

# Creating an internet presence as a PhD student

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

# 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 important in academia**

**Hiring**

**Promotion**

**Networking**

**Citations**

**Control the narrative  
about yourself!**

# It's nice to have friends

**Research is lonely and full of failure**

**Grants**

**Journal articles**

**Disappointing results**

**No/slow feedback**

**Luck**

**Work in public and build a community**

**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)

## GSU

(free; unknown process for editing)

## Quarto + GitHub or Netlify

(free)

# 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

**Consider having a  
presence on social media**

**Bluesky, LinkedIn, Threads, 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?

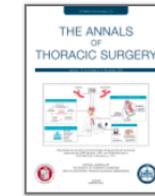
## Boost your own work



The Annals of Thoracic Surgery

Available online 3 June 2020

In Press, Corrected Proof 



Original article

## Does Tweeting Improve Citations? One-Year Results from the TSSMN Prospective Randomized Trial

Presented at the Fifty-sixth Annual Meeting of The Society of Thoracic Surgeons, New Orleans, LA, Jan 25-28, 2020.

Jessica G.Y. Luc MD <sup>a</sup>, Michael A. Archer MD <sup>b</sup>, Rakesh C. Arora MD, PhD <sup>c</sup>, Edward M. Bender MD <sup>d</sup>, Arie Blitz MD, MBA <sup>e</sup>, David T. Cooke MD <sup>f</sup>, Tamara Ni Hlci MB, BCh, BAO, MCh, MRCS <sup>g</sup>, Biniam Kidane MD, MSc <sup>h</sup>, Maral Ouzounian MD, PhD <sup>i</sup>, Thomas K. Varghese Jr. MD, MS <sup>j</sup>, Mara B. Antonoff

# Why?

**Build and participate in a community**

**#acwri**

**#AcademicSky**

**#rstats**

**#dataSkyence**

**#StatSky**

**#econsky**

**#PAsky**

**#nonprofitsky**

**#pacooks**

**#poliscicooks**

**#poliscibakes**

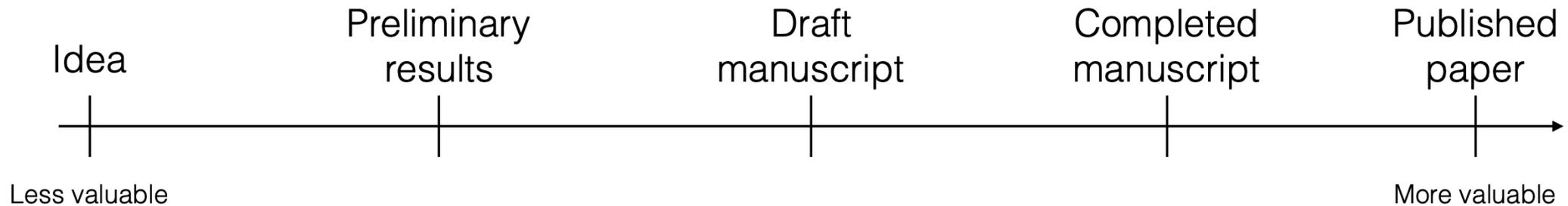
**Show people what you do**

# Show people what you do

**Your in-progress work**

**Your finished work**

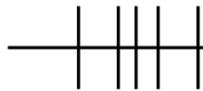
# How we normally think of our work and goals



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

Anything still  
on your computer

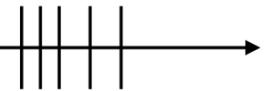
(Data, code, results,  
draft, finished paper)



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**

# Radical transparency and public work

**Go beyond just posting your research!**

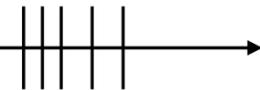
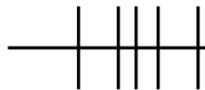
**Work in public**

Anything still  
on your computer

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

Anything out  
in the world

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



Less valuable

More valuable

# (Easy-ish) ways to work in public

**Play with (and blog about) data**

Example Example

**Play with (and blog about) methods**

Example Example Example

**Teach concepts (to yourself, mostly!)**

Example Example Example

# Consequences of working in public

**Get quick feedback  
(and corrections) from smarter people**

**Find coauthors and publishing opportunities**

**Create a reference for yourself**

**Build your reputation as an expert**

# 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