Establishing an Academic Digital Identity: Wordpress 1

GC Digital Fellows
Search your own name - what comes up?
Why would you want an Academic Digital Identity?
Why would you want an Academic Digital Identity?

- Control of your online presence: make a Google search point to you and your accomplishments, not an outdated department profile, a bad review on RateMyProfessors.com or a “digital doppelganger”
- Enhanced visibility: broader social impact of your research, opportunities to network and collaborate, interviews in media, more citations!
- & more!
What platforms?

- CUNY Academic Commons
- Department websites
- Personal website
- Academia.edu
- Google Scholar
- ResearchGate
- Twitter
- LinkedIn
- CUNY Academic Works
CUNY Academic Works

- [http://academicworks.cuny.edu/](http://academicworks.cuny.edu/)
- A service of the CUNY Libraries dedicated to collecting and providing access to the research, scholarship and creative work of the City University of New York. In service to CUNY’s mission as a public university, content in Academic Works is freely available to all.
- Provides for the preservation and dissemination of a full range of scholarship, articles and conference presentations; educational materials; theses, dissertations, and prize papers; scholarly journals published by or associated with the University; digitized archival documents from CUNY’s libraries and special collections.
CUNY Academic Works

- http://academicworks.cuny.edu/
- More discoverable by search engines such as Google, Google Scholar, and Bing
- Hosted on a secure server and given a persistent URL to ensure long-term access
- Freely accessible to the public, including researchers around the world who may have limited access to scholarly works
Personal Websites

- Create a site - CUNY Academic Commons, Wordpress.com, OpenCUNY.org...
- Create appropriate sections - About Me, CV, Publications, Courses, Blog, Contact
- Optional - buy a domain name e.g. jessienyc.com, susanbuckmorss.info, and point it to your website (via namecheap.com, hostgator.com, etc. ~$15/yr)
- Link to other social media sites to make your presence stronger
- Update! Blog, CV, Bio, etc.
Examples of successful online identities in your field?

- [http://keithmiyake.info/](http://keithmiyake.info/) - PhD Candidate, Geography, GC CUNY
- [http://www.wenliu.info/](http://www.wenliu.info/) - PhD Candidate, Psychology, GC CUNY
- [http://www.janewardphd.com/](http://www.janewardphd.com/) - Assoc, Prof, Gender & Sexuality, UCR
- [http://mkgold.net/](http://mkgold.net/) - Assoc. Prof, English & Digital Humanities, GC CUNY
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CUNY Academic Commons

- [http://commons.gc.cuny.edu/](http://commons.gc.cuny.edu/)
- Online social network for CUNY faculty, students and staff
- Can host personal website
- Facilitate collaboration through groups
- Host conference websites, department websites, and more
CUNY Academic Commons

- http://commons.gc.cuny.edu/

- Getting Started:
  - Register
  - Log in
  - Sites -> Create a Site
  - Choose Domain and Title
  - Dashboard - control center for managing your site
CUNY Academic Commons

- Digital CV vs. Blog
- Adding Media
- Customizing the Appearance
Please give us feedback!

http://tinyurl.com/gcdfworkshop