

## **Strategies for Developing a Scholarly Web Presence during a Higher Degree & Early Career**

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Whether your future lies in academia, the business world, or other professions, building and maintaining a scholarly and professional profile online can be an important and strategic part of candidature and an early academic career. Increasingly, if a potential collaborator or employer can't Google your name and discover details of research expertise, what you're written and how to contact you, then for many people you don't exist! This session will give an overview of the tools available for building an online presence (blogs, social networks, bespoke profiles such as Academia.edu, citation presences such as Google Scholar) and examine some of the questions it's worth asking before you leap online, including: should I set up a blog? Which FREE tools are best for me to establish an online presence? Who owns my writing or pictures if I post them online? Are Facebook or Twitter useful tools for networking with colleagues and scholars? If so, how do you balance Facebook (and other social networks) as a place for sharing personal information versus a place for building a scholarly profile? What exactly is Twitter, what's a conference 'backchannel', and why do more and more academic conferences have an official "hashtag"?