

Improving your Online Presence

Reviewing your Online Engagement:

How do you behave online?

Has this influenced your online presence?

Has this narrowed your online presence?

Think about the circumstances under which you look for someone online - *is it to find out about their work, and to decide if you would like to work for them?*

Use these insights in your own profile - are people looking for you and what actions do you want them to take when they do.

Ask colleagues what their approach is and check if you have a presence on the sites they use.



Knowing your own behaviours and the good practice you admire in others will help you start to boost your online profile



Conversations and networks help raise your profile and information you share can allow you to become visible to a broader network of people

The Core Features of Online Spaces:

Conversations



Neighbourhood



Networks



Information



Career Visibility



Before you start developing your presence, think about what value it will add to you and others. Social media helps people engage in conversations and discussions. Your engagement and presence forms part of a "neighbourhood" where it's easier to connect with people, networks, potential employers and collaborators which could all boost your career. Your investment in building a profile will pay off if you start to benefit from the information people share.

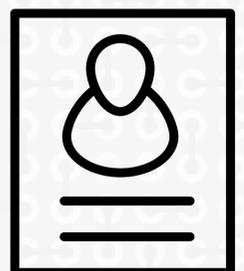
Getting Started

It's simple ... review your current profile

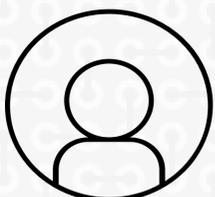


Questions to ask

- #1: What are the top results when you search for yourself online?
- #2: Do you appear in the top results for your research field or profession? (If not, who does and do you feel you have comparable expertise?)
- #3: Is the information about you up to date, positive and consistent?



- Contact old institutions and ask for profiles to be removed or amended with a link to a current profile
- Look for patterns in the search results of other researchers (i.e. if all on Twitter, should you be?)
- Ask for feedback on your profile.
- Decide what kind of online engagement will suit your career or research aims



Actions to take



Improving your Online Presence is part of the 'Pop-Up' training from the IAD. This training was introduced to try to tackle current challenges and uncertainties. If you have any ideas for future topics, get in touch via the webpage: <https://edin.ac/3fLrzc6>

www.ed.ac.uk/iad/researchers @ResearchersAtEd

If you need this in another format please email iad.researchers@ed.ac.uk

