

# Building an Online Academic Presence



**Mute  
microphone**



**Feel free to turn  
off video**



**Use the chat for  
questions**



**“Raise hand” if  
you want to  
unmute**

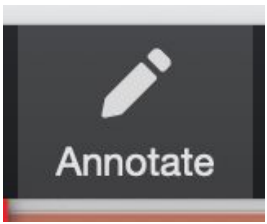
Sasha Goldman, PhD ([sbgold@bu.edu](mailto:sbgold@bu.edu))  
Program Manager, PhD Professional Development

**\*We will be recording the session for accessibility purposes.\***

**\*Slides will be distributed following the session\***

# Learning Outcomes

- Identify the key components of an online identity and recognize the importance of a personal brand
- Understand your own online presence, and begin considering how to create a personal brand and content
- Reflect on the components of an online identity that make it engaging and appealing to hiring committees



Match the Outcome to the Platform

Build Community	LinkedIn
Network	Twitter
Share Accomplishments/Pubs	Personal Website
Showcase Skills	Facebook
Develop a personal brand	Blog
Appeal to Hiring Committees/Future Employers	Google +
Find/Share Resources	Academia.edu
Professional Development	Researchgate

About 1,860,000 results (0.50 seconds)

www.bu.edu › grad › profile › sasha-b-goldman

### Sasha B. Goldman | Graduate Education - Boston University

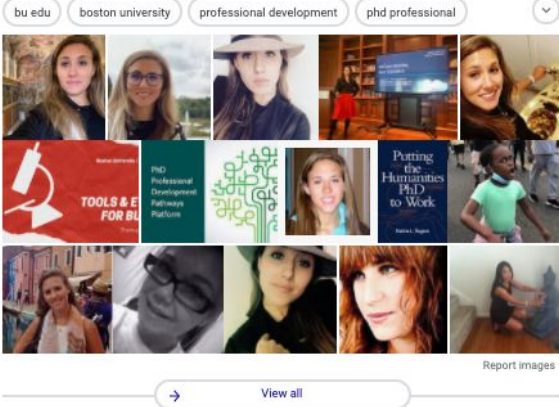
Sasha B. Goldman is the Program Manager for PhD Professional Development, where she is responsible for designing a new curriculum for doctoral student ...

www.linkedin.com › sasha-goldman-0b67334

### Sasha B. Goldman, PhD - Program Manager, PhD ... - LinkedIn

Boston, Massachusetts · Program Manager, PhD Professional Development · Boston University  
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twitter.com › sashabgold

### Sasha B. Goldman, PhD (@sashabgold) | Twitter

The latest Tweets from Sasha B. Goldman, PhD (@sashabgold). higher ed admin + contemporary art historian. I write about #mauriziocattelan + work ...

twitter.com › sashabgold › status

### Sasha B. Goldman, PhD on Twitter: "I guess I'm a podcaster ...

Jul 6, 2020 — Sasha B. Goldman, PhD · @sashabgold. higher ed admin + contemporary art historian. I write about #mauriziocattelan + work @BU\_PhDs to ...

bu.academia.edu › SashaGoldman

### Sasha Goldman | Boston University - Academia.edu

(Sasha Goldman earned her PhD in 2020. Her dissertation entitled "Torno Subito: Maurizio Cattelan and the Return(s) of Italy," examines the career of ...

temple.academia.edu › SashaBGoldman

### Sasha B Goldman | Temple University - Academia.edu

Sasha B Goldman, Temple University, Art History Department, Department Member. Studies Art History, Critical Theory, and Contemporary Art.

nwumber.com › ... › Boston › 180 Commonwealth Ave

### Sasha B Goldman, (215) 386-6244, 180 Commonwealth Ave ...

Name: Sasha B Goldman, Phone number: (215) 386-6244, State: MA, City: Boston, Zip Code: 2116 and more information.

libcom.org › files › Avrich P., Avrich K. Sasha and Em... [PDF]

### Sasha and Emma - Libcom.org

by A BERKMAN — succeeding." The blazing sun to Sasha's morose moon, Emma Goldman ... known Jewish writer and humorist who published under the name B. Kovner.

# Google Yourself

Where are you online? (Platforms)

Who are you online? (Branding)

How do you connect online? (Network)

BOSTON  
UNIVERSITY

# Platforms

- Academia.edu
- Researchgate
- LinkedIn
- Twitter
- Facebook/Instagram
- Google +

- Department website
- BU Profiles
- Blog
- Personal website
- Extracurricular website

## Academia.edu/ Researchgate/ Mendeley

- For an academic audience
- Find/share new publications
- Field-specific networking
- Not particularly “social”

## LinkedIn

- For academia and industry
- More dynamic than a CV
- Make visible your experiential progress
- Easy to share projects/publications
- Online learning opportunities
- Exposure to recruiters/future employers
- Expansive networking opportunities
- Can be useful for the job search

## Twitter

- Large academic community
- Easy way to develop your online identity
- Find scholars/research/resources
- Engagement is low-stakes
- Networking can be low-stakes but high reward

Facebook

Instagram

Snapchat

Google+

## Department/Lab Site

- Little control
- Limited content
- Specific audience

## Blog

- Time consuming to maintain
- Share research more frequently
- Requires a lot of promotion
- Broader audience

## Personal Website

- Allows you to shape an online identity
- Showcase your achievements visually
- Allows multi-media engagement

Previous  
Work

Volunteer  
Work

Other  
Communities



4 mins

# LinkedIn

Find 2 LinkedIn Profiles  
1 PhD/1 non-PhD

## What did you see?

- Headline
- Photo
- About
- Experience
- Everything else

## What should you see?

- A complete profile
- Keywords
- Transferable skills
- All *relevant* experience
- Relationship building



# LinkedIn

- A complete profile is important
  - Photo\*\*
  - Headline\*\*
  - About\*\*
- Provides space for explanation and additional info
- Endorsements/Recommendations for skills
- Articles are a great alternative to a blog
- Share publications
- Show research/presentations

## Connect with:

- educators in your field
- colleagues from your institution
- former students/colleagues
- scholars and researchers around the world
- editors and publishers
- organization and association leaders

## Be social:

- send messages to connections
- follow people, companies, organizations, #
- share and interact with posts
- join groups
- search for and apply to jobs




# Academic Twitter

- Access to a global network of scholars
- Informally share research and ideas
- Professional development opportunities
- Crowdsourcing and collaborations
- Combination of personal/professional

Time  
Intention

Profile  
Content  
Audience

 5 mins

What stands out as the three most important components (design or content) of these sites?



Chat

choose one of these sites and in three words, describe the brand/online identity

# Personal Website

## Content:

- Short bio with professional headshot
- A copy of CV
- Brief summary of research, accomplishments, links to pubs
- Contact page

## Design:

- Simple layout
- Light color background with dark color font
- Two or three colors
- Spacious, organized manner

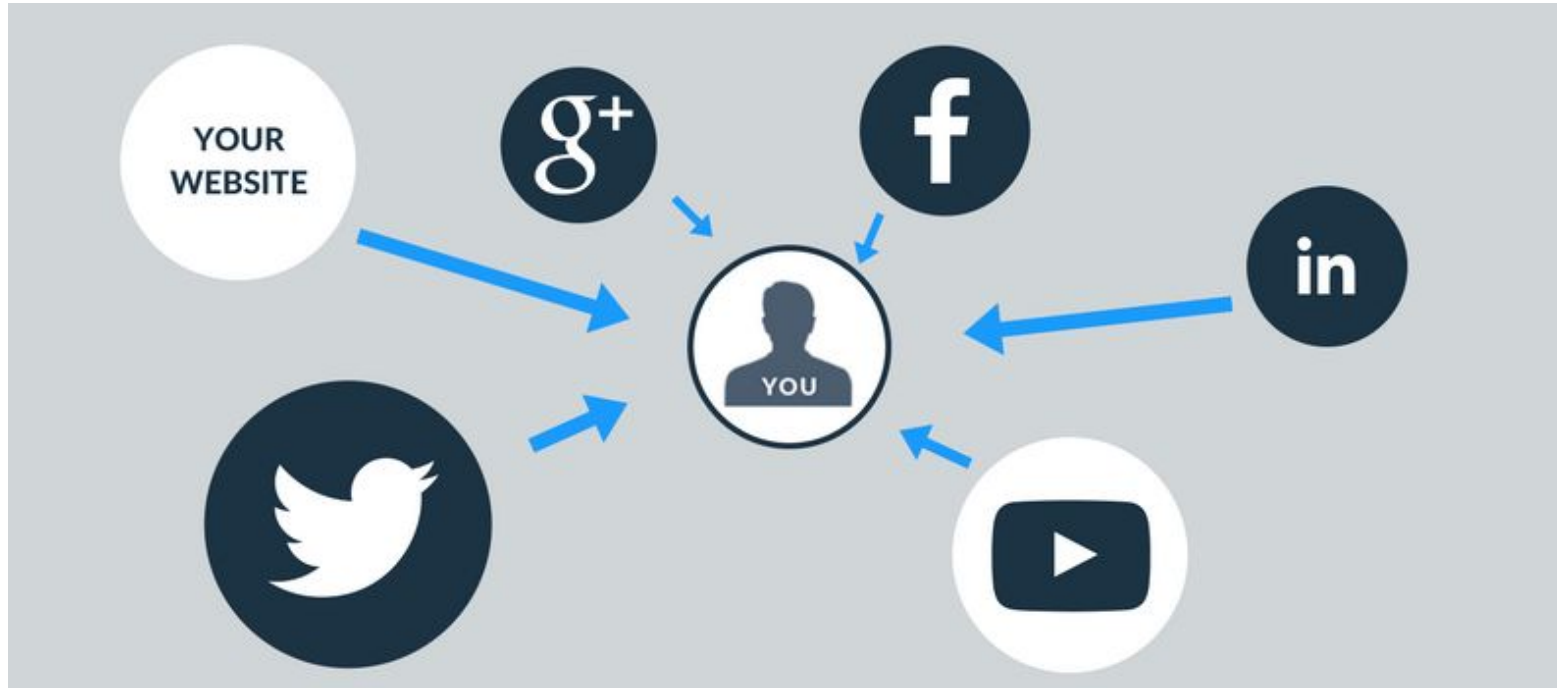
## Some extras:

### Content:

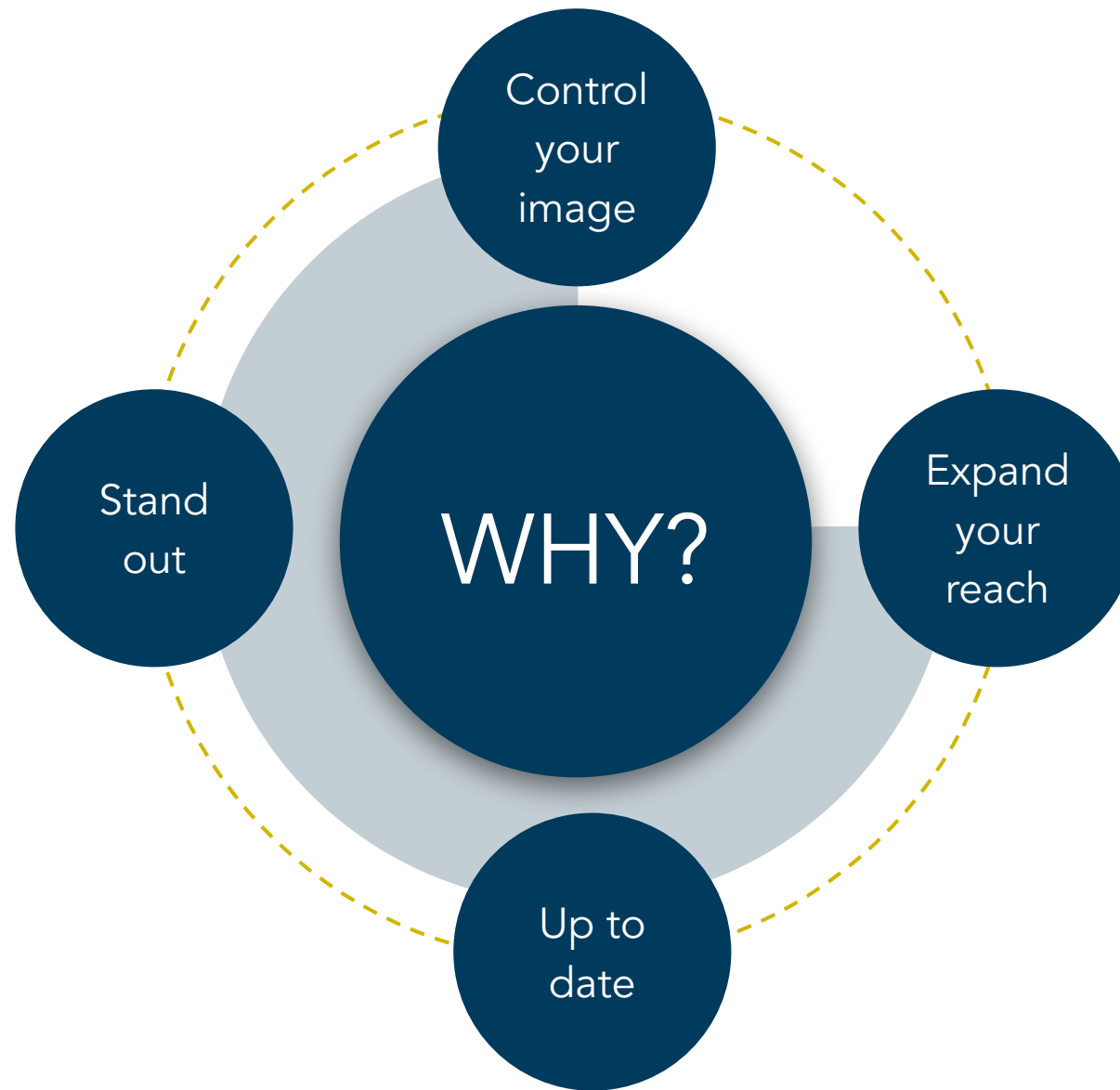
- Teaching portfolio (teaching philosophy, student evals, syllabi)
- Blog
- Social media links
- Community or service projects you're involved with
- Extracurricular interests

### Design:

- More creative elements
- Additional photos outside of headshot



- Social media and digital platforms are not neutral
- Real attributes and identities are shared this way
- Branding is about being intentional in your public/online identity



# Personal Branding

- What do you stand for?
- How would others brand you?
- Who is your target audience?
- How do you want to differentiate yourself?

Be Consistent

Be Intentional

Be Authentic

2 mins



# *Developing and Communicating Your Academic Brand*

Tuesday, March 16: 4:00-5:15 PM

## Pre-work:

- Reflection questions
  - What do you stand for?
  - How would others brand you?
  - Who is your target audience?
  - How do you want to differentiate yourself?
- Update your profiles
- Draft your academic bio



# Additional Resources

Northeastern PhD Network – [Building Networks and Managing Online Identity](#)

Center for Career Development – [LinkedIn 101 Workshops](#)

Digital Learning & Innovation – [Web Design Training](#)

The Online Academic – [Twitter for Academics](#)

Daniel S. Quintana – [Twitter for Scientists](#)

# Spring Workshops & Events

## March

- Establishing a Work/Life Balance **TOMORROW**
- Tax Preparation (Domestic/International) **WED/THURS**
- Overcoming Imposter Syndrome with Dr. Lisa Orbé-Austin
- Becoming an Expert Learner with the ERC

## April

- Doctoral Reading Strategies with the ERC
- Overcoming Procrastination and Perfectionism
- Graduate and Professional Student Appreciation Week
- Introduction to Science Policy
- **Job Search Strategies** (H+SS/STEM)
- Summer Strategies: Planning for Productivity

## May

- Writing Workshop Series
- Job Documents Workshop Series
- Grant Writing Workshop Series

*Monthly events include*

**PDPA Tuesday Trivia**  
for some lighthearted fun  
and competition

**PhD Drop-In Office  
Hours** to discuss career  
planning, job documents,  
mentoring, or anything PhD



**VITAMIN PHD**

A "SUPPLEMENT" TO DOCTORAL STUDY

