Building and maintaining your brand

Andreas Handel

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Motivation

- You will likely have many jobs throughout your career.

- Freelance/self-employed jobs keep growing.

- Most good jobs (and other opportunities) are found through connections.

- **Think of yourself as a "brand".**

Motivation

- People (potential collaborators, employers, employees, etc.) will look you up online.

- If you don't control your online presence, you are at the mercy of what shows up.

How to build and manage your brand

- Create and curate an online presence.

- Create and curate content.

- Be consistent with your *brand identity* (e.g. only publish high-quality work).

Ways to build and manage your online presence

- General sites
- Academia/Science specific sites
- Self-built site(s)

General Sites

LinkedIn

- **The** professional networking site. Almost required to be on there.

- You can customize your profile a good bit.

- A good way to showcase yourself.

- Great for finding/connecting with others.

- LinkedIn is useful even if you are not looking for a job!

- Build a good profile early, not a week before you start applying.

- Some features require a subscription.
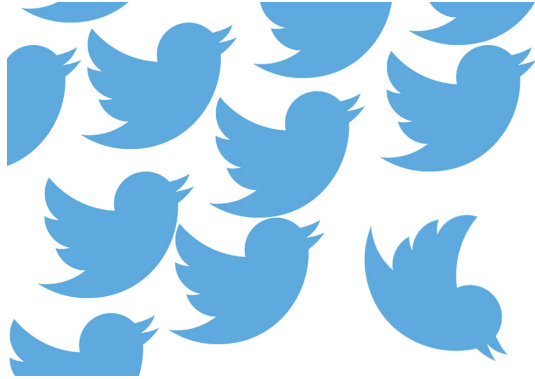
Twitter

- Lots of scientists use Twitter.
- Great for learning about new developments in your field.

- Good for announcing your own accomplishments.
- Good networking tool.
- Need to be used (active and/or passive) for it to be useful.
- Need to decide if you want to mix professional and personal.
- You can create/use multiple accounts.

GitHub

- A great tool to manage projects and work collaboratively.

- Great way to showcase any 'products' you've made.

- Lets you create simple websites fairly easily.

- Somewhat technical, takes time to get used to it.

- Showing you know/use GitHub is a desirable skill by itself.

- [Great perks for students](#).

Instagram

- Focus is on posting images.

- I have little experience.

- I don't think it's much used in academia, but might be useful in science outreach.

Facebook

- *Everyone* is on it.

- Good way to stay connected with folks.

- Some educators use Facebook groups for classes.

- Hard to keep professional and personal lives separated (unless you create 2 accounts).

YouTube

- Good for teaching, also useful for outreach.
- You can create your own channels for specific projects.
- Example - Jeff Leek

Academia/Science specific sites

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- Google Scholar

- ORCID

- ResearchGate

- Academia.edu

- Mendeley

- ImpactStory

- Publons

- …

Google Scholar

- Only for publications (broadly speaking).

- Gives citation metrics.

- Is fairly automated, you have to do very little.

- Great way to keep track of your papers.

If I want to get a quick idea who someone "is" in academia, I check their Google Scholar page.

ORCID

- Gives you a unique ID to track your research productivity.

- Used by a lot of journals.

- Very useful if you have a (slightly) common name (but even if not).

- Free and not-for-profit.

ResearchGate/Academia/Mendeley/etc.

- All are versions of academic social network sites.

- All are commercial.

- You have various levels of control of how your profile looks like.

- Sites are trying to encourage interactions.

I deleted all my accounts on those sites since I don't like/trust the companies owning the sites and want to control my web presence myself.

ImpactStory/Kudos/Publons/etc.

- Sites that try to measure your 'impact'.

- Maybe fun, but I haven't found them too useful yet.

Own website

- You have complete control.

- You have to build and maintain it yourself.

- Lot's of ways to do that. Many are free.

- We'll do that in a separate session.

Create content

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- Tweet/re-tweet
- Write blog posts
- Create videos
- …

General tips

- You don't need to duplicate, e.g. you can link to your Google Scholar publications from LinkedIn.

- Make sure you keep things reasonable updated.

- Set Google alerts for your name (or other keywords).

Resources

- The A to Z of social media for academia

- Research impact challenge, also see this pdf book. It's a bit outdated and recommends things I'm not too fond of (e.g. Academia.edu/ResearchGate), but has still some nice information.