

Building and curating your brand

Andreas Handel

2020-01-18

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.
- Develop a *brand identity*, i.e. who you are (professionally).

Content types

- Created “once”, then updated:
 - your online persona (CV/profile)
 - resource repositories
 - teaching materials
 - ...
- Created “once” (but regularly), then static:
 - blog posts
 - videos
 - ...
- Created often, not very permanent:
 - Twitter
 - ...

Ways to build and manage your online presence

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

General Sites

LinkedIn



- 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.
- Examples:
 - [Stephanie Eick](#)
 - [Andrew Heiss](#)
- **The** professional networking site. Almost required to be on there.
- You can customize your profile a good bit.
- A good way to showcase yourself.

Twitter

- Great for learning about new developments in your field.
- Good way to connect and engage with the community, and to announce your work.
- 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.
- Consciously decide on the topics you will engage with.
- Learn 'the rules' (tweet/re-tweet/reply /like/hashtags/etc.).



Stephanie Eick, PhD, MPH

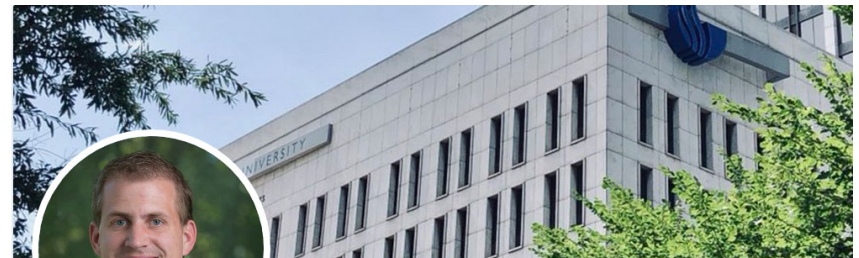
@stepheick

postdoc at @ucsf_prhe ; reproductive and environmental
@publichealthUGA and @emoryepi grad

📍 San Francisco, CA 🔗 scholar.google.com/citations?u

📅 Joined August 2019

121 Following **73** Followers



Andrew Heiss

@andrewheiss

Asst. professor @aysps @GeorgiaStateU (past @BYUmpa @DukeSanford)
NGOs, civil society, human rights, & authoritarianism. #rstats pronoun.is/

📍 Atlanta, GA 🔗 andrewheiss.com 📅 Joined October 2008

3,603 Following **5,071** Followers

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.](#)
- Examples:
 - [Awsome Data Science](#)
 - [Research and Teaching Resources](#)
 - [Basic stats course](#)
 - [MADA](#)

YouTube



- Good for teaching, also useful for outreach.
- You can create your own channels for specific projects.
- Examples:
 - [Jeff Leek](#)
 - [David Robinson](#)
 - [John Muschelli](#)

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).

Medium

- Platform for blog posts.
- They promote, you can potentially get paid.
- Not as much control as on your own website.
- Other similar platforms likely exist.
- Examples:
 - [Statistics, we have a problem.](#)

Other general platforms

- Instagram/Snapchat/etc.
- Often special purpose (e.g. posting images).
- I have little experience.
- I don't know of any such platform that is much used in (science) academia, but might be useful for outreach.

Academia/Science specific sites

Academia/Science specific sites

- 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.
- Examples:
 - [Stephanie Eick](#)
 - [Andrew Heiss](#)

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.
- Examples:
 - [Stephanie Eick?](#)
 - [Andrew Heiss](#)

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.
- Examples:
 - [Stephanie Eick](#)

I haven't found those sites useful. I therefore deleted my accounts on those sites since I want to control my web presence myself and don't want to keep too many sites up-to-date.

ImpactStory/Kudos/Publons/etc.

- Sites that try to measure your 'impact'.
- Maybe fun, but I haven't found them too useful yet.
- Examples:
 - [Alison Hill](#)

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 (if you want).
- Examples:
 - [Andrew Heiss](#)
 - [Lucy and Nick blog](#)
 - [Lucy website](#)
 - [Jeff, Roger, Rafa blog](#)

Some general suggestions

- Decide what you want to be known for, create and curate content accordingly.
- You don't need to duplicate, e.g. you can link to your Google Scholar publications from LinkedIn.
- Give some thought to the platforms you want to use, but you can fairly easily move around.
- Better have fewer online outlets that you keep up-to-date with good quantity/quality content than being on too many platforms.

Some general suggestions

- Content (e.g. blog posts, videos) can be any length and level of difficulty.
- Anything that might be useful to others (or your future self) is worth putting out there.
- Things don't always need to be polished, but do have some minimum standard of quality.
- If you have the discipline, consider creating content on a regular schedule.
- Figure out how to 'advertise'.

Some general suggestions

- You might want to have more than one 'online brand'.
- Make sure you keep things reasonable updated and working.
- Set Google alerts for your name (or other keywords).
- Consider measuring your impact (e.g. Google Analytics, GitHub stars).

Further 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.