

# Your business card is the internet

Your digital presence | Twitter + academia | Academic profiles  
Robin Camille Davis (@robincamille)

These slides: [jjay.cc/socialOAR](http://jjay.cc/socialOAR)

#socialOAR  
April 23, 2015

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Business cards are a way to exchange contact info, remember other people, and make an impression.

The internet is your business card: what do people see when they search for you?

# Google yourself

People are already googling *you*. See what they see.

If you're signed into Google, make sure to click the globe icon on the upper right to hide personalized results.

**The ideal is to control everything on the first page of search results for your name.**

Yay Things you created

Yay Things you allowed to be created about you

Nay Things you didn't create or allow

Nay Things not related to you

About 777,000 results (0.56 seconds)

✓ Robin Camille Davis / Blog  
www.robincamille.com/ -  
Jan 16, 2015 - Robin Camille Davis is an Emerging Technologies Librarian in New York City. Her blog covers digital humanities, data curation, digital ...

I created this

✓ About me | Robin Camille Davis / Blog  
www.robincamille.com/about/ -  
Hi! My name is Robin Camille Davis. I care a lot about the future of libraries, the future of the internet, and the future of reading. I am the Emerging Technologies ...

I created this

Images for Robin Camille Davis Report images



Images I uploaded

More images for Robin Camille Davis

✓ Robin Camille Davis (@robincamille) | Twitter  
https://twitter.com/robincamille -  
The latest Tweets from Robin Camille Davis (@robincamille). Emerging Technologies Librarian. Loving books & internet. Learning gamelan & computational ...

I created this

✓ Robin Camille Davis | LinkedIn  
https://www.linkedin.com/in/robincamille  
New York, New York - Emerging Technologies and Distance Services Librarian at John Jay College  
View Robin Camille Davis's professional profile on LinkedIn. LinkedIn is the world's largest business network, helping professionals like Robin Camille Davis ...

I created this

✓ The Setup / Robin Camille Davis  
robin.davis.usasthis.com/ -  
Dec 4, 2012 - I'm Robin Camille Davis (@robincamille), and I am the new Emerging Technologies and Distance Services Librarian at John Jay College of ...

Interview with me that I like

✓ Robin Camille Davis - CUNY Academic Commons  
https://commons.gc.cuny.edu/.../robincamille... - CUNY Academic Commons -  
Master's student in Computational Linguistics at CUNY Graduate Center by night. Profile picture of Robin Camille Davis. active 22 hours, 46 minutes ago.

I created this

✓ Emerging Tech in Libraries -  
https://emerging.commons.gc.cuny.edu/ -  
And if you don't mind spending an extra \$10/yr, it might be worth it to buy an official-looking but unofficial domain name, just in case. by Robin Camille Davis.

I created this

✓ Robin Camille Davis - CUNY Academic Commons  
https://commons.gc.cuny.edu/.../robincamille/bl... CUNY Academic Commons -  
Master's student in Computational Linguistics at CUNY Graduate Center by night. Profile picture of Robin Camille Davis. active 16 hours, 23 minutes ago.

I created this

✓ Robin Camille Davis - Day of DH 2014  
dayofdh2014.matrix.msu.edu/robincamille/author/robincamille/ -  
All posts by Robin Camille Davis: Homeworking - April 9, 2014 Robin Camille Davis  
Leave a comment - homeworking. The end of the day for this digital ...

I created this

# Your turn: count up how many search results for your name are under your control.

# SEO made EZ

**Take control by establishing your digital presence on high-SEO websites**

Twitter

Academia.edu

CUNY Academic Commons

John Jay faculty profile

&c.

# Twitter for academia

Twitter is like all the best parts  
of an academic conference.

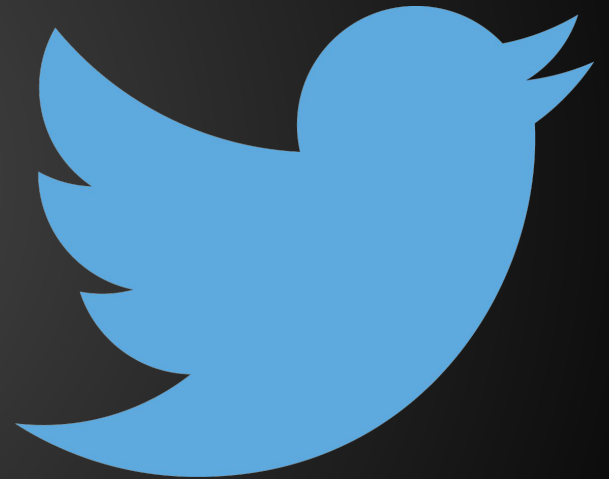
Share your work

Discover & follow others' work

Discuss, ask, joke, comment, wonder

Connect with people

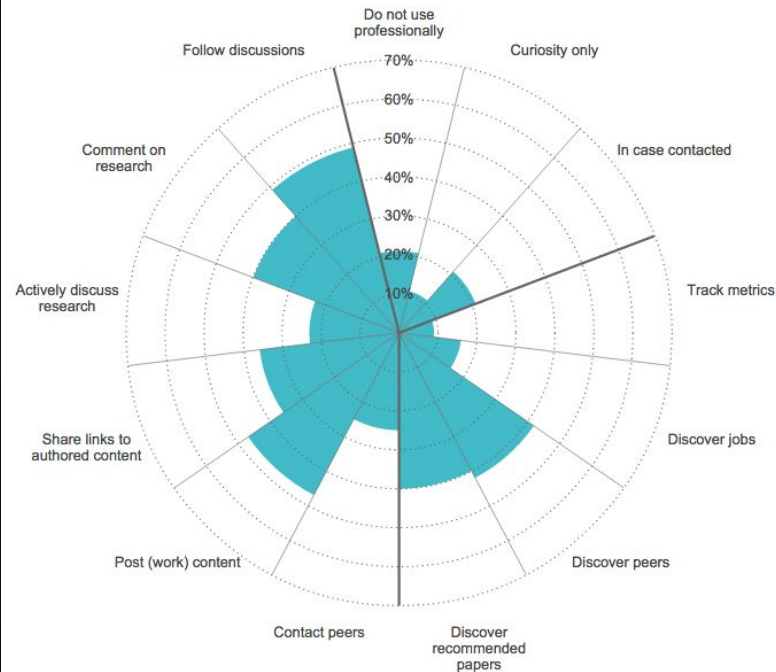
Find commonalities outside of academia



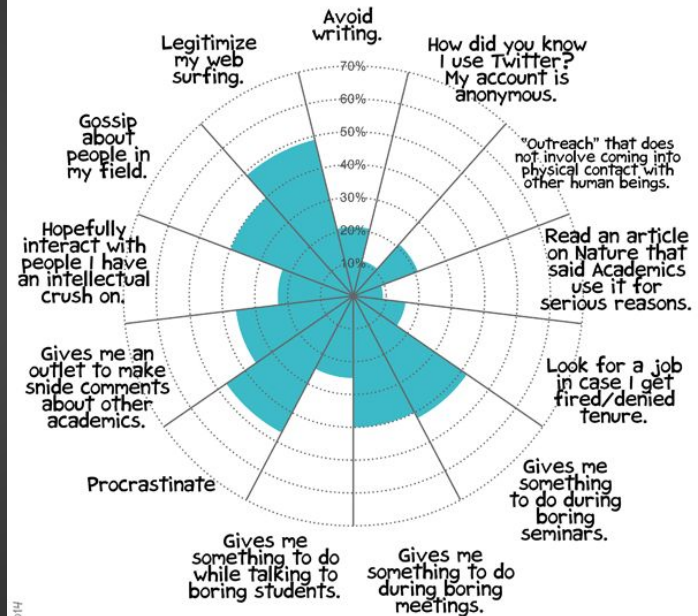
# How academics use Twitter: two views

## Interactive: Why scholars use social media

In *Nature's* survey, a subset of scholars who said they 'regularly visited' social media sites were quizzed in detail about their activities.



## Why Academics REALLY Use Twitter



JORGIE CHALK © 2014

[www.phdcomics.com](http://www.phdcomics.com)

Original graph from: [nature.com/news/online-collaboration-scientists-and-the-social-network-1.15711](http://nature.com/news/online-collaboration-scientists-and-the-social-network-1.15711)



# Explore Twitter

## Academic Twitter starter kit

(a variety of folks I like following)

Conference hashtag example: [#et4online](#)

Topic hashtag example: [#twitterstorians](#)

(Hashtags are like categories you want to put your tweet in. They can align with a designated, well-used hashtag, like at a conference, or they can be humorously applied. #overexplanation)

# Academia.edu

*Like Facebook, but for researchers!*

Follow peers, discover papers, and create an academic profile of your work: publications, talks, and CV. [Great profile example »](#)

# Your John Jay profile

Listed under your [department](#)  
& the “i” icon of a directory search for a name

Log in at [www.jjay.cuny.edu/user/login](http://www.jjay.cuny.edu/user/login)

# To conclude...

Take control of your digital presence.

Establish public professional profiles.

Engage in the social network: share work, have discussions, discover new things, & connect.

# Qs?

Find me at [@robincamille](https://twitter.com/robincamille)

Robin Camille Davis

Emerging Technologies & Distance Services Librarian

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