

Being Googleable as an academic: it can be about sharing instead of branding¹

By Henning Hansen and Marie Léger-St-Jean

Over the years, there have been loads of articles on how to “manage your digital identity” or to “brand yourself” to maximize your hireability. It makes it sound like very distasteful work, vain self-promotion geared at making capitalism happy. If you’re a student who’s looking into alt-ac career or an independent researcher, these might not seem pertinent.

But that’s not just what being Googleable is useful for!

It can help people find you and sustain the scholarly friendships ignited by conferences, readings, past collaborations. These human relations are also the stuff research is made of!

There are important cultural differences between the Old Continent and North America regarding the creation of a personal website. (Please, scholars from other areas in the world, do chime in!)

Whereas it’s standard practice in North America to buy up your name’s domain name and set-up a web presence that way, it can be seen as terribly vain in Continental Europe and Scandinavia. We’ll therefore be talking about web presence *sans* personal website.

Here are the elements you’d most likely want people to find somewhere online linked to your name:

- a list of your publications, including also a list of your presentations, blog posts, posters (i.e. the metadata) —whatever you’re producing to share your research;
- if possible, the actual papers —here’s where we get into open access;
- something like a profile: your picture with a description of what you’re interested in, the networks and research groups you’re a part of;
- your contact info —now that they know all the lovely things you do and would like to get in touch!

¹ The first in a series of posts from the blog ‘The view from outside academia’ (<https://outsideacademia.hcommons.org/>)

If you're looking for a job, you might want to include your work experience, perhaps some teaching materials.

You might also want to have your grey matter (works-in-progress, ideas) online rather than just sitting on your desktop.

We've prepared three blog posts to cover how to share your research online while keeping it open access and how to make it easier for people to find you. Below, you'll find a table summarizing the important —and less important— platforms on which to have a presence.

In the coming weeks, the links to our posts will become live.

- If you've already published articles,
 - go over to *What to do with the articles you've already published*;
- If you don't have any articles yet (or share your research in other venues),
 - jump straight ahead to *How can people online keep in touch with the person behind the work*;
- And if you're thinking about publishing articles,
 - make sure to stop by *What to keep in mind when you publish your first or next articles*.

Academic web presence cheat sheet (Up-to-date in September 2019)

	Essential	Useful	Has issues
Websites			
Personal url		if your academic culture is down with it	
Institutional website		if your institution provides you with one	
Project website		if you're working on a big funded project	
Mainstream social networks			
Facebook		to keep in touch and to quickly get replies (some Facebook groups act like listservs)	
Twitter	the easiest way to link your name and your picture to your preferred website		

Linkedin	if you're looking for a job outside the ivory tower	as an online profile if you have little to no publications	
Academic social networks			
Academia.edu		if you're within Social sciences & Humanities (Nature, 2014)	evil 😬
Research Gate		if you're within 'hard' sciences (Nature, 2014)	evil 😬
Humanities Commons			nobody's on it
HASTAC			nobody's on it
Lists of publications			
ORCID	get yourself an ORCID (no pictures though)		
Google Scholar	see your citations all together on your Google Scholar Citations author profile (no blurb though).		
Zotero		super easy if you already use this open-source software to manage your references	
Media-specific repositories for non-textual research output and teaching material			
SlideShare		to make your presentations available online	
Prezi		to make your presentations available online	
GitHub	if you use data or if you code		
YouTube	if you produce videos		
Vimeo	if you produce videos		