

BRAND YOURSELF

A PROFESSIONALIZATION WORKSHOP FOR GRAD STUDENTS

Joey Stanley

DigiLab Research Assistant
joeystan@uga.edu

April 13, 2016

OUTLINE

- social media
 - Academia.edu
 - ResearchGate
 - GoogleScholar
 - others
- personal webpage
 - website builders
 - build from scratch
 - what to include
- find your community
 - Twitter
 - other places

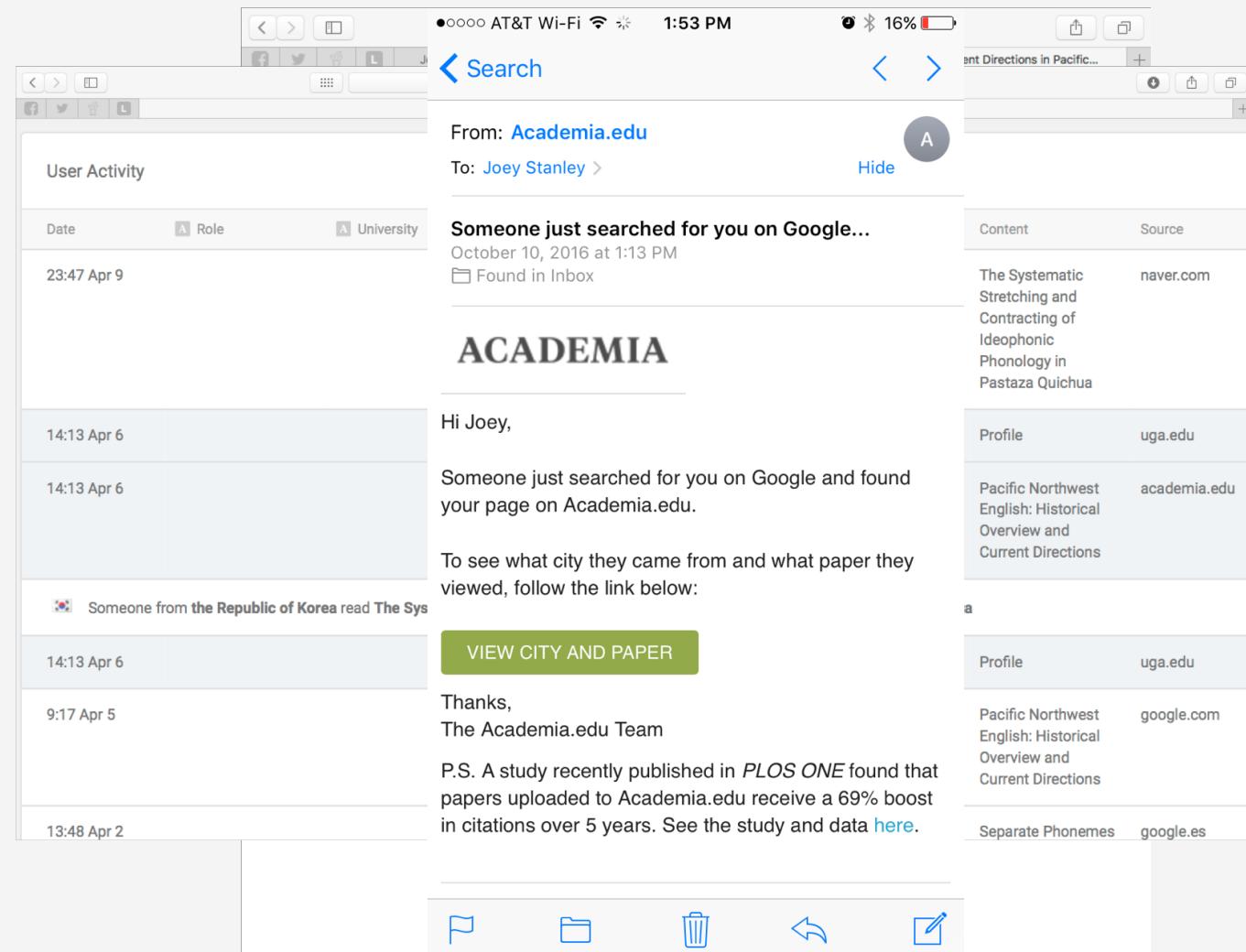
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A

ACADEMIA.EDU: MAIN FEATURES

- social networking site for academics
 - 30 million users
 - “LinkedIn for smart people”
- upload your work
 - CV, papers, slides, posters, links
 - GoogleScholar picks up on it
- analytics
 - time, paper, city, link
 - weekly summaries
 - notifications



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The screenshot shows a web browser window displaying the uga.academia.edu website. The URL in the address bar is uga.academia.edu. The page title is "Joey Stanley | The University of Georgia - Academia.edu". The main content area shows a profile for "Joey Stanley" with a profile picture, bio, follower count (26 Followers), and other metrics. Below this, there are sections for "PUBLICATIONS" and "CONFERENCE PRESENTATIONS", each listing academic papers with download links and other details.

Joey Stanley
The University of Georgia, Linguistics, Graduate Student +1 | Sociolinguistics +4
Grad student at the University of Georgia. Sociolinguistics. Pacific Northwest sociophonetics-related dissertation in the works.
26 Followers | 46 Following | 4 Co-authors | 138 Total Views
UPLOAD EDIT CV

ALL 3 PUBLICATIONS 6 CONFERENCE PR... 1 INVITED PRESEN... 1 OTHER PRESENT... 1 DRAFTS

PUBLICATIONS

When Do Mormons Call Each Other by First Name?
By Joey Stanley
Download | 7 | More | Edit

The Systematic Stretching and Contracting of Ideophonic Phonology in Pastaza Quichua
By Joey Stanley, Elizabeth Nielsen, Roseanna Hopper, and E N
Download | 12 | More | Edit

Merging Phonemes in Real Time
Download | 8 | More | Edit

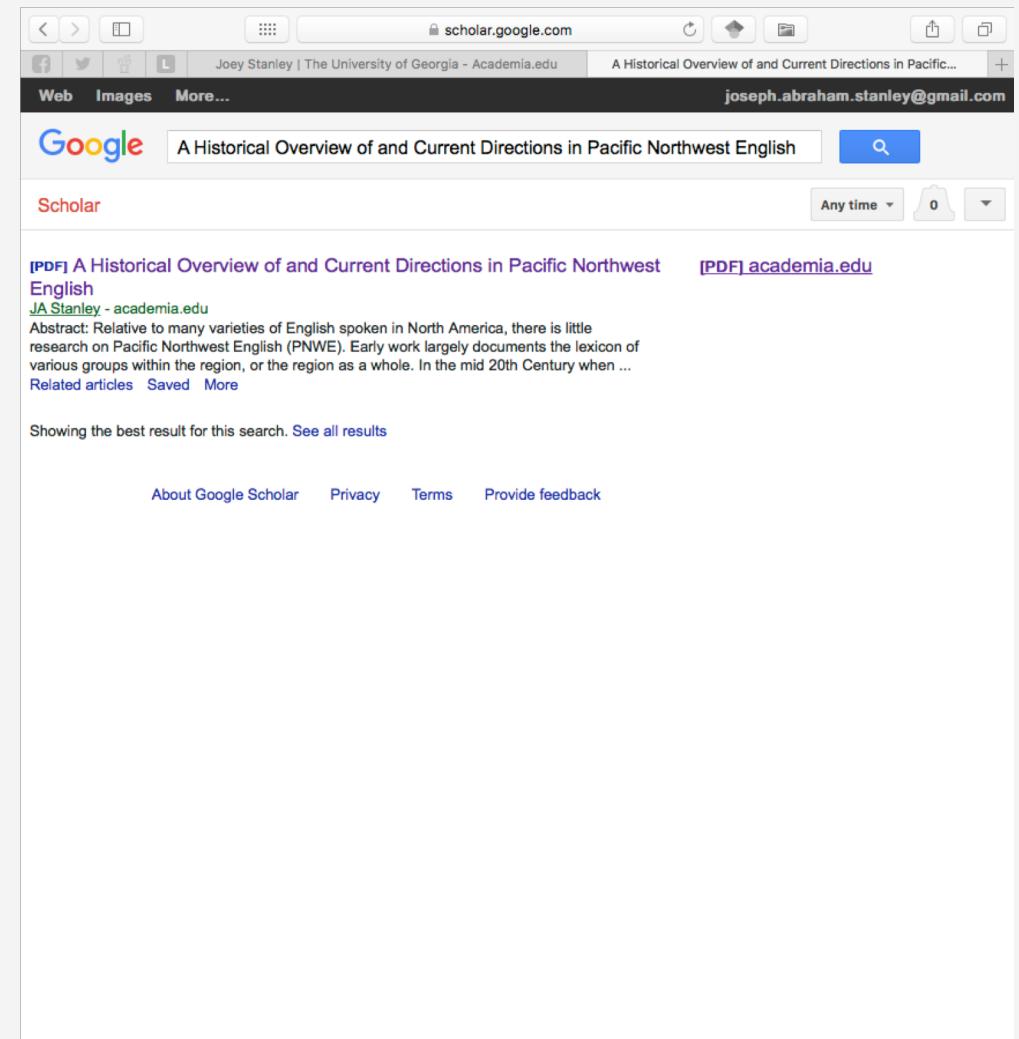
CONFERENCE PRESENTATIONS

An EWP Model of Quechua Agreement: Further Evidence Against DM

A

ACADEMIA.EDU: MAIN FEATURES

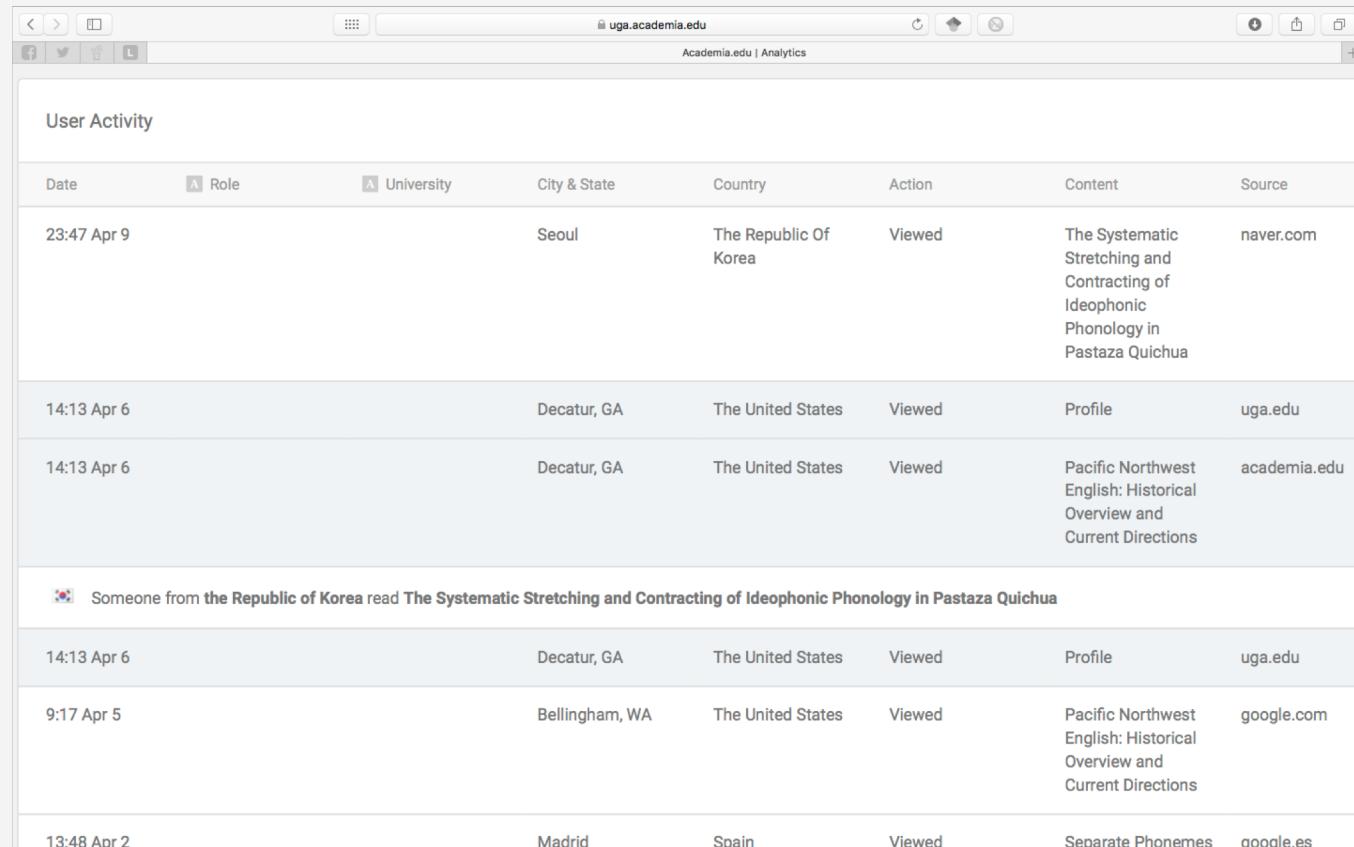
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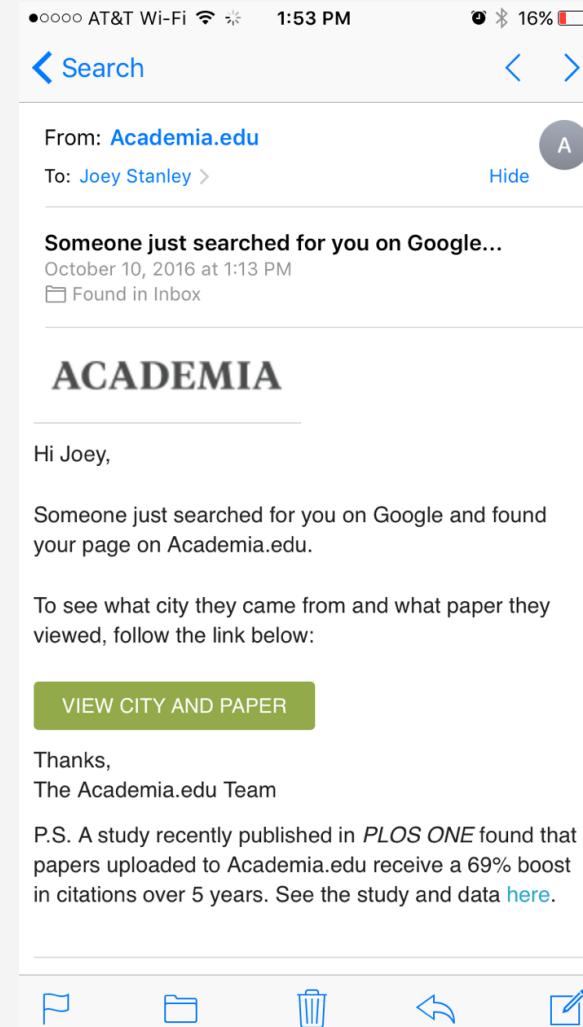
The screenshot shows a web browser window for uga.academia.edu. The title bar says "Academia.edu | Analytics". The main content area is titled "User Activity" and displays a table with the following columns: Date, Role, University, City & State, Country, Action, Content, and Source. There are seven rows of data:

Date	Role	University	City & State	Country	Action	Content	Source
23:47 Apr 9			Seoul	The Republic Of Korea	Viewed	The Systematic Stretching and Contracting of Ideophonic Phonology in Pastaza Quichua	naver.com
14:13 Apr 6			Decatur, GA	The United States	Viewed	Profile	uga.edu
14:13 Apr 6			Decatur, GA	The United States	Viewed	Pacific Northwest English: Historical Overview and Current Directions	academia.edu
14:13 Apr 6			Decatur, GA	The United States	Viewed	Profile	uga.edu
9:17 Apr 5			Bellingham, WA	The United States	Viewed	Pacific Northwest English: Historical Overview and Current Directions	google.com
13:48 Apr 2			Madrid	Spain	Viewed	Separate Phonemes	google.es

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A

ACADEMIA.EDU: OTHER FEATURES

- news feed
 - uploads
 - recommendations
 - bookmarks
 - session activity
- suggested jobs, people, topics

The screenshot displays the Academia.edu homepage with a clean, modern design. At the top, there's a navigation bar with links for HOME, ANALYTICS, SESSIONS, and various user icons. The main content area features a news feed with several posts:

- Session Activity:** "Dmitry Gerasimov joined a Session on Bernd Heine's draft paper." (1 hr ago). It includes a call-to-action button "+ JOIN SESSION", a comment count (15), a participant count (44), and a duration (8 days remaining).
- New Paper Added:** "New paper added to Sociolinguistics and Language Variation and Change." (5 hrs ago). The title is "Estándar oral e variacion social da lingua galega (1999)". A snippet of the text is shown: "Neste traballo faise unha revisión das manifestacións da ideoloxía do estándar que presidiu a conformación dun estándar para a lingua galega e das actitudes expresadas respecto das variedades da lingua falada ealgúns dos seus trazos más salentes, como a gheada. A seguir delimitántase tres grandes variedades no galego oral actual: galego popular, galego urbano, e o aquí chamado 'novo galego urbano', que incorpora características f ...". A "read more" link is present.
- Bookmark Activity:** "Paul E Kerswill bookmarked a paper." (23 hrs ago). The title is "Review of Sociolinguistics: The study of speakers' choices in Journal of Multilingual and Multicultural Development (2015)".
- New Paper Added:** "New paper added to Dialectology, Sociolinguistics and Language Variation and Change." (2 days ago).

On the right side, there are three vertical columns: "JOB BOARD", "SUGGESTED SESSIONS", and "SUGGESTED ACADEMICS".

- JOB BOARD:** Listings for "Associate Vice-President: Teaching and Learning" at Waterloo, ON, and "Assistant Professor - Physical Activity, Health, and Wellness" at University of Toronto.
- SUGGESTED SESSIONS:** "Towards a Post-Liberal Theory of Free Speech" by Xosé Luís Regueira (Join | 16 | Eric Heinze).
- SUGGESTED ACADEMICS:** "L'enseignement de l'occitan gascon en Gascogne Pyrénées..." by Mathilde Cames (Join | 1 | Mathilde Cames).

At the bottom of the page, there's a footer with links for Job Board, About, Press, Blog, People, Papers, Terms, Privacy, Copyright, We're Hiring!, Help Center, and Academia ©2016.

A

ACADEMIA.EDU: PREMIUM FEATURES

- readers
 - who is reading you
 - institution, job title
- mentions
 - papers that cite you
- advanced search
 - search text, keywords, filters
- extra analytics
 - search terms
 - 12-month impact
 - CV analytics
- \$10/month...

The screenshot shows the Academia.edu Analytics interface for the user 'uga.academia.edu'. At the top right, there's a sidebar with the user's name and a link to 'Academia.edu | Analytics'. Below the sidebar, the main content area has a header 'Academia.edu Searches' with the sub-header 'Academia suggested your papers in 5 search results.' A table follows, showing five search results with columns for Time, Rank, and Page. The first four results are from two weeks ago, and the fifth is from three weeks ago. Each result includes a link to the paper's page. Below the table is a section titled 'Traffic Overview'.

Time	Rank	Page
2 weeks ago	13	Brother Bell's Audience Design: Forms of Address among Latter-day Saint Young Adults
2 weeks ago	14	Brother Bell's Audience Types: Forms of Address among Latter-day Saint Young Adults
2 weeks ago	12	The systematic stretching and adjusting of ideophonic phonology in Pastaza Quichua
3 weeks ago	19	When Do Mormons Call Each Other by First Name?
3 weeks ago	16	Merging Phonemes in Real Time

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The screenshot shows a web browser window for uga.academia.edu. The title bar says "Academia.edu | Analytics". The main content area displays a table of reader activity:

Date	Location	User Type	Action	Page	Referrer	
12:54 Mar 29	Taiwan	Viewed	The perception and production of two vowel mergers in Cowlitz County, Washington	google.com.tw		
1:36 Mar 24	Shinnston, WV	The United States	Viewed	The perception and production of two vowel mergers in Cowlitz County, Washington	google.com	
5:46 Mar 22	Athens, GA	The United States	Viewed	Phonetic Shift / or/ Phonemic Change: American English mergers over 40 years	joeystanley.com	
4:15 Mar 20	The Republic Of Korea	Viewed	The Systematic Stretching and Contracting of Ideophonic Phonology In Pastaza Quichua	naver.com		

At the bottom, there's a section titled "Academia.edu Searches" with the message "Academia suggested your papers in 5 search results." and a "SHOW MORE" button.

A

ACADEMIA.EDU: CRITICISMS

- uploading ≠ publishing open access
 - can upload anything (like term papers...)
- it's for profit and they can sell your data
 - not sure how they got the .edu domain
- not permanent
 - Take-down notices from publishers
- other
 - metadata (like journals titles, conference titles, etc.) not easy to add/view
 - some say it's only for self-indulgent folks

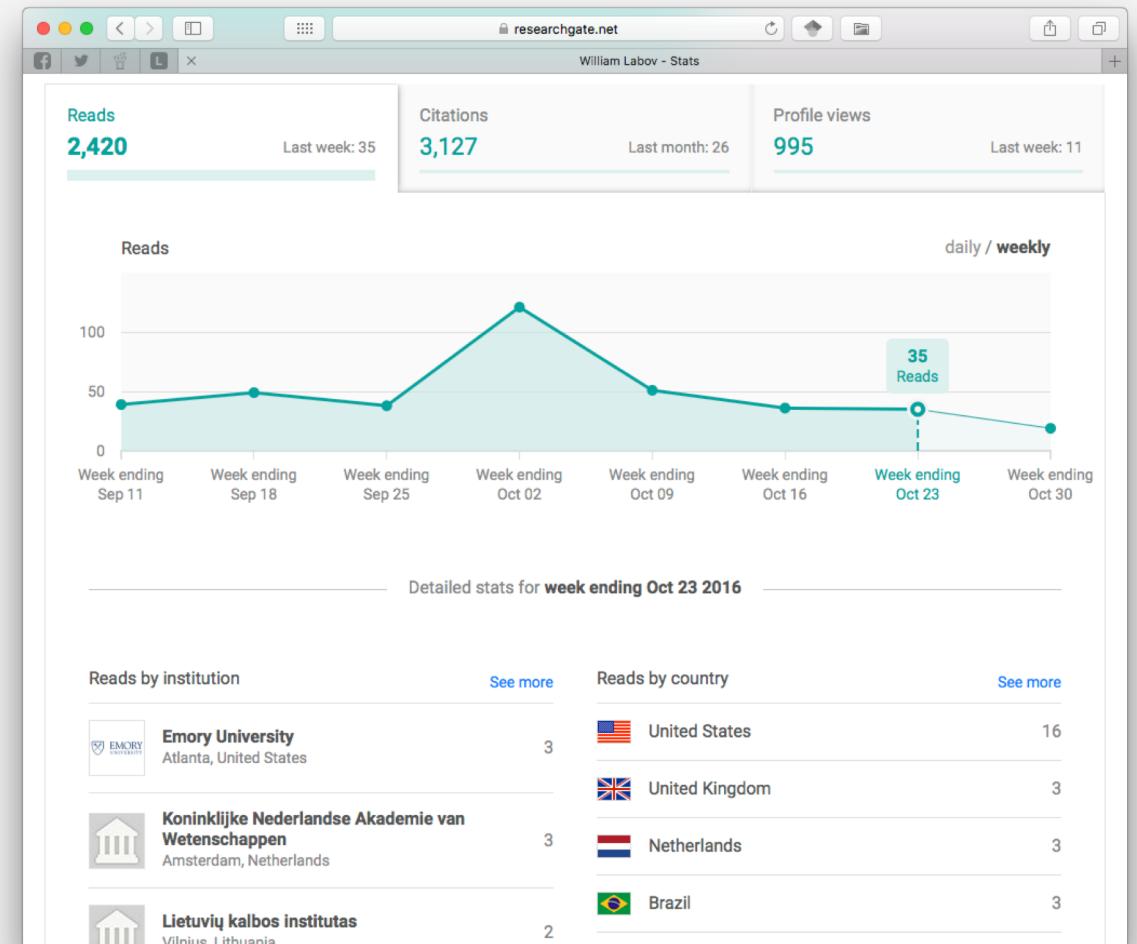


RESEARCHGATE

- social networking site for scientists
 - 9 million users
 - more international
- lots of overlap with Academia.edu
 - upload papers
 - follow people and interests
 - collaboration, feedback, commenting
- networks based on citations, co-authors
 - more people-based

The screenshot shows the ResearchGate homepage. At the top, there's a navigation bar with links for HOME, PROJECTS, QUESTIONS, and JOBS. Below the navigation is a search bar and a user profile icon. The main content area features a post from researcher William Labov, who added a full-text article titled "Afterword: Where are we now?". The post includes a thumbnail of the document, the author's name, and a brief abstract. It also shows 127 reads. To the right of the main post, there's a sidebar with a section titled "Follow researchers to keep up with their work" featuring Andrea Cecilia Menegotto. Below that is a "SPONSORED CONTENT YOU MIGHT LIKE" section, which includes a link to a "Precision Medicine event" and a "Download brochure" button. At the bottom of the page, there are sections for "Jobs you may be interested in" and "View more".

- analytics
 - similar to Academia.edu
 - institutions instead of cities
 - number of citations
- criticisms
 - borderline spam
 - spam invites to your co-authors
 - automatically creates full-fledged accounts
 - questionably-inflated citation counter





GOOGLE SCHOLAR

- live demonstration with "[American English: dialects and variation](#)"

- automated
 - dirty data
 - always double check metadata
- questionable citation counter
 - pulled from any source
 - easy to inflate with fake publications

The screenshot shows a Google Scholar profile page for a user with the handle '@dingemanseMark'. The profile summary includes a blue graduation cap icon, the name 'et al.', and a bio: 'The academic superstar everybody wants to be co-author with. My h-index is really great: scientometrics, bibliometrics, quality control, performance assessment. No verified email'. Below this is a list of publications with titles, authors, and years. To the right, there's a 'Citation Indices' section with a bar chart showing citations over time (2009-2016) and an 'Author' section listing 'Paul Erdős' and 'Sigmund Freud'. At the bottom, a Twitter card from 'Mark Dingemansel' (@DingemanseMark) is displayed, mentioning '#academia' and '#googlescholar'.

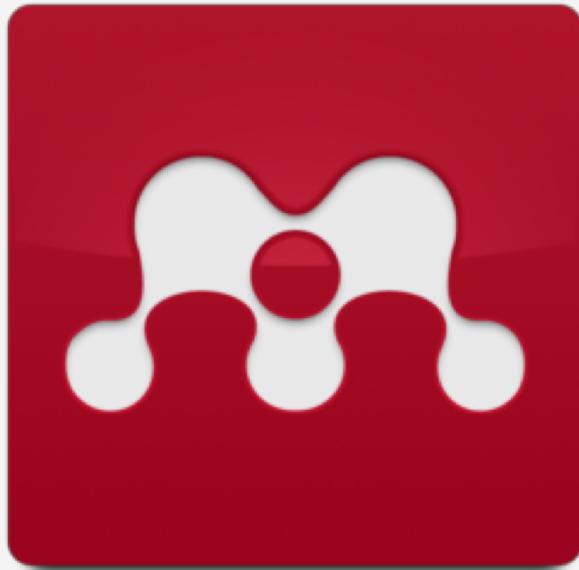


IMPACT STORY

- a non-profit that helps scientists learn where their research is being cited, shared, saved and more
- links all your other accounts together
- tracks who cites, mentions, reads you
- \$10/month

OTHERS

- Mendeley
 - Small, but focused community
- Zotero
 - Mostly citation management
 - some networking
- LinkedIn
 - Just make a strong, low-maintenance profile



SHARE YOUR WORK

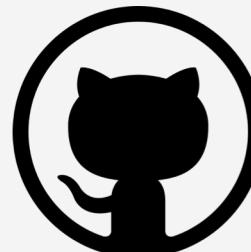
- Data repositories



zenodo



- Code



- Slideshows



PROFILE FATIGUE

- many profiles to maintain



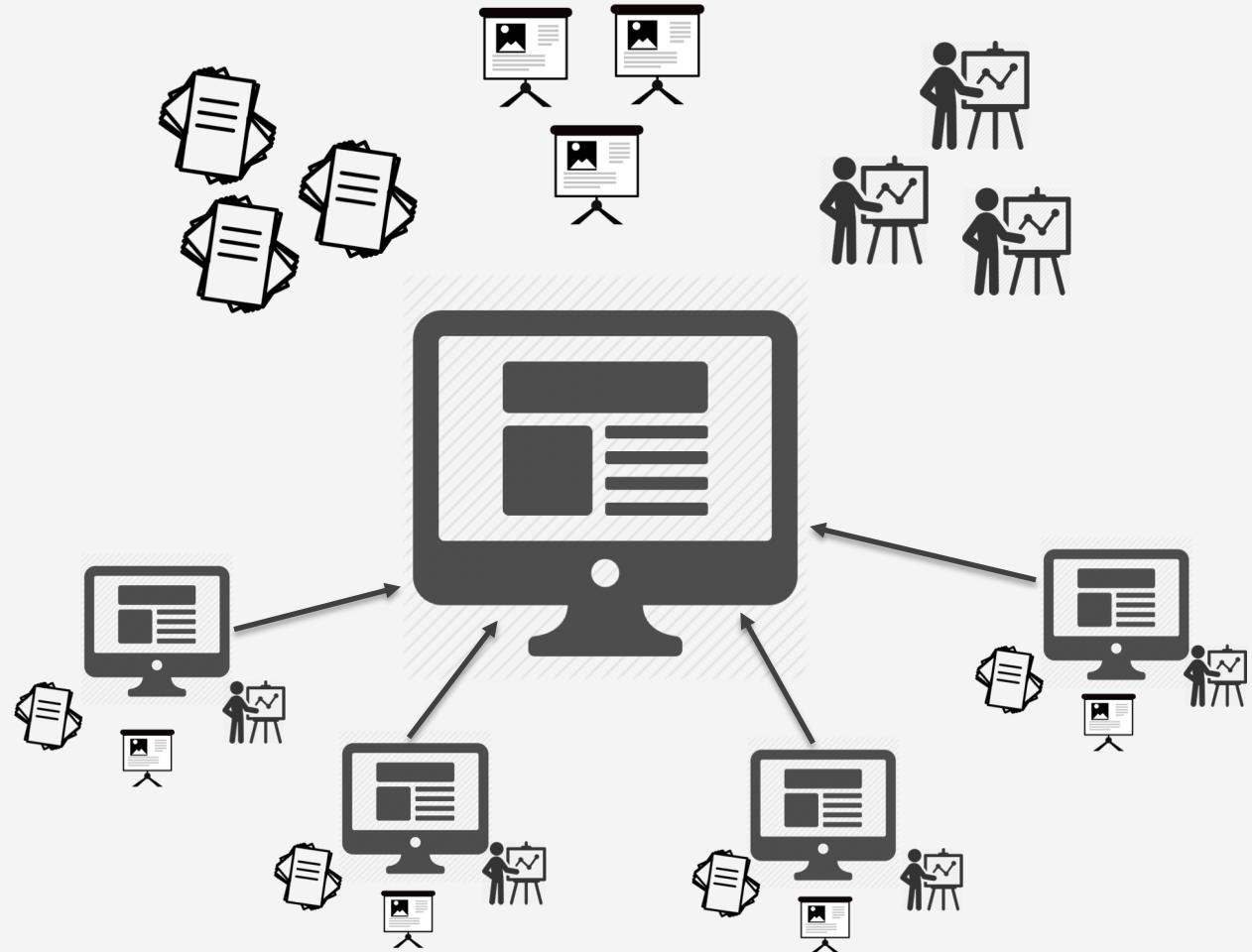
PROFILE FATIGUE

- many profiles to maintain
- information silos
 - can't easily get info back from them
 - sites don't talk to each other



PROFILE FATIGUE

- many profiles to maintain
- information silos
 - can't easily get info back from them
 - sites don't talk to each other
- possible solution
 - main page: full profile
 - other pages
- later: what should be your main page?



ORCID

- permanent identifiers for researchers
 - orcid.org/0000-0002-9185-0048
- help people know it's you
 - similar name in your field
 - common last name
 - changed name
- some sites connect with your ORCID record

The screenshot shows the ORCID profile page for Joseph A. Stanley. The top navigation bar includes links for Academia.edu | Analytics, ORCID, Joseph A. Stanley (0000-0002...), Curriculum Vitae, English, and other site navigation. The main content area displays the following information:

- Profile Summary:** Joseph A. Stanley, ORCID ID: orcid.org/0000-0002-9185-0048.
- Education:** University of Georgia: Athens, GA, United States (2014-08 to present).
 - Role: Ph.D (Linguistics)
 - Source: Joseph A. Stanley
 - Created: 2017-04-10
- Employment:** University of Georgia: Athens, GA, United States (2014-08 to present).
 - Role: Research Assistant (Linguistics)
 - Source: Joseph A. Stanley
 - Created: 2017-04-10
- Funding:** Linguistic Identity and the Founders Effect in Longview, Washington.
 - Source: Joseph A. Stanley
 - Preferred source

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Chapter 2

Beyond empowerment

Accompaniment and sociolinguistic justice in a youth research program

Mary Bucholtz, ORCID NUMBER 0000-0001-7343-3374

Dolores Inés Casillas, ORCID NUMBER 0000-0001-9217-462X

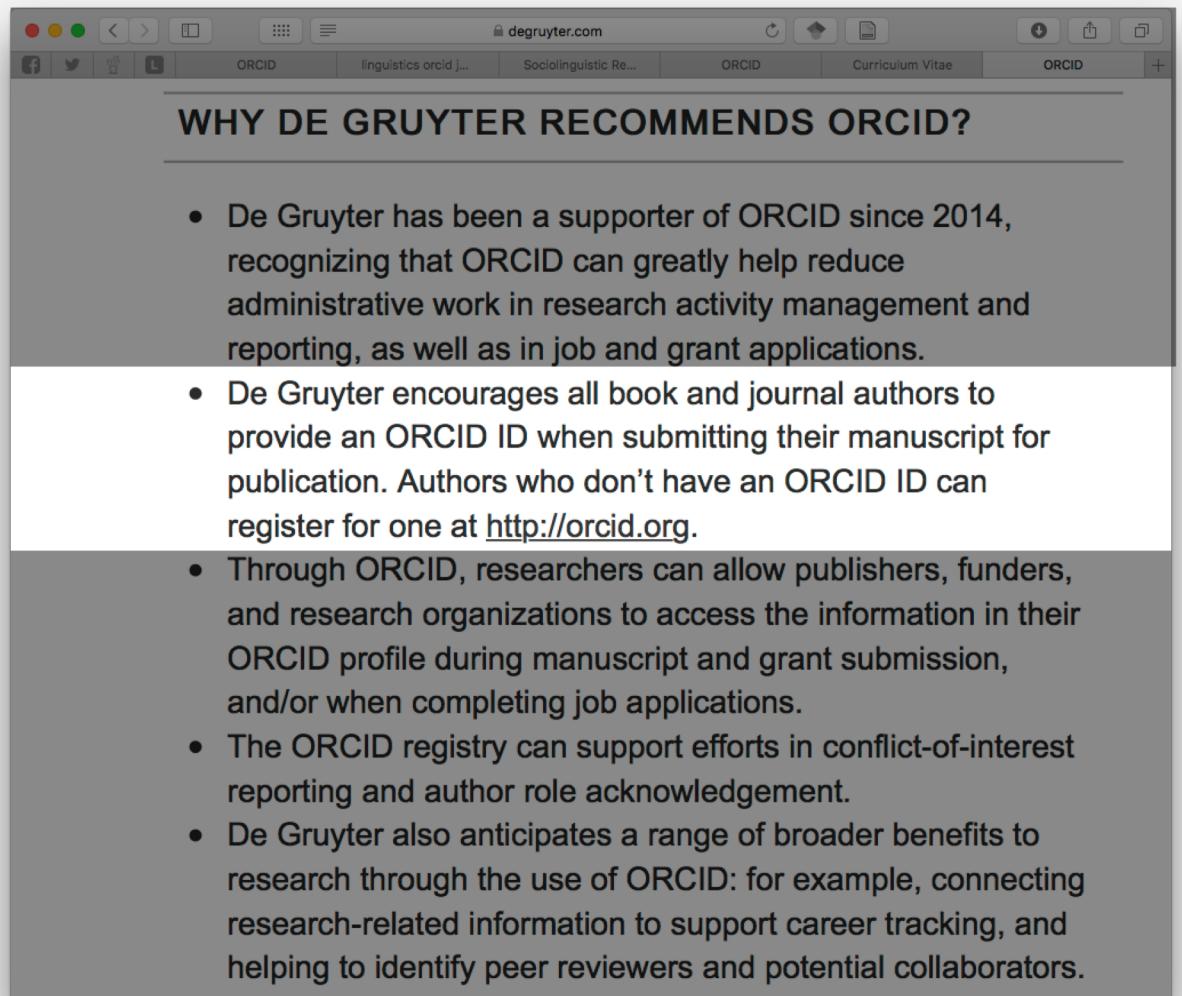
Jin Sook Lee, ORCID NUMBER 0000-0001-9812-4922

Introduction

For many scholars hoping to make a real-world impact through sociolinguistic research, the ultimate goal of such work is the empowerment of research participants. Building on the similar concepts of conscientization and critical or liberatory pedagogy (Freire 1970), the rise of the notion of empowerment in scholarship during the 1980s coincided with the emergence of a range of general critical perspectives on race and ethnicity, gender and sexuality, capitalism and social class, (post-)colonialism, and other structures of inequality. Throughout the next decade, empowerment discourse swept across the academy, including not only fields centrally concerned with inequity such as race and ethnic studies, gender studies, education, sociology, and anthropology, as well as the more socially oriented subfields of linguistics, but also such areas as social services, international development, and even corporate management.

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GENERAL INFORMATION

- some basics
 - servers and hosting
 - cost (in money or skills)
 - formatting, themes, design
 - googleability ("SEO")
- don't rely on a UGA-hosted webpage
 - little control over content, appearance
 - can't host PDFs and other files
- a domain name will costs money
 - but only (as little as) \$10/year
 - domains.google.com
 - go from somesite.com/yourname to yourname.com
- each website has pros and cons
 - www.websitebuilderexpert.com/

WEBSITE BUILDERS

- Square Space
 - stunning themes (~40)
 - interchangeable
 - mobile friendly
 - drag-and-drop
 - built-in blogging
 - [example](#)
 - \$10+/month
- WordPress
 - good themes
 - primarily blogging
 - other pages possible
 - less aesthetics control
 - slightly more work
 - [example](#)
 - free
- Wix
 - most popular
 - 500+ themes
 - stuck with one look
 - not mobile-friendly out-of-the-box
 - [example](#)
 - “free”



BUILD FROM SCRATCH

- Github pages
 - need to be a bit tech-savvy
 - Jekyll, CSS, Markdown
 - complete control
 - not as easily googleable
 - [example](#)
 - free



A screenshot of a Twitter search results page. The search query is "mary-merry-marry merger". The results show three scholarly articles from Google Scholar:

- Attitudes and language behaviour** by H.J. Warkentyne - Canadian Journal of Linguistics/Revue ..., 1983 - Cambridge Univ Press. It discusses 11 distinctions characteristic of British English (BE), including the merger of /e/ and /ɛ/.
- American English" Short a" Revisited: A Phonological Puzzle** by CT Scott - American speech, 2002 - muse.jhu.edu. It discusses the Northern cities vowel shift and the merger of /ə/ and /ɛ/.
- Pacific Northwest English: Historical Overview and Current Directions** by JA Stanley - joeystanley.com. It discusses the Mary-merry-marry merger in the context of the Northern Cities Vowel Shift.

Below the search results, a tweet from Joey Stanley (@joey_stan) dated Feb 4 is shown:

So, apparently the PDFs I upload to my personal webpage are being found and indexed by Google Scholar. I guess that's cool. pic.twitter.com/G0jDvAC3dz

BUILD FROM SCRATCH

- Github pages
 - need to be a bit tech-savvy
 - Jekyll, CSS, Markdown
 - complete control
 - not as easily googleable
 - [example](#)
 - free
- Resources for learning how
 - programminghistorian.org
 - Lessons: Building Static Sites with Jekyll Github Pages
 - Lynda.com (free through UGA!)
 - Jekyll for Web Designers (4½ hours)
 - CSS: Core Concepts (9 hours)
 - CSS: Page Layouts (9 hours)
 - www.codecademy.com



WHAT TO INCLUDE?

- essential components
 - short bio
 - recent photo
 - interests
 - teaching materials
 - contact
 - brief CV
- optional material
 - full CV
 - personal interests/hobbies
- blog
 - shameless self-promotion
 - works in progress (not final results yet)
 - commenting on others' work
 - community outreach
 - event promotion
 - explain your work to laypeople
- again, consider buying a domain

GOOGLE ANALYTICS

- tracks everything you'd ever want
- takes some computer know-how
- [live demonstration](#) (and shameless self-promotion...)

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OTHER HIDDEN PLACES

- listservs
 - digital humanities
 - Slavic and East European Languages and Literatures List
 - SOCNET: The Social Networks Listserv
- coffee breaks at conferences
- Slack, Reddit, etc.



TWITTER

- say what you want, Twitter is useful
- what do researchers use Twitter for?
 - news, announcements

The screenshot shows a Twitter interface in a web browser. At the top, there's a header bar with the Twitter logo, a search bar, and various navigation icons. Below the header, a tweet from Ben Zimmer (@bgzimmer) is displayed. The tweet reads: "Check out @JWGrieve's wordmapper app (before it gets overwhelmed by traffic!) -- plots Twitter usage across U.S.: isogloss.shinyapps.io/isogloss/" It has 16 retweets and 10 likes. Below the tweet, there's a reply input field for "Reply to @bgzimmer @JWGrieve". A reply from Geoffrey Nunberg (@GeoffNunberg) is shown, stating: "@bgzimmer @JWGrieve Searches on 'asshole' and 'fool' seem to confirm, via geography, their racial differentiation." The bottom of the screen shows a blurred image of a person's face.



TWITTER

- say what you want, Twitter is useful
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 - collaboration opportunities

A screenshot of a Twitter conversation between two users, D.E.J. (@wgl_69007) and Joey Stanley (@joey_stan), dated April 7. The conversation starts with D.E.J. saying "ah no - it's shiny - you can't :-(". Joey replies with a link to a Vimeo video titled "How-to-start-shiny-complete" by RStudio, Inc., which is described as a guide to building a shiny app. D.E.J. then asks if the task looks hard. Joey responds that he hasn't worked with servers and stuff, and D.E.J. replies that maybe they can work together on it, mentioning a lack of resources.

D.E.J. @wgl_69007 · Apr 7
ah no - it's shiny - you can't :-(

Joey Stanley @joey_stan · Apr 7
[vimeo.com/rstudioinc/rev... ?](https://vimeo.com/rstudioinc/rev...)

How-to-start-shiny-complete
This is "How-to-start-shiny-complete" by RStudio, Inc. on Vimeo, the home for high quality videos and the people who love them.
vimeo.com

D.E.J. @wgl_69007 · Apr 7
THANK YOU! does it look hard to do?

Joey Stanley @joey_stan · Apr 7
Not sure. I haven't worked with servers and stuff. It wasn't covered in my intro to R classes. I hope it's not.

D.E.J. @wgl_69007

Replies to @joey_stan

maybe we can work together on it! I really don't have the ability right now to own or dedicate a computer to this. but couldn't one run both

1



TWITTER

- say what you want, Twitter is useful
- what do researchers use Twitter for?
 - news, announcements
 - collaboration opportunities
 - works in progress via blog posts
 - datasets

heather froehlich
@heatherfro

1 terabyte corpus of Reddit comments, up to may 2015, from @internetarchive. What a glorious day

Complete Public Reddit Comments Corpus : Free Download
(Here is the original Reddit comment announcing this collection of data and what the processes were.) This is an archive of Reddit comments from October of... archive.org

RETWEETS LIKES
23 22

5:37 AM - 9 Jul 2015

Reply to @heatherfro @internetarchive

ross @abcedminded · 9 Jul 2015
@heatherfro omfg

View other replies

heather froehlich @heatherfro · 9 Jul 2015
@abcedminded I KNOW



TWITTER

- say what you want, Twitter is useful
- what do researchers use Twitter for?
 - news, announcements
 - collaboration opportunities
 - works in progress via blog posts
 - datasets
 - slides, handouts

The screenshot shows a Twitter browser window. The tweet is from **William M. Cotter** (@cotterw). The tweet content is: "Here's the PDF of my #NWA45 poster if anyone is interested. #NWA45Slides u.arizona.edu/~williamcotter...". The tweet has 3 retweets and 9 likes. Below the tweet, there is a reply section with a placeholder "Tweet your reply" and a partial reply from another user: "I guess I'll start #NWA45slides off! We find no link between /tr/ affrication and".



TWITTER

- say what you want, Twitter is useful
- what do researchers use Twitter for?
 - news, announcements
 - collaboration opportunities
 - works in progress via blog posts
 - datasets
 - slides, handouts
 - fun conversations

A screenshot of a Twitter post from Michael Maune (@mhmaune). The post includes a header for "#FYCCHAT, MAR 29, 9PM ET STANDARD ENGLISH, RACISM, AND WRITING" with five questions listed below it. The post has 7 retweets and 8 likes.

#FYCchat meets at 9pm ET tonight to discuss Standard English, racism, & writing. #highered #writing #linguistics #language #lingchat #edchat

**#FYCCHAT, MAR 29, 9PM ET
STANDARD ENGLISH, RACISM, AND
WRITING**

1. How do you address non-standard varieties of English in students' writing?
2. What are some challenges to helping students understand "Standard English?"
3. In what ways do you highlight racist or prejudicial issues in writing?
4. How can instructors better prepare students to address inherent biases in audiences?
5. How might institutions and policies address racial and linguistic equity in student writing?

RETWEETS LIKES
7 8

11:03 AM - 29 Mar 2017

3 7 8

Tweet your reply



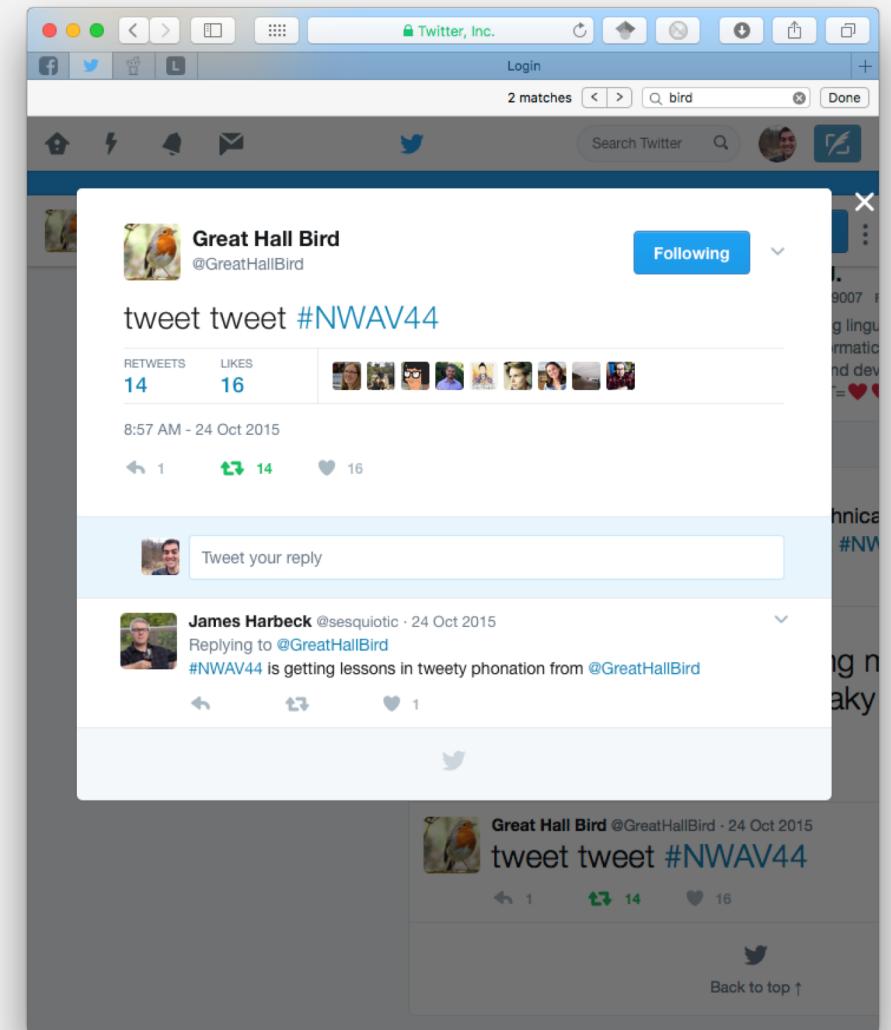
TWITTER

- say what you want, Twitter is useful
- what do researchers use Twitter for?
 - news, announcements
 - collaboration opportunities
 - works in progress via blog posts
 - datasets
 - slides, handouts
 - fun conversations
 - other cool stuff

The screenshot shows a Twitter interface in a web browser. The main tweet is from Paul De Decker (@pmdedecker) at 7:34 AM - 25 Oct 2015. It reads: "@wgi_02445_temp has given us another gift. Bhattacharyya's affinity to measure overlap: danielezrajohnson.shinyapps.io/nwav_44 #NWA44". The tweet has 1 like and 1 reply. A reply from Gretchen McCulloch (@GretchenAMcC) at 25 Oct 2015 says: "Pillai is not the devil. I am the devil." @wgi_02445_te...". This reply has 2 likes.

LIVE TWEETING CONFERENCES

- Sounds lame, but it's actually awesome
 - spread info and your name
 - follow conferences you can't attend
 - inside jokes and side conversations



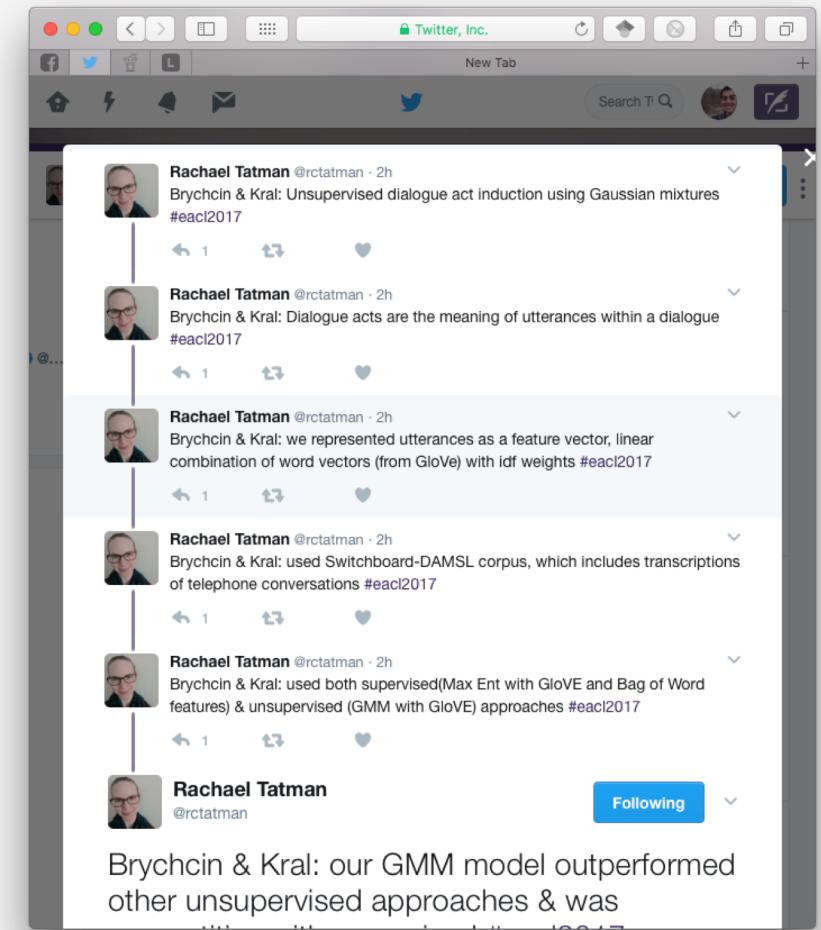
LIVE TWEETING CONFERENCES

- Sounds lame, but it's actually awesome
 - spread info and your name
 - follow conferences you can't attend
 - inside jokes and side conversations
- what to say?
 - find and use the conference hashtag
 - up next, results, photos of charts, anecdotes, cool quotes



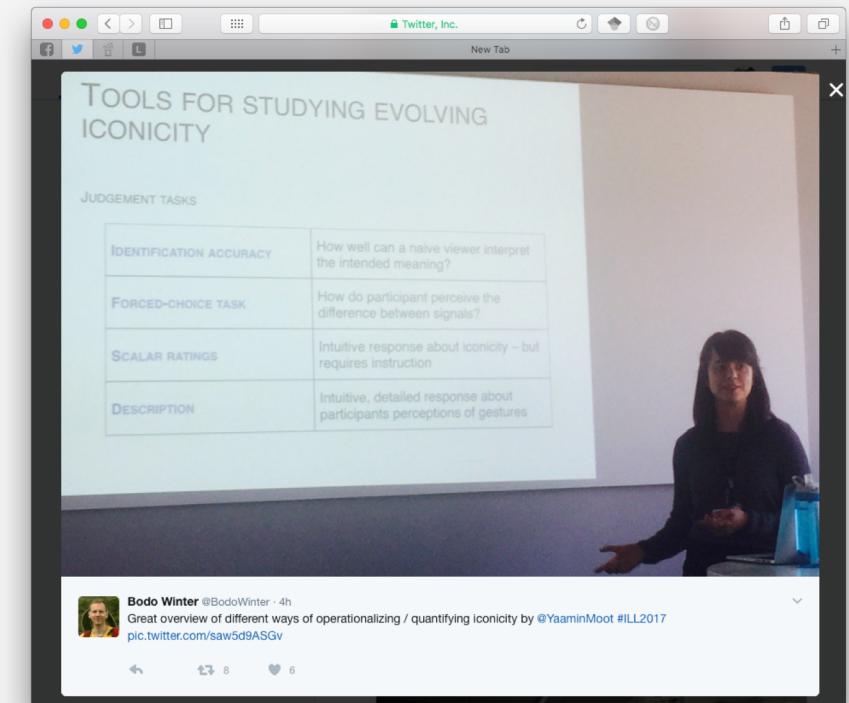
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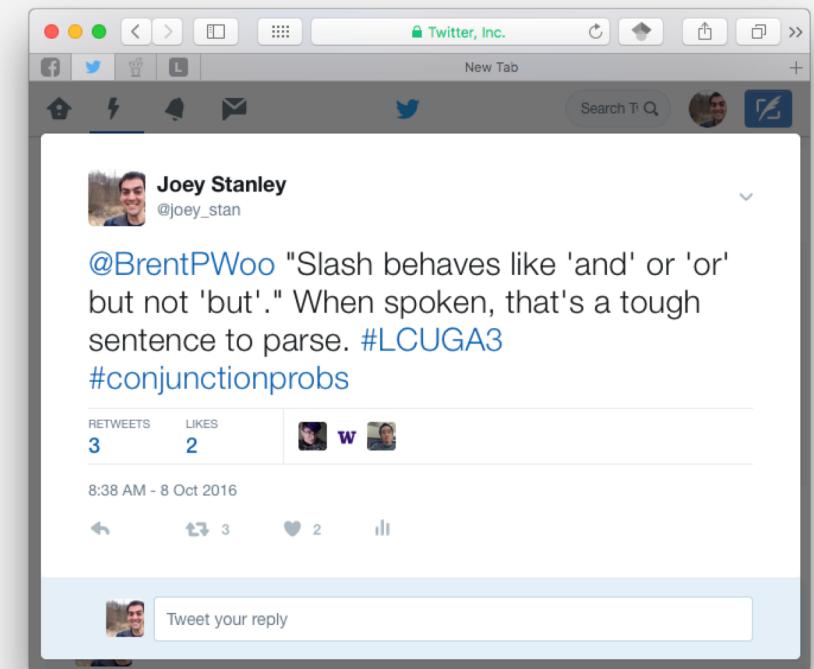
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 - your own commentary (make it clear though)
- Resources
 - <https://rctatman.github.io/Livetweeting-Guide/>
 - <http://www.southernfriedscience.com/how-to-live-tweet-a-conference-a-guide-for-conference-organizers-and-twitter-users/>



OUTLINE

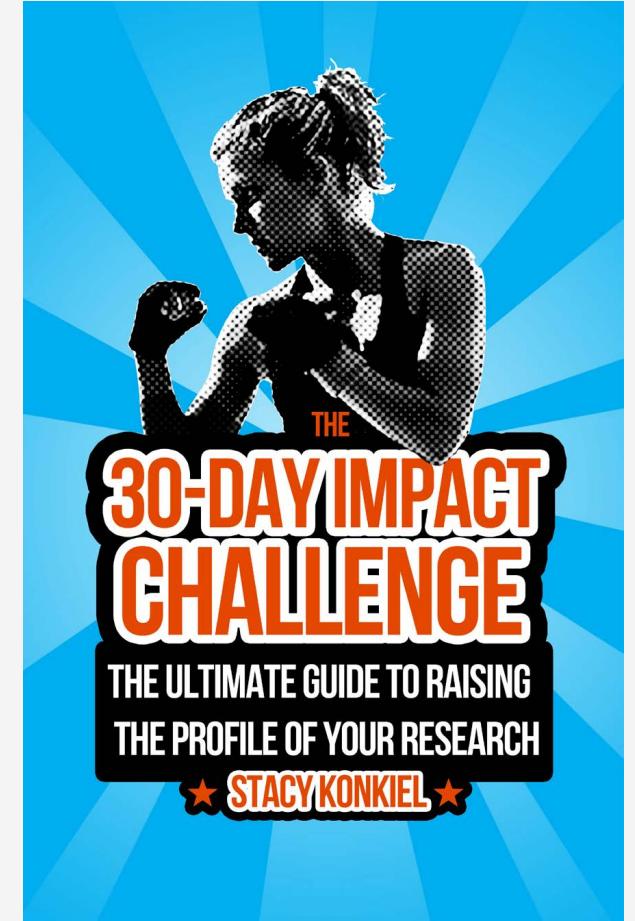
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 - Academia.edu
 - ResearchGate
 - GoogleScholar
 - others
- personal webpage
 - website builders
 - build from scratch
 - what to include
- find your community
 - Twitter
 - other places

SUMMARY

- social media
 - Academia.edu
 - ResearchGate
 - GoogleScholar
 - others
- Todo:
 - look at what others your field are doing
 - consider your moral issues
 - find a homebase and link other sites to that
- personal webpage
 - website builders
 - build from scratch
 - what to include
- find your community
 - Twitter
 - other places
- ask around for the secret niches
- contribute
- twitter

CREDITS

- ImpactStory's 30-Day Impact Challenge
 - series of blog posts
 - available as a (200+ page) pdf
 - <http://blog.impactstory.org/research-impact-challenge-ebook/>
 - very thorough and detailed
 - highly recommended



LINKS

- Social Media
 - Academia.edu
 - ResearchGate.net
 - scholar.google.com
 - ImpactStory.org
 - <http://blog.impactstory.org/research-impact-challenge-ebook/>
 - twitter.com
 - <http://www.southernfriedscience.com/how-to-live-tweet-a-conference-a-guide-for-conference-organizers-and-twitter-users/>
 - <https://rctatman.github.io/Livetweeting-Guide/>
- Websites
 - SquareSpace.com
 - WordPress.com
 - Wix.com
 - pages.github.com
 - analytics.google.com
 - domains.google.com
- Orcid.org
- Resources
 - WebsiteBuilderExpert.com
 - programminghistorian.org
 - <http://programminghistorian.org/lessons/building-static-sites-with-jekyll-github-pages>
 - Lynda.com
 - <https://www.lynda.com/Jekyll-tutorials/Jekyll-Web-Designers/383124-2.html>
 - <https://www.lynda.com/Web-Interactive-CSS-tutorials/CSS-Core-Concepts/80435-2.html>
 - <https://www.lynda.com/Web-Interactive-CSS-training/CSS-Page-Layouts/86003-2.html>
 - www.codecademy.com
- These slides available at joeystanley.com/brand-yourself