

NEVER STOP BUYING LOTTERY TICKETS,
NO MATTER WHAT ANYONE TELLS YOU.

I FAILED AGAIN AND AGAIN, BUT I NEVER
GAVE UP. I TOOK EXTRA JOBS AND
POURED THE MONEY INTO TICKETS.

AND HERE I AM, PROOF THAT IF YOU
PUT IN THE TIME, IT PAYS OFF!



EVERY INSPIRATIONAL SPEECH BY SOMEONE
SUCCESSFUL SHOULD HAVE TO START WITH
A DISCLAIMER ABOUT SURVIVORSHIP BIAS.

<https://xkcd.com/1827/>

BRAND YOURSELF

BOOSTING YOUR ONLINE PRESENCE

Joey Stanley

DigiLab Research Assistant
joeystanley.com @joey_stan

September 20, 2018
DigiLab, Main Library, University of Georgia

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Steven White
@notstevenwhite

Follow

Having spent 4 years on the academic job market before finally getting a tenure-track offer at a great place, my advice for succeeding on the job market is: 🤷

10:45 AM - 3 Sep 2018

96 Retweets 1,318 Likes



26



96



1.3K



OUTLINE

Social Media

- Academia.edu
- ResearchGate
- GoogleScholar
- others

Personal Webpage

- website builders
- build from scratch
- what to include

Find your Community

- Twitter
- other places

SOCIAL MEDIA

A

ACADEMIA.EDU: MAIN FEATURES

A platform to share papers

- 71 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

The screenshot shows the Academia.edu mobile application interface. At the top, there's a navigation bar with icons for back, forward, and search. The status bar indicates signal strength, AT&T Wi-Fi, battery level at 16%, and the time 1:53 PM. Below the navigation is a search bar with the text 'Search' and a magnifying glass icon. To the right of the search bar is a circular profile picture with the letter 'A'. The main content area has a header 'User Activity' with columns for Date, Role, and University. It lists several items: '23:47 Apr 9', '14:13 Apr 6', '14:13 Apr 6', and '13:48 Apr 2'. A message from 'Joey Stanley' is shown: 'Someone just searched for you on Google...' dated October 10, 2016, at 1:13 PM. Below this is a section titled 'ACADEMIA' with a message to 'Hi Joey,' stating that someone from the Republic of Korea read a paper. There's a green button labeled 'VIEW CITY AND PAPER'. Another message from 'The Academia.edu Team' says 'Thanks, The Academia.edu Team'. At the bottom, there are five blue icons: a flag, a folder, a trash can, a left arrow, and a pencil.

A

ACADEMIA.EDU: OTHER FEATURES

News feed

- uploads
- recommendations
- bookmarks
- session activity

Suggested jobs, people, topics

The screenshot displays the Academia.edu homepage with several key features:

- News feed:** Shows activity from users like Dmitry Gerasimov joining a session and new papers added to Sociolinguistics and Language Variation and Change.
- Job Board:** Lists positions such as Associate Vice-President: Teaching and Learning at Waterloo, ON.
- Suggested Sessions:** Features sessions like "Towards a Post-Liberal Theory of Free Speech" by Eric Heinze.
- Suggested Academics:** Lists users like Kira Hall, with options to follow or ignore them.

A

ACADEMIA.EDU: PREMIUM FEATURES

Readers

- who is reading you
- search terms that lead to you
- papers that cite you

Advanced search

- search text, keywords, filters

Extra analytics

- 12-month impact
- CV analytics

\$8.25/month

The screenshot displays the Academia.edu Analytics dashboard. At the top, a sidebar lists recent activity: "merging... me", "Cord-Card", "Merger in Real Time", and "Someone from the United States read Pacific Northwest English: Historical Overview and Current Directions". Below this, a main panel shows five rows of search results. Each row includes a timestamp, location, viewer information, paper title, and source. Row 1: "12:54 Mar 29", Taiwan, Viewed, "The perception and production of two vowel mergers in Cowlitz County, Washington", google.com.tw. Row 2: "1:36 Mar 24", Shinnston, WV, The United States, Viewed, "The perception and production of two vowel mergers in Cowlitz County, Washington", google.com. Row 3: "5:46 Mar 22", Athens, GA, The United States, Viewed, "Phonetic Shift / or/ Phonemic Change: American English mergers over 40 years", joeystanley.com. Row 4: "4:15 Mar 20", The Republic Of Korea, Viewed, "The Systematic Stretching and Contracting of Ideophonic Phonology in Pastaza Quichua", naver.com. Row 5: "Someone from the United States read Pacific Northwest English: Historical Overview and Current Directions". A "SHOW MORE" button is located below these rows. At the bottom left, a section titled "Academia.edu Searches" indicates "Academia suggested your papers in 5 search results." On the right side, a "Traffic Overview" chart shows three data points: 3, 2, and 1. A small blue stick figure icon is positioned at the bottom right corner.

General

- it's for profit
- misleading .edu domain
- can upload anything
 - uploading ≠ publishing
 - term papers
 - copyrighted material
- take-down notices
- spam emails with false claims

My hot take

- metadata is unimportant to them
- some say it's self-indulgent
- free version is... pretty awful
 - features are quite limited
 - constant reminders to upgrade
 - ads
- many abandoned profiles



RESEARCHGATE

A social networking site for scientists

- 15 million users
- North America and Europe
- main fields: medicine and biology

More people-based

- networks based on citations
- collaborate with co-authors

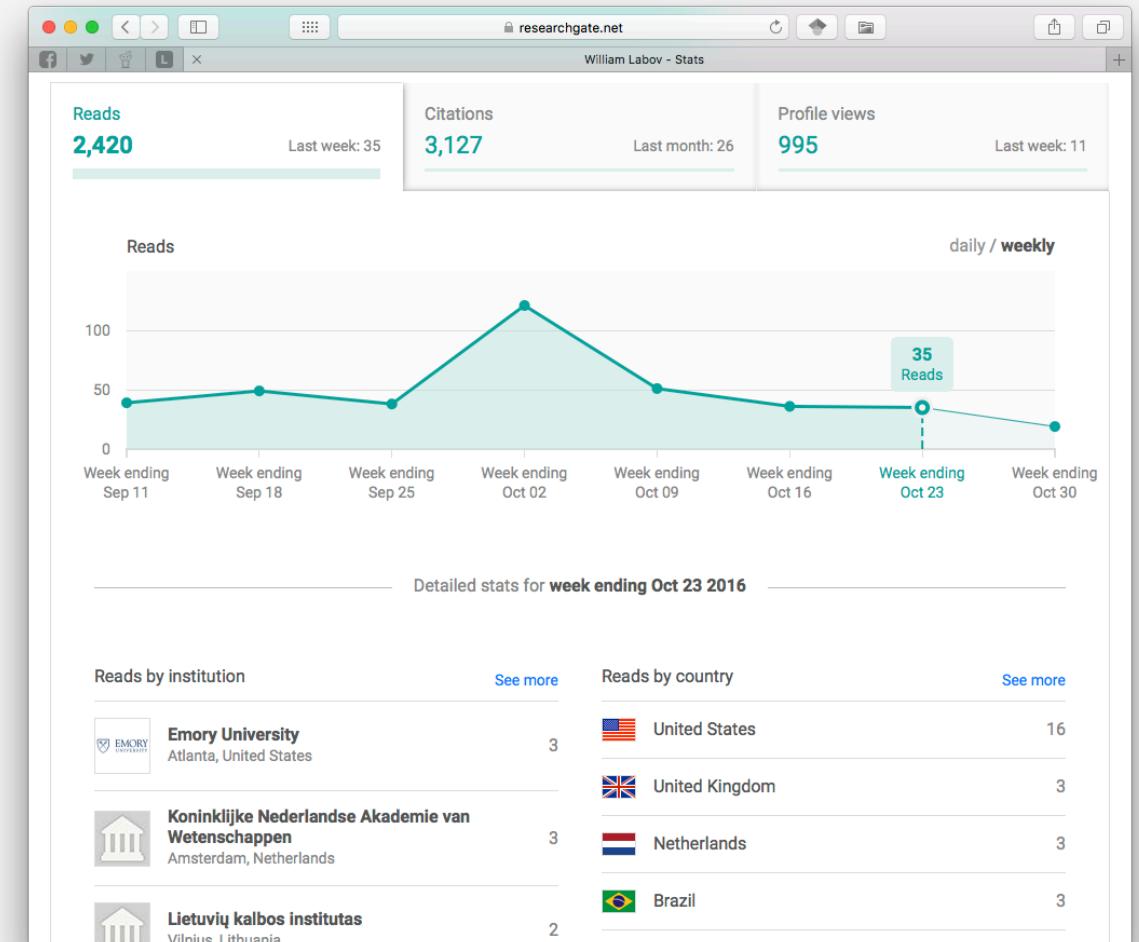
The screenshot shows the ResearchGate homepage. At the top, there's a navigation bar with links for HOME, PROJECTS, QUESTIONS, and JOBS. Below the navigation is a search bar and a user profile icon. The main content area features a news feed. The first item is a post by William Labov from September 26, 2016, where he added a full-text to an article titled "Afterword: Where are we now?". The article is from the Journal of Sociolinguistics, September 2016, volume 20(4), pages 581-602. It has 127 reads. The second item is another post by William Labov from September 25, 2016, where he added an article with the same title and details. To the right of the feed, there's a sidebar for "Follow researchers to keep up with their work" featuring Andrea Cecilia Menegotto and a "SPONSORED CONTENT YOU MIGHT LIKE" section for a Precision Medicine event.

lots of overlap with Academia.edu

- upload papers, negative results, models, code, data
- follow people and interests
- collaboration, feedback, commenting

Analytics

- similar to Academia.edu
- institutions instead of cities
- number of citations





RESEARCHGATE: CRITICISM

- 12+ spam emails a month
- Used to send invites your co-authors... *as if you wrote them!*
- Automatically creates full-fledged pages for non-users
- Citation counter is a black box
- Very few actively engage

The collage includes several screenshots of the ResearchGate platform:

- A large central screenshot shows a profile page for "Joseph". It displays a photo of four people, a message "people are reading your publications", and a "Discover projects from researchers you cited" section.
- To the left, a screenshot shows a "Project" page for "Diaspora Linguistics: an emerging iudy area in the ...". It lists "Adams Bodomo" as a collaborator and has a "View project" button.
- To the right, there are multiple smaller screenshots of "Q&A Highlights" sections. These sections feature "Go to Q&A" buttons and messages like "Joseph, 21 people from your institution just joined ResearchGate. Why not follow them?" and "What is the average vocal intensity during conversational speech? 1 answer added".
- At the bottom right, a screenshot shows a "Your expertise" section with a message about speaking a foreign language on voice and a photo of a smiling man.



GOOGLE SCHOLAR

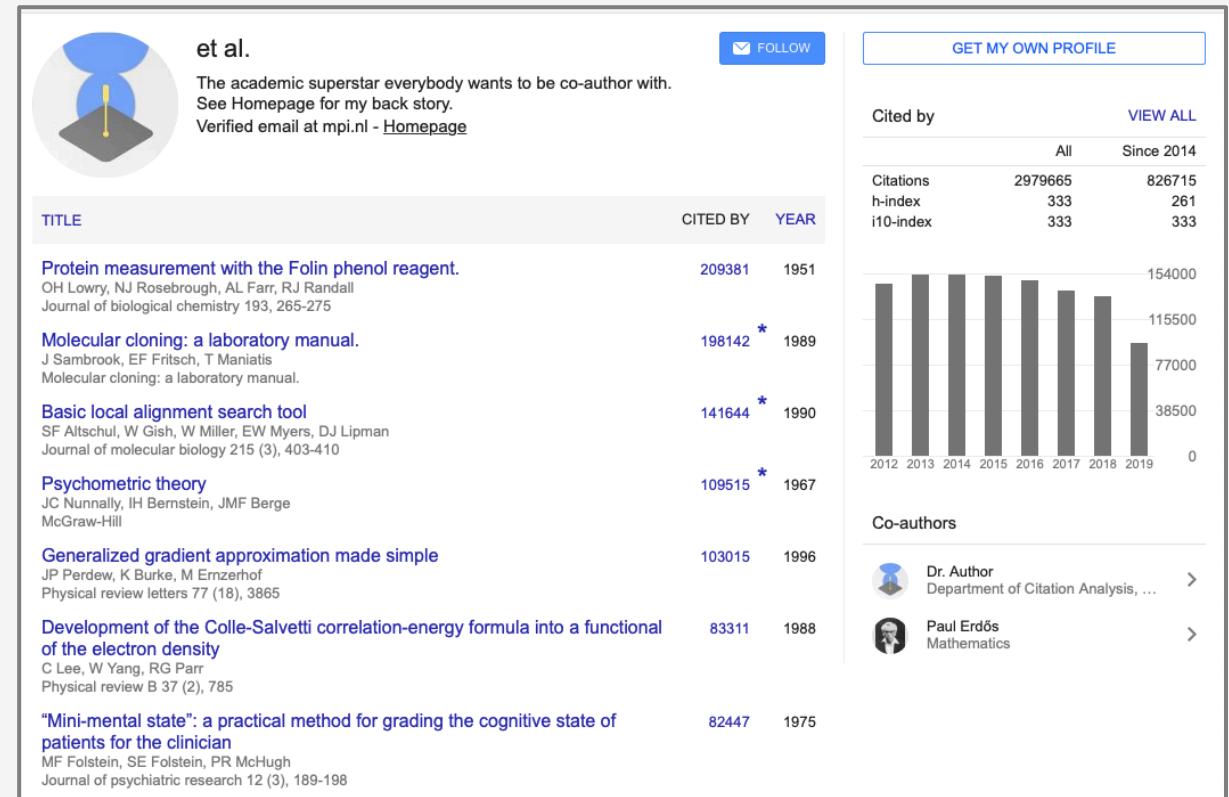
Live demonstration with "[American English: dialects and variation](#)"

Automated

- dirty data
- always double-check metadata!

Questionable citation counter

- pulled from any source
- easy to inflate with fake papers



<http://ideophone.org/some-things-you-need-to-know-about-google-scholar/>



LINKEDIN

Be findable: create a complete account!

If you're industry-bound, get involved

- Establish connections
- Endorsements and recommendations
- Participate in groups and discussions

For academics, it's less important

- Make a strong, low-maintenance profile
- Consistency if you switch institutions
- Occasionally post or update

The screenshot shows three tweets from a user named Jonathon Owen (@ArrantPedantry) on the Twitter Web App.

Tweet 1: "Apropos of nothing, has anyone figured out yet what you're actually supposed to do with LinkedIn?" (4:13 PM · Aug 27, 2019) - 54 Likes

Tweet 2: "My dad was telling me the other day that he has over 20,000 connections on LinkedIn. He has so many now that people connect to him just because he has a lot of connections." (Replying to @ArrantPedantry · Aug 27) - 3 replies, 11 likes

Tweet 3: "So is LinkedIn just Pokémon Go but on a boring business-based Facebook clone?" (Aug 27) - 3 replies, 2 retweets, 26 likes

SHARE YOUR WORK

Data repositories



Code



GitHub

Slideshows



slideshare
Present Yourself



figshare
credit for all your research



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 a web browser window with the URL 'degruyter.com' in the address bar. The page title is 'WHY DE GRUYTER RECOMMENDS ORCID?'. The content is a bulleted list of reasons:

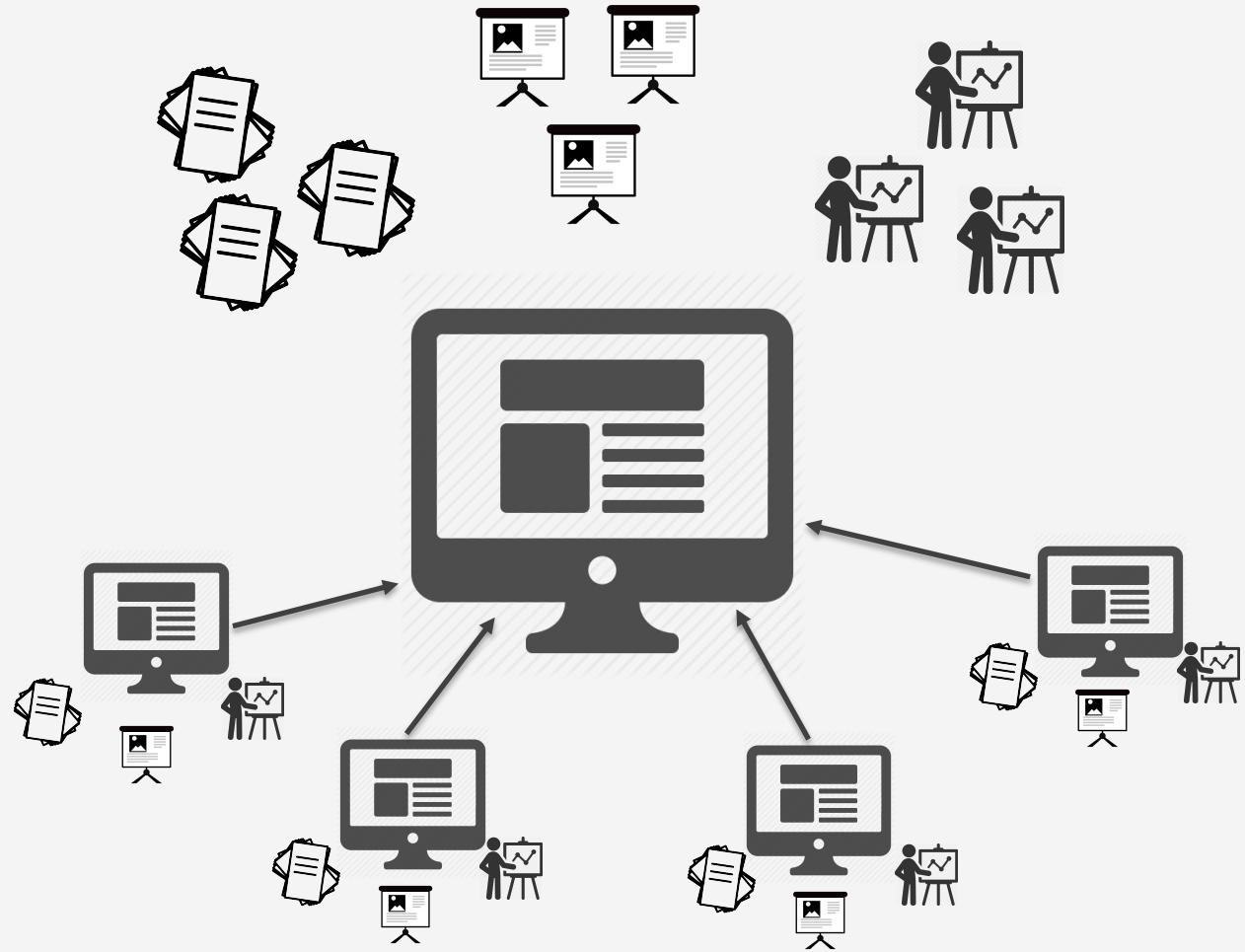
- De Gruyter has been a supporter of ORCID since 2014, recognizing that ORCID can greatly help reduce administrative work in research activity management and reporting, as well as in job and grant applications.
- De Gruyter encourages all book and journal authors to provide an ORCID ID when submitting their manuscript for publication. Authors who don't have an ORCID ID can register for one at <http://orcid.org>.
- Through ORCID, researchers can allow publishers, funders, and research organizations to access the information in their ORCID profile during manuscript and grant submission, and/or when completing job applications.
- The ORCID registry can support efforts in conflict-of-interest reporting and author role acknowledgement.
- De Gruyter also anticipates a range of broader benefits to research through the use of ORCID: for example, connecting research-related information to support career tracking, and helping to identify peer reviewers and potential collaborators.

PROFILE FATIGUE

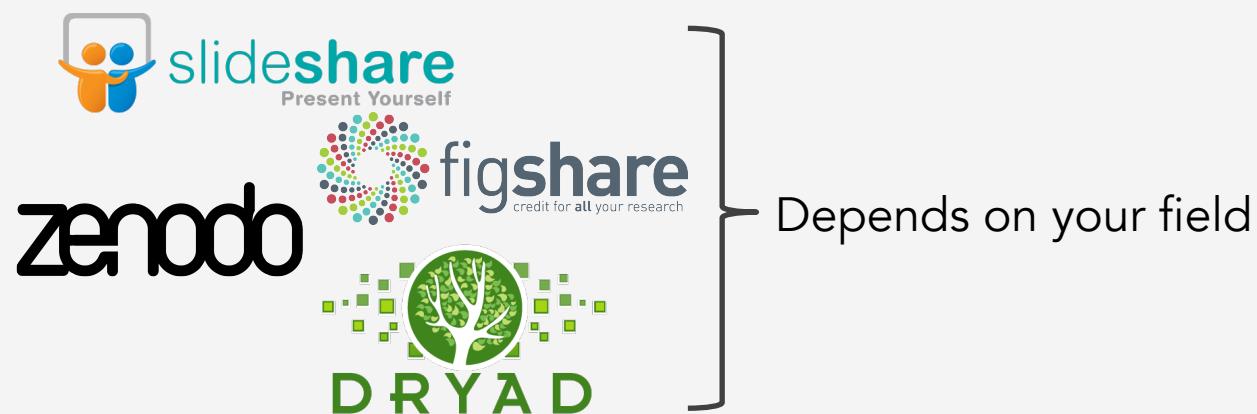
How to maintain all these profiles??

One possible solution

- Pick one to be your main page
- Put a full profile there
- Create digest version on other pages
- Redirect people to your main one.



SOCIAL MEDIA: SUMMARY*



*Joey's very opinionated view

PERSONAL WEBSITE

GENERAL INFORMATION

Servers and hosting

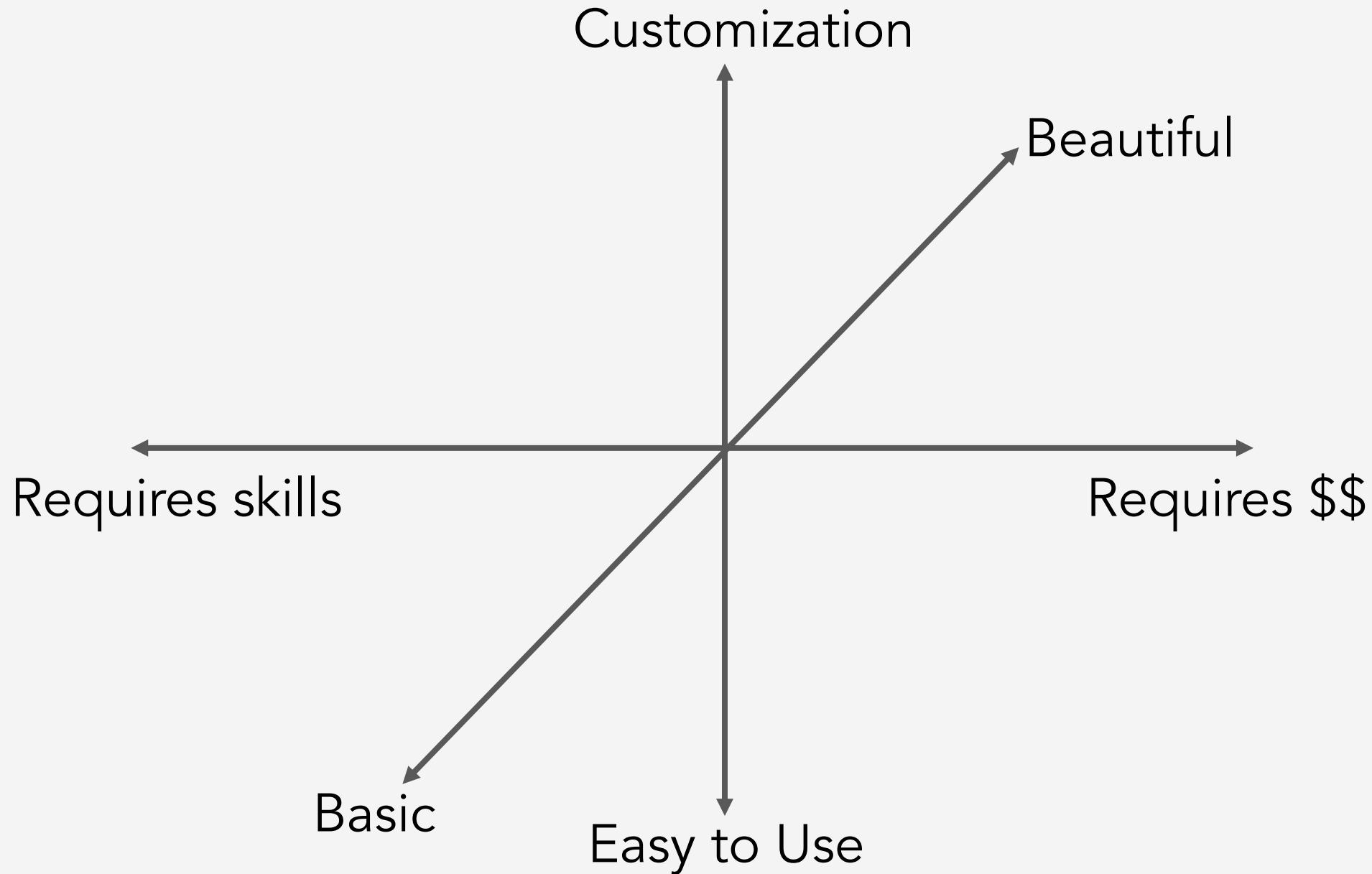
Don't rely on a UGA-hosted webpage

- little control over content, appearance
- can't host PDFs and other files
- can sometimes change without warning

Static vs. Dynamic

A domain name

- \$10/year
- domains.google.com
- go from somesite.com/yourname to yourname.com



WEBSITE BUILDERS

Wix

- very easy to use
- 500 templates
 - overwhelming
 - can't change
- [Wix template](#)
- \$13 / month



Square Space

- small learning curve
- stunning themes
 - image-oriented
 - few choices
- Ex. [Taylor Jones](#)
- \$12+/month



WordPress

- more customizable
 - requires some skill
 - plugins add functionality
 - cost can add up
- Ex: [Lauren Ackerman](#)
- free or \$5+ /month



WORDPRESS

BUILD FROM SCRATCH

Google Sites

- simple
 - ready-to-go templates
 - no coding
 - add HTML if needed
- Ex: [Maja L. Barzilai](#)
- free



Google Sites

blogdown/Rmarkdown

- R-based
 - makes you look R-savvy
 - incorporate HTML/CSS
- Hosted on Github
- Ex: [Sky Onosson](#)
- free



Jekyll, Github pages, etc.

- You design from scratch
 - HTML, CSS
 - 100% flexibility
- Hosted on Github
- Ex: [May Helena Plumb](#)
- free



WHAT TO INCLUDE?

essential components

- short bio
- recent photo
- brief CV (and PDF of full CV)
- contact info

optional material

- resources
- teaching materials
- personal interests/hobbies

definitely consider a domain name

The image displays five distinct website interfaces, each featuring a different navigation bar layout:

- Lars Hinrichs:** A top navigation bar with links for Home, CV, Research (with a dropdown arrow), Teaching, Contact, and a search icon.
- Maya L. Barzilai:** A top navigation bar with links for Home, Presentations, Teaching, CV, Contact, and a search icon. The background features a blue-toned photograph of bare branches.
- Andres Karjus:** A top navigation bar with links for Research, Teaching, consulting & R workshops, Other things, and Contact.
- May Helena Plumb:** A top navigation bar with links for Home, Publications/CV, Blog, and Resources (with a dropdown arrow). The background is white.
- Sravana Reddy:** A top navigation bar with links for Research, Teaching & Service, and Tools & Data. Below the bar, the name "Sravana Reddy" is displayed with a phonetic transcription "ʃravənə reddi" and an email link "sravana.reddy at gmail.com".

WHAT TO BLOG?

Your research

- general updates
- project overviews
- conference/paper acceptances
- works in progress

Engaging with other researchers

- trying new methods
- tutorials
- commenting on others' work
- book reviews
- "Jealousy List"

Related work

- null results
- side projects
- relevant anecdotal things
- studies too small to publish

Engaging with the public

- community outreach
- event promotion
- explaining your research in layman's terms

PERSONAL WEBSITE: SUMMARY

It is worth the effort and money.

HTML, CSS, R, Java are
all useful skills anyway

 \$12/year
 \$12/month

Bottom line: Just do it.

FIND YOUR COMMUNITY

WHERE IS YOUR COMMUNITY?

In-person communication (conferences)

- Present at conferences
- Meet people
 - Look up who will be there
 - Introduce yourself
 - Have meaningful discussions about their work
 - Hand out “business” cards
- Participate in social events and meals

Online communication

- Jobs
- Collaboration
- Datasets
- Methods
- Software
- Conferences
- Events

Usually somewhere like a listserv, Slack, Twitter



TWITTER



Efra Rivera-Serrano, Ph.D.

@NakedCapsid

In just 2 weeks, I've received from tweeps:

- funds to travel to a conference w/o even applying for it
- paid registration to attend a symposium
- 3 podcast invites
- 7 invites to give talks
- 1 Starbucks gift card

Next time someone tells you that Twitter is useless, @ me.

12:36 PM · Sep 2, 2019 · Twitter for iPhone

154 Retweets 2.8K Likes



TWITTER

My experience

- job announcements
- collaboration opportunities
- book announcements
- datasets
- slides, handouts
- fun conversations
- other cool stuff

Networking

The screenshot shows a Twitter interface with a tweet from Joey Stanley (@joey_stan) and a subsequent reply from the same user.

Tweet by Joey Stanley (@joey_stan):

I'm putting together a presentation on building personal academic webpages. If you have built a page in SquareSpace, WordPress, Wix, GoogleSites, blowdown, or Jekyll and wouldn't mind me using your site as a demonstration, let me know.

12:43 PM · Sep 18, 2019 · Twitter Web App

Reply by Joey Stanley (@joey_stan):

*blogdown. Wow.

1 Retweet 8 Likes



HOW TO TWEET AS AN ACADEMIC

Heather Froehlich: <https://hfroehli.ch/2017/10/20/how-i-use-twitter-as-an-academic/>

- Keep it professional
 - Don't tweet anything that would make you look bad
 - Your superiors may be watching you
 - If you must tweet personal stuff, create a separate account.
- Mute words or phrases you don't like
 - politics
 - triggers
 - sports
- Comment carefully
 - Yelling about politics usually isn't helpful
 - 240 characters is not a lot: assume people interpret your tweets wrong
 - There's an art to being quiet.



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, charts, anecdotes, cool quotes
- your own commentary

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/>

Joey Stanley @joey_stan · Jan 6
Thomas & Kendall: "You can't get a full sociolinguistic picture of a community by looking at only one kind of variable."
#ADS2017 #LSA2017

RETWEETS LIKES
4 13

12:26 PM - 6 Jan 2017

Joey Stanley @joey_stan · Jan 5
Apple just notified me that Austin transit

FIND YOUR COMMUNITY: SUMMARY

It's probably on Twitter

SUMMARY & TODO LIST

Social Media

- A great first step
 - free
 - simple
- Consider which sites
 - Academia
 - ResearchGate
 - LinkedIn
 - all?
- Make a stable profile

Personal Webpage

- Consider your time, skills, and money
 - You can always learn more skills.
 - Try a free one first to build content
- Buy a domain.

Twitter

- Get an academic account.
- Start following actual humans
- Try to tweet once a day for 30 days
- Engage in conversations

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



MAKE SOMETHING NEW. NOW. SERIOUSLY. GO.

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

Feedback survey at joeystanley.com/feedback