NCF Student Webinar: Building a Strong Online Profile
Date: April 30, 2020

In this webinar, Jacqui Frost (University of Minnesota), Joel Thiessen (Ambrose University) and Ryan T. Cragun (The University of Tampa) shared their experiences with building a strong online presence to an audience of Nonreligion in a Complex Future (NCF) student caucus members. The purpose of this webinar was to help graduate students develop their own academic profiles online. Below are some points that the students took away from each presentation:

Jacqui Frost

- Online networking is supplemental to in-person networking.
- An online presence is especially important for qualitative researchers because interviewees may Google your name before an interview.
- Do not wait for a long CV to start a personal website. Create a website once you are ready to start talking about your research.
- A personal website should be well organized with different pages for different functions e.g. for research activities, publications, presentations, etc.
- Avoid spending hours on the 'perfect academic tweet,' as this time is better devoted to other activities like research and writing.

Joel Thiessen

- A personal website should have content geared towards an academic audience but should not be cluttered or text-heavy.
- Your CV should be accessible through your website (e.g. as a downloadable pdf document).
- Include your website in your email signature and presentation title slides.
- Tweet more. The more tweets someone has, the more followers they have. The best times to tweet are 7-8 AM, 12-1 PM, and 4-9 PM.
- Tag other academics in tweets. For instance, tweet a picture of a book you're reading and tag the author in the post.
- Write blog posts. Although peer-reviewed publications are the ultimate legitimator for academics, blog posts can help promote your research and publications.

Ryan T. Cragun

- Your personal website should have a professional photo, the name you publish under, an accessible CV and peer-reviewed articles.
- Google Scholar indexes are important because they demonstrate to colleagues that your research is being used.
- Use ResearchGate to upload your own articles and receive alerts for when someone publishes on your research interests.
- Use Publons to showcase verified reviews of publications. Junior scholars are not expected to have a lot of reviews, but it is a good way to help build credibility.
- Use SocArXiv to get your ideas out under your name and share working papers before they are published.
- Use The Conversation to share your research beyond academic blogs, as it is often picked up by mainstream media.