character

- Most companies won't care if you got drunk at party. But are you posting booze photos constantly?
- Don't post racist, sexist, and insulting content on Twitter, Facebook, SnapChat, or other places. It can and will come back to haunt you.
- Are your comments and reviews constructive or mean spirited?
- Does your online persona reflect your private personality?

The Internet is Permanent

Content published on the internet is stored in servers around the globe. That cache is searchable. Visit internetarchive.org and the wayback machine for older versions of pages.

Twitter is archived and searchable

Screenshots capture your private conversations

Today's friend could be tomorrow's enemy. Do you trust them with your witty remarks?

Independent projects are more important than grade point average

Show us what you know and can do. Your GPA is a small portion of your resume. This is especially true for engineering, art, and other fields that value talent. Mileage may vary with your career choice.

Bad grammar and spelling will kill your potential

Learn to communicate effectively.

Join the college radio station. Work on the college newspaper. Listen to your instructors comments about your writing. An editor is a valuable tool.

Read books and write continually. Your blog is going to be your best asset. Communication skills are not learned, they require practice.

Record yourself and avoid using placeholder words, such as "like".

Connect with Me

- Blog: <u>last-child.com</u>

- Twitter: @ted_drake

- LinkedIn: draket

- Slideshare: 7mary4

- YouTube: 7mary4responding

- GitHub: 7mary4