Tips and Strategies for Managing Your Professional Identity Online
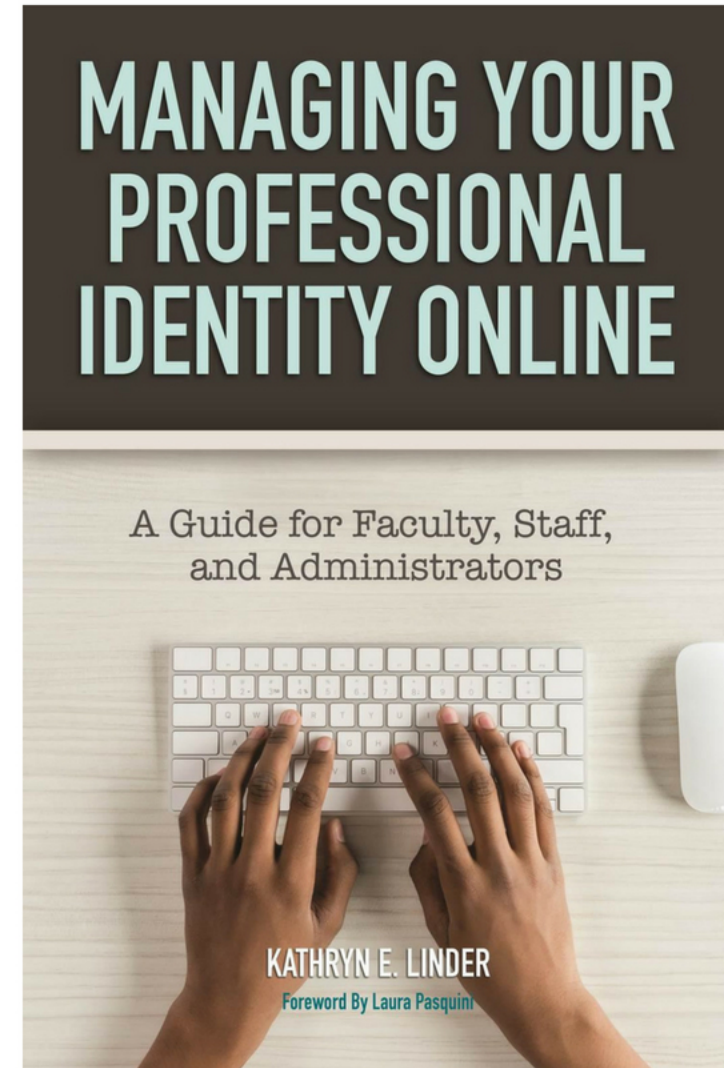
Dr. Katie Linder

Agenda

- **explore** the range of choices for where to be online as an academic

- **strategize** about where and how you want to represent yourself online in a professional capacity

- **craft** a strong online biographical statement that will help express your professional identity

- **discuss** tips and strategies for regularly updating and maintaining an online presence

Dr. Katie Linder

www.mypiobook.com

MANAGING YOUR
PROFESSIONAL
IDENTITY ONLINE

A Guide for Faculty, Staff,
and Administrators

KATHRYN E. LINDER

Foreword By Laura Pasquini

Guiding Questions

YOUR PROFESSIONAL ONLINE IDENTITY

Where are you currently online?

Where do you feel most comfortable online?

What are the places online where you want to have a presence?

What concerns or questions do you have about establishing or maintaining a professional online presence?

where are you online?

PROFESSIONAL WEBSITE

About.me
LinkedIn
Self-hosted professional website
Chronicle Vitae

BOOK AUTHORSHIP

Amazon author page
Goodreads author page
Publisher author page

TEACHING

Academia.edu
MERLOT
Slideshare
YouTube

RESEARCH NETWORKING

Academia.edu
ResearchGate
Google citations
Impactstory
ORCID
SSRN
Institutional website

WRITING & BLOGGING

Blogger
Medium
Tumbler
Wordpress

SOCIAL MEDIA

Facebook
Google +
Instagram
LinkedIn
Periscope
Pinterest
Slideshare
Snapchat
Soundcloud
Twitter

COLLABORATION

Google Docs/Drive
Skype/Zoom
Dropbox/Box
Asana
Basecamp
Email

evaluating your online identity
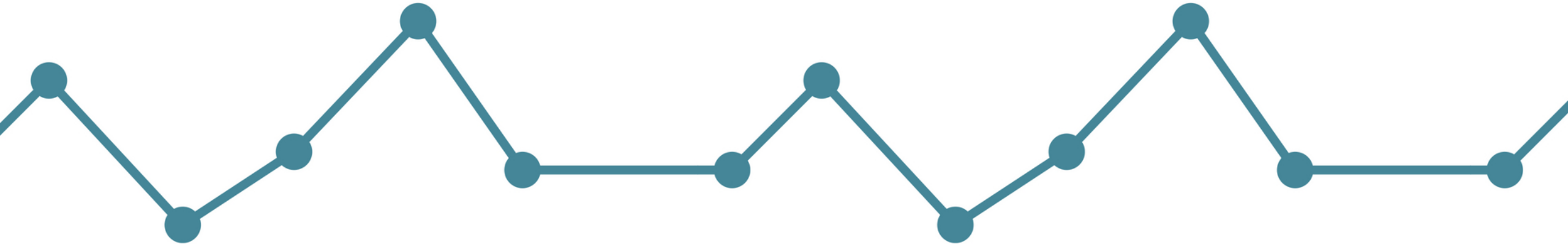
| 1
CONSISTENCY | 2
ACCURACY | 3
PROFESSIONAL |

| 4
ORGANIZED | 5
QUALITY | 6
REPRESENTS |

where do you feel the most comfortable online? why?

where do you want to be online?

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Institutional website

WRITING & BLOGGING

Blogger
Medium
Tumbler
Wordpress

SOCIAL MEDIA

Facebook
Google +
Instagram
LinkedIn
Periscope
Pinterest
Slideshare
Snapchat
Soundcloud
Twitter

COLLABORATION

Google Docs/Drive
Dropbox
Box
Asana
Basecamp
Email

bio statements

- help people to know whether they want to "follow" you

- provide information about your professional context and relationships (who do you work for, what field of study are you in, etc.)

- offer a glimpse into the things that are most important to you

- promote work or projects that are important to you

effective bio statements

- Make clear who you are

- Draw people in

- Encourage people to connect

- Are complete

- Are up-to-date

- Intrigue people

tagline templates

Template # 1: Professional and Personal

[Position title] at [Organization Name] | [Identity category] | [Identity Category] | Love [enter passions here].

Example: Researcher at Utah State University | Mother | Auntie | Love exploring the intricacies of global warming and listening to audiobooks

Template # 2: Professional and Personal

[Descriptor] | Descriptor | Descriptor | Descriptor | Descriptor

Example: Scholar | Teacher | Museum Docent | Local theater enthusiast | Reader of all the things | Cheese snob

tagline templates

Template # 3: Professional and Connection-oriented

[Position title] at [Organization Name] | Follow me for posts about [topic areas of interest].

Example: Instructional Designer at Purdue University | Follow me for posts about tech, innovation, and productivity hacks

Template # 4: Professional and Connection-oriented

[Position title] at [Organization Name] and [Descriptor] for [Project Title] | Find me [action] at [web address]

Example: Executive Director of Admissions at Georgia State University and creator of #admitme | Find me writing at Medium.com

identity words

Academic
Adjunct
Administrator
Advisor
Artist
Author
Coach
Collaborator
Consultant
Coordinator
Creator
Designer

Developer
Facilitator
Freelancer
Grant Writer
Instructor
Maker
Ph.D. Candidate
Podcaster
Principal
Investigator
Presenter
Professor

Researcher
Scholar
Scientist
Speaker
Specialist
Teacher
Writer

expanding your tagline

One sentence (Twitter - 140 characters)

Three sentences (ResearchGate - 500 characters)

Five sentences (LinkedIn - unlimited)

Twitter example

writer | podcaster | coach | academic creative | list-making enthusiast | passionate about process | modeling radical self-trust | learning like it's my job

LinkedIn example

Nimble and creative higher education administrator with extensive experience with faculty development initiatives, blended/hybrid course design and development, and academic writing productivity and support. Known for developing strong collaborative partnerships within and across institutions to support faculty professional development initiatives and grant writing. Proven track record of relationship building, innovation, and follow-through.

# tips for maintaining an online presence

- Know your goals for why you are online

- Find examples of others who are effective with their online presence and reflect on what makes them successful

- Choose a reasonable amount of places to be

- Set aside time in your calendar for regular updates

- Playfully experiment and make it fun

checklist

- **Review** your current professional online identity

- **Identify** where and how you want to be online

- **Consider** what professional identity you want to share in your tagline

- **Jump in** and have fun!

Questions?
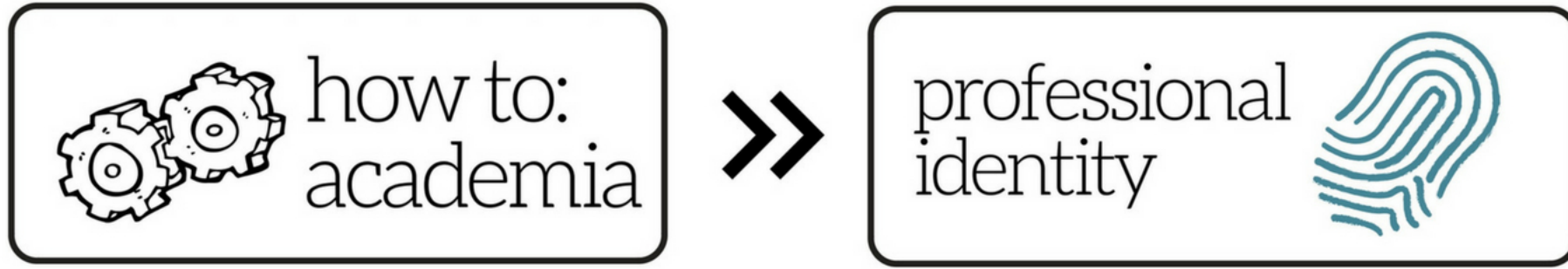
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