

Science Communication Academy: Online Presence Activity Sheet

Objectives: Discovering what your online presence is, who is looking at it, and how to leverage it without it consuming your life.

Online Presence: Your online presence is what shows up when someone looks you up online. Once something is online, it could be there forever. This may be the first (and often only) impression people have of you. You either let it passively exist or actively manage it.

First, just do a regular search of your name (if you can't find anything, add things from your resume that could help determine who you are, such as school, research topic, etc.)

- What comes up when you Google yourself?
- What mix of personal and professional shows up?
- Do you like what you see? Did you find something you did not expect to find?
- Can you utilize your research to contribute to it or manage it?
- If you could wave a magic wand, what would you want people to find when they search for you?

Who's looking at you? Employers, colleagues, students/advises (if you are in academia), basically anyone who may be interested in working with you.

- Have you been in a situation where it's evident the person you're speaking with has looked at your online presence? Did this work for you or against you? How so?

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You vs. Your Professional Identity: Think of your professional identity as your superhero persona. It's still you, but in a professional setting. What do you want to be known for? Your work/research interests, but this can also be what kind of person you want to be in your work. Figure out that goal, then live it out.

- What do you want to be known for?
- Are you taking steps to ensure this can be seen online?
- What's your next step?

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Maintaining an Online Presence without it Consuming Your Life:

- **Be Deliberate**
 - Be careful about what you put out there (Don't overshare)
 - Be careful what account you follow
- **Be Consistent**
 - It helps if you think of it as building community instead of building a following
 - Concentrate on the sites that add the most value to you here (As opposed to halfway engaging in a bunch, fully engage in a couple)
 - And know when it's time to unplug
- **Be Sincere**
 - If you care about something, show why you care
 - This is your best chance to humanize your research
- **Remember Who You Are**
 - You are a whole person
 - Social media is just social media
 - You are allowed to be imperfect