Developing Your Academic Digital Identity

For Political Science

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Everyone:

1. Google your name
   Or your name + political science, if you have common name

2. Repeat with a Google image search

What do you find?
Why have an Academic Digital Identity?

- **Manage your online presence**: help search engines lead people to you and your work
- **Enhance visibility**: make it easy for search committees, fellow scholars to find you & cite your work, interviews with media, etc.
- **Engagement with the public**: help your work reach the world

What are some potential pitfalls, pressures, or challenges related to developing and maintaining an academic digital identity?
## Comparing Platforms & Purposes

### Repositories
- Academia.edu
- CUNY Academic Works

### Websites
- CUNY Academic Commons
- Wordpress

### Identifiers
- ORCiD (Open Researcher and Contributor ID)

### Indexers
- Google Scholar

### Networking
- Twitter
- Facebook
- LinkedIn
Repositories
Academia.edu
CUNY Academic Works
Academia.edu

- Social networking site for academics
- Widely used but some cautions:
  - Academia.edu (and ResearchGate.net) are commercial sites
  - Commercial = making money off our data, “premium” feature
  - Similar to Facebook: seemingly “mandatory,” but real concerns about data privacy, hedge funds making $ off our data
- Ex: https://gc-cuny.academia.edu/HeidiAndreaRestrepoRhodes
- Ex: https://gc-cuny.academia.edu/BStone
CUNY Academic Works

- [https://academicworks.cuny.edu/](https://academicworks.cuny.edu/)
- Created and maintained by CUNY libraries to make the work of CUNY faculty and students freely available to the public
- Non-Profit, Open-Access, persistent URL: free to use, free to access
  - Your work is more likely to be cited if not hidden behind a paywall!
- Satisfy grant funders’ open access/open data requirements
- Ex: Zachary Shirkey
  - [https://academicworks.cuny.edu/do/discipline_browser/author_articles?discipline_key=386&author_display=Zachary C. Shirkey](https://academicworks.cuny.edu/do/discipline_browser/author_articles?discipline_key=386&author_display=Zachary C. Shirkey)
Identifiers
ORCiD
ORCID

- [http://orcid.org/](http://orcid.org/)
- Open Researcher & Contributor ID: unique, persistent identifier
  - Improves discoverability, eliminates name ambiguity, stays with you throughout your career
- Non-profit
- Use ORCiD for manuscript submissions, grant applications, society memberships
- Ex: Nick Micinski [https://orcid.org/0000-0003-2026-732X](https://orcid.org/0000-0003-2026-732X)
Indexers

Google Scholar
Google Scholar

- **https://scholar.google.com/**
- Search engine that collects scholarly literature across disciplines, sources, and databases
- Author profile
  - Set up author profile to display your publications (available in GS)
  - Track citations and demonstrate the impact of your work
  - Find other scholars using your “keywords”
  - Link to your homepage
- Downside: must have articles in GS to claim your account
- Ex: Keena Lipsitz [https://scholar.google.com/citations?hl=en&user=R7opuUAAAAAJ](https://scholar.google.com/citations?hl=en&user=R7opuUAAAAAJ)
Websites

CUNY Academic Commons
Wordpress
CUNY Academic Commons

- [http://commons.gc.cuny.edu/](http://commons.gc.cuny.edu/)
- Online social network for CUNY faculty & students
- WordPress & BuddyPress integrated platform (open source software)
- Can host professional website, conference websites, blogs, etc.
- Exs: [http://cuny.is/msovner](http://cuny.is/msovner); [http://cuny.is/bstone](http://cuny.is/bstone)
Wordpress via the Commons

- [http://commons.gc.cuny.edu/](http://commons.gc.cuny.edu/)
- Register to create an account (use GC email)
- To create Commons Profile: Go to My Profile >> Edit
- To create Wordpress Website: Go to My Sites >> Create a Site
  - Choose Domain and Title for your site
    - Note: You CANNOT change the domain name once it’s created, but you can create as many as you want
  - Chose a template
    - The Academic Portfolio Template Is great for personal websites: [https://academic-portfolio-template-demo.commons.gc.cuny.edu/](https://academic-portfolio-template-demo.commons.gc.cuny.edu/)

- Ex: Adam McMahon [https://adammcmahon.ws.gc.cuny.edu/](https://adammcmahon.ws.gc.cuny.edu/)
Before Getting Started…

Review websites of scholars in your field
- What do you first notice about the site?
- What components does the site include?
- What elements do you like or dislike?
- What do you want your site to include?

● https://paisleycurrah.com/
● http://susanbuckmorss.info/
● https://johnamcmahon.com/
● http://www.patriciastapleton.com/
● https://coreyrobin.com/
Networking
Facebook
Twitter
LinkedIn
Facebook

- Connect with colleagues via Groups
- Stay up-to-date on events
- Like the GC Political Science Program Page: https://www.facebook.com/cunygcpoliticalscience/
- GC Political Science (unofficial) Student Group: https://www.facebook.com/groups/158527520836954/
- Political Scientists Group: https://www.facebook.com/groups/138814119499759/
- PoliSci Deadlines: https://www.facebook.com/groups/186800281354316/
- Of course, Facebook profits by selling our user data.
  - How do we balance staying in the loop with not wanting to feed the beast?
Follow/join in academic conversations: #PoliSciTwitter #AcademicTwitter
Follow @GC_PoliSci for department info, events, news
Build your network: follow @GC_PoliSci faculty, students, alum, and institutional lists:
  - Faculty: https://twitter.com/GC_PoliSci/lists/gc-polisci-faculty
  - Students: https://twitter.com/GC_PoliSci/lists/gc-polisci-students
  - Alum: https://twitter.com/GC_PoliSci/lists/gc-polisci-alum
Twitter more open to trolling, and easy to lose hours scrolling
  - How to balance being engaged without being overwhelmed?
LinkedIn

- Professional Networking and job searching
- Also for sharing your work, connecting with colleagues, particularly those outside academia
- Join the GC Political Science Student–Alum Network: https://www.linkedin.com/groups/8632222/
- See this blog post on the “Do’s and Don’ts of LinkedIn” for more suggestions: https://socialmediums.commons.gc.cuny.edu/dos-and-donts-on-linkedln/
Social Media Strategies

- **DO** choose a professional username and profile picture
- **DO** consider if you want to keep your personal and professional life (digitally) separated
- **DO** post regularly; decide what that means for you—once a day, once a week, whenever you have a new publication, presentation, etc.
- **DO** post the same content across all your platforms
  - Use a social media management tool to post on multiple platforms at once, e.g., Hootsuite for Facebook, Twitter, Instagram
- **DO** keep in mind that future colleagues and search committees will likely review your *current* and *past* content
Social Media Strategies

- DO confirm you have permission to post material that belongs to others (pictures, publications) before posting
- DO consider how much time you want to spend on networking sites, and the costs/benefits of keeping up with all these platforms
- On Twitter: DO use hashtags (#PoliSciTwitter, #Immigration, etc.,) strategically. Tag institutional accounts, professional accounts of co-authors, colleagues, etc. you mention in your post
- On LinkedIn: DO keep your information up-to-date
Tips & Resources
Tips

- Consistency in images and bios
- Link to your website in your social media bio
- Include links to all other sites on each site (e.g. include links on your webpage to profile on Google Scholar, ORCiD, Twitter, etc.)
- Monitor your presence manually, or create a “Google Alert” for yourself
  - [https://www.google.com/alerts](https://www.google.com/alerts)
- Update, update, update! AT LEAST once a year, and/or whenever you have something new to add
Resources


Thank you!

Questions? Comments? Concerns?

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Adapted from the PSMF workshop, Spring 2019