

# What does the internet say about you?

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**[andhs.co/gsu-internet](http://andhs.co/gsu-internet)**

# Plan for today

**Why care about an internet presence?**

**Tell people you exist**

**Show people who you are**

**Show people what you do**

**Why care about  
an internet presence?**

# It's nice to be known

**Reputation is crucial in academia**

**Hiring**

**Promotion**

**Networking**

**Citations**

**Control the  
narrative!**

**Tell people you exist**

# Search engine rankings

**Algorithms determine your rankings in search engines**

**Make profiles on standard websites to borrow those sites' reputations**

# Use other peoples' websites

**Google Scholar**

**ORCID**

**Institutional directory**

**LinkedIn**



# Link your profiles

**List your different profiles on each site to help the algorithm link them together**

**Show people who you are**

# Show people who you are

**Your own website**

**Social media**

# Use your own website

**Have a central place that is all about you and what you do**

**Control the narrative about you**

**Point everything else here**

# How and where?

**A website is (typically) a set of HTML files that lives on a computer somewhere in the world**

**Use someone else's server or your own**

# Site creation + hosting

## Google sites

(free; limited design choices)

## WordPress

(free/paid; more design options)

## Wix

(free/paid; ad-supported)

## Weebly

(free/paid; ad-supported)

## Your institution

(free; unknown process for editing)

## Squarespace

(free/paid; ad-supported)

# More technical + more control

## Netlify

(free; supply your own HTML)

## GitHub Pages

(free; supply your own HTML)

## Self-hosted (like Digital Ocean)

(cheap; total control; more complicated!)

# Domain name

**A domain name is an address  
that points at a server**

**sites.google.com/yourname vs. yourname.com**

**You can point a domain name at  
pretty much any hosting option**

**iwantmyname.com**



# What should be there?

**At minimum**

**About**

**CV**

**Research**

**Teaching**

**Other stuff**

**Blog**

**/uses & /now**

# Social media

**Have a presence on  
social media**

**Twitter, Instagram, TikTok, etc.**

# What should I post?

**Strictly  
professional**

**Only advertise  
your research**

**Personal +  
professional**

**Show the world  
who you are  
(part of that is research)**

# Why?

**Boost your own work**

# Why?

**Build and participate in a community**

**#acwri**

**#poliscicooks**

**#poliscibakes**

**#rstats**

**#EconTwitter**

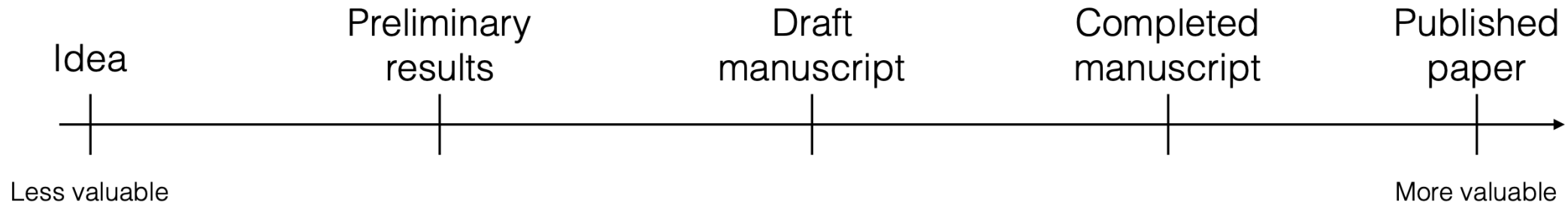
**Show people what you do**

# Show people what you do

**Your in-progress work**

**Your finished work**

# How we normally think of our work and goals

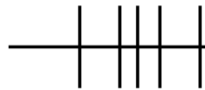




# How we *should* think of our work and goals

Anything still  
on your computer

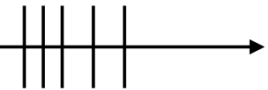
(Data, code, results,  
draft, finished paper)



Less valuable

Anything out  
in the world

(Paper, preprint, product,  
blog post, open source,  
tweet)



More valuable

# Make your work available

**Most journals allow you to  
post preprints online**

**(pre-typeset and pre-edited versions)**

**Consider posting  
working papers too!**

# Where?

~~Academia.edu & ResearchGate~~

Make it as easy as possible  
to access your stuff!

Your own website

Institutional repository

SocArXiv

Dropbox

Google Drive

# Control your internet presence!

**Tell people you exist**

List yourself on existing websites

**Show people who you are**

Make your own website and use social media

**Show people what you do**

Show your in-progress and finished work