

What does the internet say about you?

Andrew Heiss

Andrew Young School of Policy Studies
Georgia State University
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Plan for today

Why care about an internet presence?

Tell people you exist

Show people who you are

Show people what you do

**Why care about
an internet presence?**

It's nice to be known

Reputation is crucial in academia

Hiring

Promotion

Networking

Citations

**Control the
narrative!**

Tell people you exist

Search engine rankings

Algorithms determine your rankings in search engines

Make profiles on standard websites to borrow those sites' reputations

Use other peoples' websites

Google Scholar

ORCID

Institutional directory

LinkedIn

GitHub

Link your profiles

List your different profiles on each site to help the algorithm link them together

Show people who you are

Show people who you are

Your own website

Social media

Use your own website

Have a central place that is all about you and what you do

Control the narrative about you

Point everything else here

How and where?

A website is (typically) a set of HTML files that lives on a computer somewhere in the world

**Use someone else's server
or your own**

Web hosting

Google Sites

(free; limited design choices)

WordPress

(free/paid; more design options)

Wix

(free/paid; ad-supported)

Weebly

(free/paid; ad-supported)

Squarespace

(paid; incredibly flexible)

Slightly more technical

Your institution

(unknown process for editing)

Netlify

(free; supply your own HTML)

GitHub Pages

(free; supply your own HTML)

**Self-hosted
(like Digital Ocean)**

(cheap; total control; more complicated)

Domain name

**A domain name is an address
that points at a server**

`sites.google.com/yourname` vs. `yourname.com`

**You can point a domain name at
pretty much any hosting option**

`iwantmyname.com`

What should be there?

At minimum

About

CV

Research

Teaching

Other stuff

Blog

/uses & /now

Social media

**Have a presence on
social media**

(Twitter, Instagram, TikTok, etc.)

What should I post?

**Strictly
professional**

**Only advertise
research**

**Personal +
professional**

**Show the world
who you are**
(part of that is research)

Why?

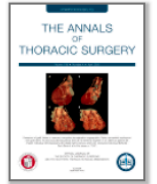
**Boost your
own work**



The Annals of Thoracic Surgery

Available online 3 June 2020

In Press, Journal Pre-proof ?



ORIGINAL ARTICLE

Does Tweeting Improve Citations? One-Year
Results from the TSSMN Prospective
Randomized Trial

**Build
community**

#acwri

#poliscicooks

#EconTwitter

#pacooks

#pabakes

#rstats

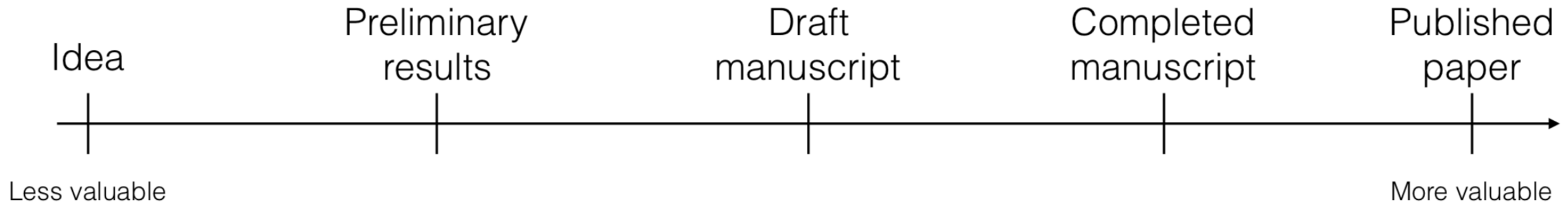
Show people what you do

Show people what you do

Your in-progress work

Your finished work

How we normally think of our work and goals



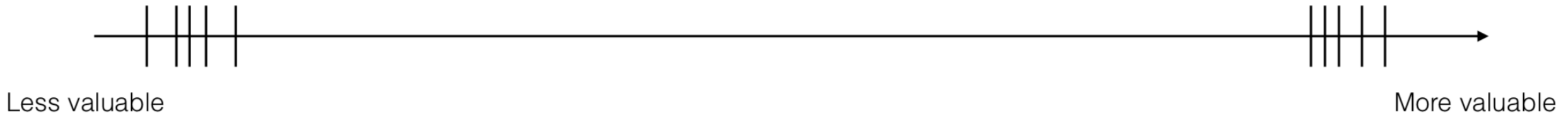
How we *should* think of our work and goals

Anything still
on your computer

(Data, code, results,
draft, finished paper)

Anything out
in the world

(Paper, preprint, product,
blog post, open source,
tweet)



Make your work available

**Most journals allow you to
post preprints online**

(pre-typeset and pre-edited versions)

**Consider posting
working papers too!**

Where?

~~Academia.edu & ResearchGate~~

**Make it as easy as possible
to access your stuff!**

Your own website

Institutional repository

SocArXiv

Dropbox

Google Drive

Control your internet presence!

Tell people you exist

List yourself on existing websites

Show people who you are

Make your own website and use social media

Show people what you do

Show your in-progress and finished work