

BUILDING A DIGITAL IDENTITY

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WHAT ARE YOUR DIGITAL-IDENTITY GOALS?

Do you want (check all that apply):

- ☐ Control over your Google results
- ☐ Publicity for your work
- ☐ A conduit to/from colleagues/students (which colleagues?)
- ☐ A conduit to/from activism
- ☐ An in/outbound stream of new research/business ideas

WHO DO YOU WANT TO BE ONLINE?

In 5 years, someone will Google you. Write 3-4 bullet points you want that person to find out about you.

Are your items:

- Professional?
- Personal?

Who is the audience for this version of you?

WHO ARE YOU NOW? (AT LEAST ONLINE)

Open a private browser window. Google yourself and write a 2-3 sentence biography.

COMPARE WHO YOU ARE TO WHO YOU WANT TO BE

Where are the gaps?

Where are the overlaps?

Do these gaps and overlaps fit into particular audience spaces?

- Did you identify these audiences in your ideal bio?

DRAWING ON YOU FOR YOUR DIGITAL IDENTITY

Who *you* are is different than who the person next to you is. How will you handle your own and support others' issues of:

- Gender
- Race & ethnicity
- Religion
- Political affiliation

Who *you* are, at least in immediately visible in-person terms, can be bounded at your discretion online, for your safety or to support others

- A case study on switching profile photos: <http://www.xojane.com/issues/why-im-masquerading-as-a-bearded-white-hipster-guy-on-twitter>
- A case study on appropriating symbols of hate: https://www.nytimes.com/2016/05/29/opinion/sunday/the-nazi-tweets-of-trump-god-emperor.html?_r=0 for background <http://www.nydailynews.com/news/national/echoes-means-twitter-article-1.2667546> for the appropriation

WHAT ARE THE RAMIFICATIONS OF YOUR ONLINE IDENTITY?

A professional digital identity does not preclude, and may even require, personal information. Are you:

- An academic all the time?
- A professional all the time?
- A “personality” all the time?

Where do your preferences about boundaries between personal and professional come from?

- Are these preferences working for you?
- Will these preferences serve your personal and professional goals well?

How will people use your digital identity? Which of your identities will they use?

“I've been on **grant committees** where the computer-generated CVs are completely garbled and all the assessors go online to look at the candidates' home pages. Also, when as grad chair I'm trying to justify who to have as an **external on a dissertation**, I love a good ready-made blurb. Also, for **tenure reviewers**. Also, to convince organizers **who to invite to give talks**. Also, you would be surprised how often people **grab my bio from the internet** and use it when they introduce me for things.”

**Where will your information
live and will you control it?**

INTEGRATING YOUR DIGITAL IDENTITY INTO YOUR DIGITAL COMMUNITY

Your digital identity doesn't exist in a void.

- Who are your communities?
- How will you use your digital identity to benefit your communities and the individual members of your communities?

Who can see the components of your digital identity that aren't part of your community?

- How will you use your digital identity to benefit “outside” audiences?
- How might your digital identity be used more broadly?

OUTSIDE OF SOCIAL MEDIA: HOW MUCH TIME? IN WHAT WAYS?

Write a list of things you like to do online in your personal time. For instance:

- Do you like writing long-form prose that isn't traditional research?
- Do you like reading short snippets of other people's thoughts on current events?
- Does interacting with people online relax you or stress you out?
- What level of comfort do you have with for-profit companies being the foundation for your digital platform(s)?

Play to your strengths

- If you like social media and hate writing blog posts....?
- If you hate social media and like writing long-form non-research prose....?

PRACTICALLY SPEAKING, HOW CAN YOU BUILD AND MAINTAIN A DIGITAL ID?

Your own web site

- What will you put on it? How will these things benefit your audience? How often will you update these things? How long will that take? How will you build an audience?

Blogs

- Will you blog at all? On your own site? On other people's sites?

Social media

- Will you use **personal** social media (Twitter, Facebook, Instagram, Tumblr)? Will you compartmentalize your social media? How will you create a dialogue with other social media users that benefits you and them?
- Will you use **professional** social media (Linked In, Academia.edu)?

Professional societies

- Will your professional society memberships become part of your digital identity? What is their digital profile like?

Outside media

- Will you write op-eds? Other non-research publications? How will the issues you can address benefit these publications' audiences and does your digital identity support that?



REVISIT YOUR DIGITAL IDENTITY GOALS

What would you add?

What would you take out?

How do your new goals compare to your Google biography?

How will you write something compelling and braggy without hating yourself later

RESOURCES FOR SHAPING YOUR DIGITAL IDENTITY

The basics of crafting a digital identity: <https://blog.learningbird.com/crafting-your-digital-identity-the-basics/>

Jeff McClurken's online digital identity workshop:
<https://docs.google.com/document/d/1vzP2Q-BclVINLVFpTxfuKeC17Cjt6R8V2b0vpCzID8/edit#heading=h.lkxnq6yppprj>

Get Google Alerts about your name:
<https://www.google.com/alerts?displaytype=1&authuser=0>

How to write an "I'm brilliant" bio without bragging:
<http://www.informedopinions.org/how-to-get-others-to-recognize-your-brilliance-without-bragging/>

Taking your Facebook results out of Google:
<https://www.facebook.com/help/392235220834308>