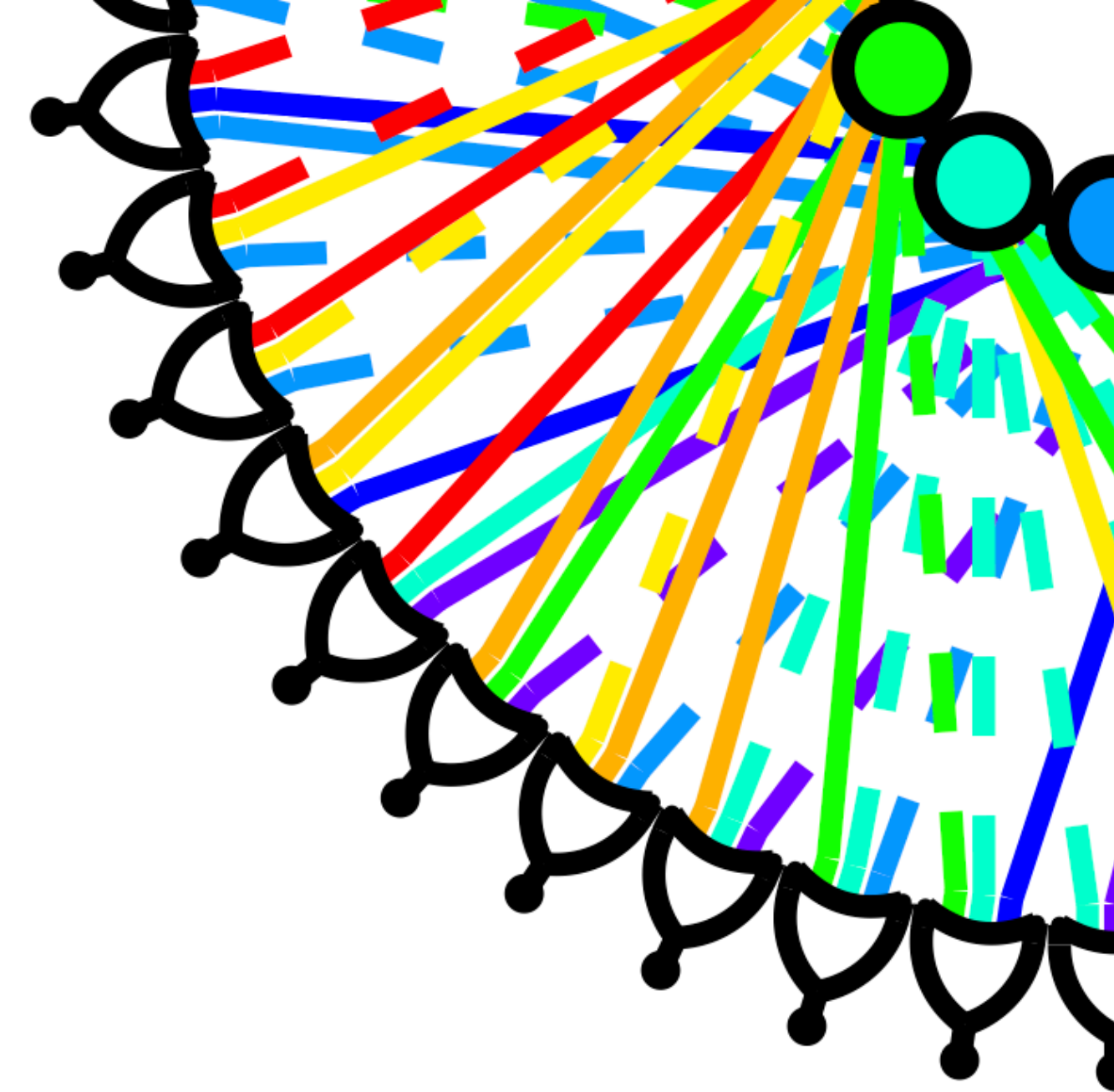
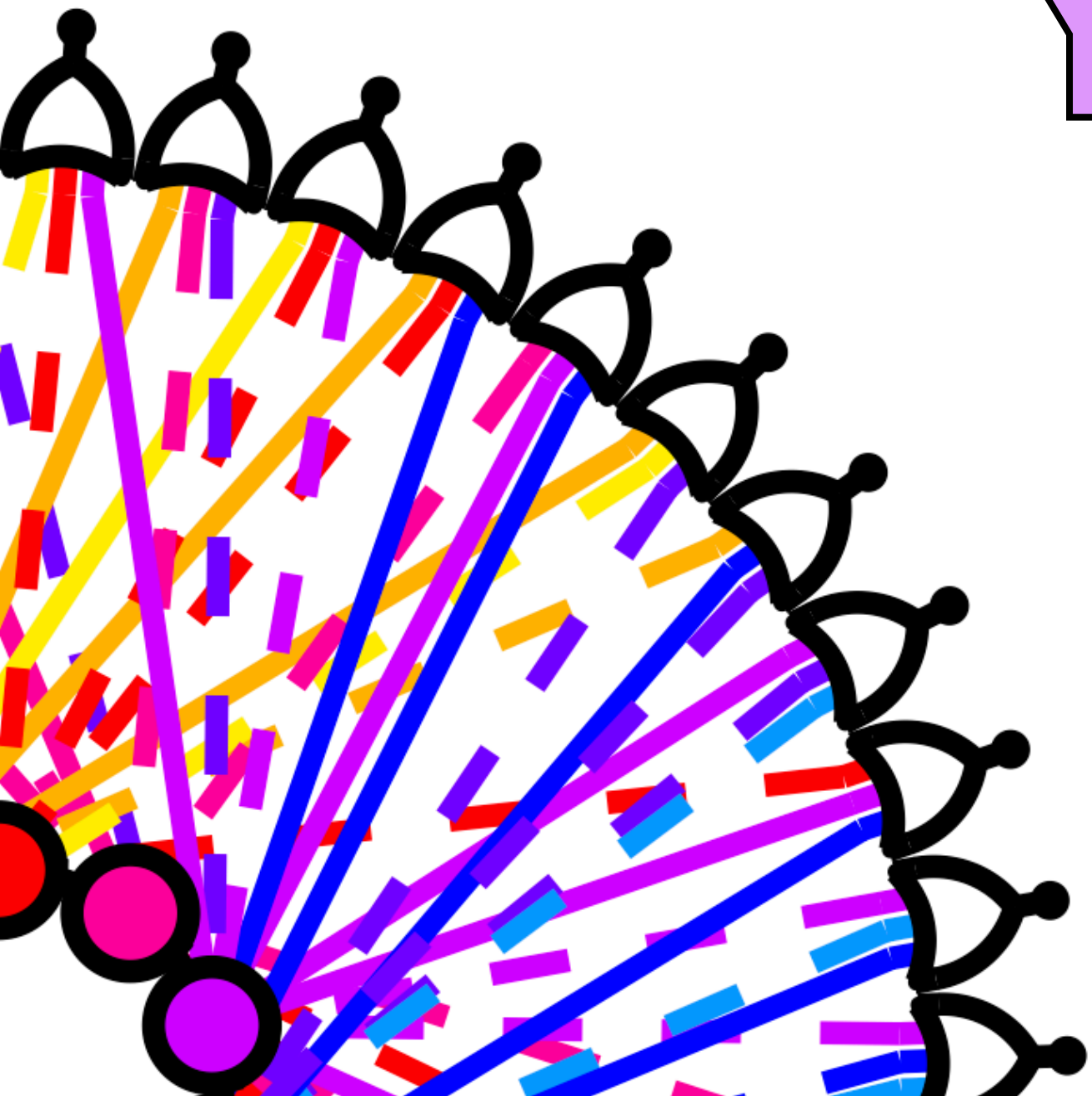


# Strengthening

# Your Online Presence

Sean R.B. Bearden, Ph.D.

UC San Diego





# Overview

- Goals
- Online Platforms
- Content
- Features on Others' Platforms





# Strengthening Online Presence, Not Going Viral!





**Luck Is What Happens When  
Preparation Meets Opportunity**



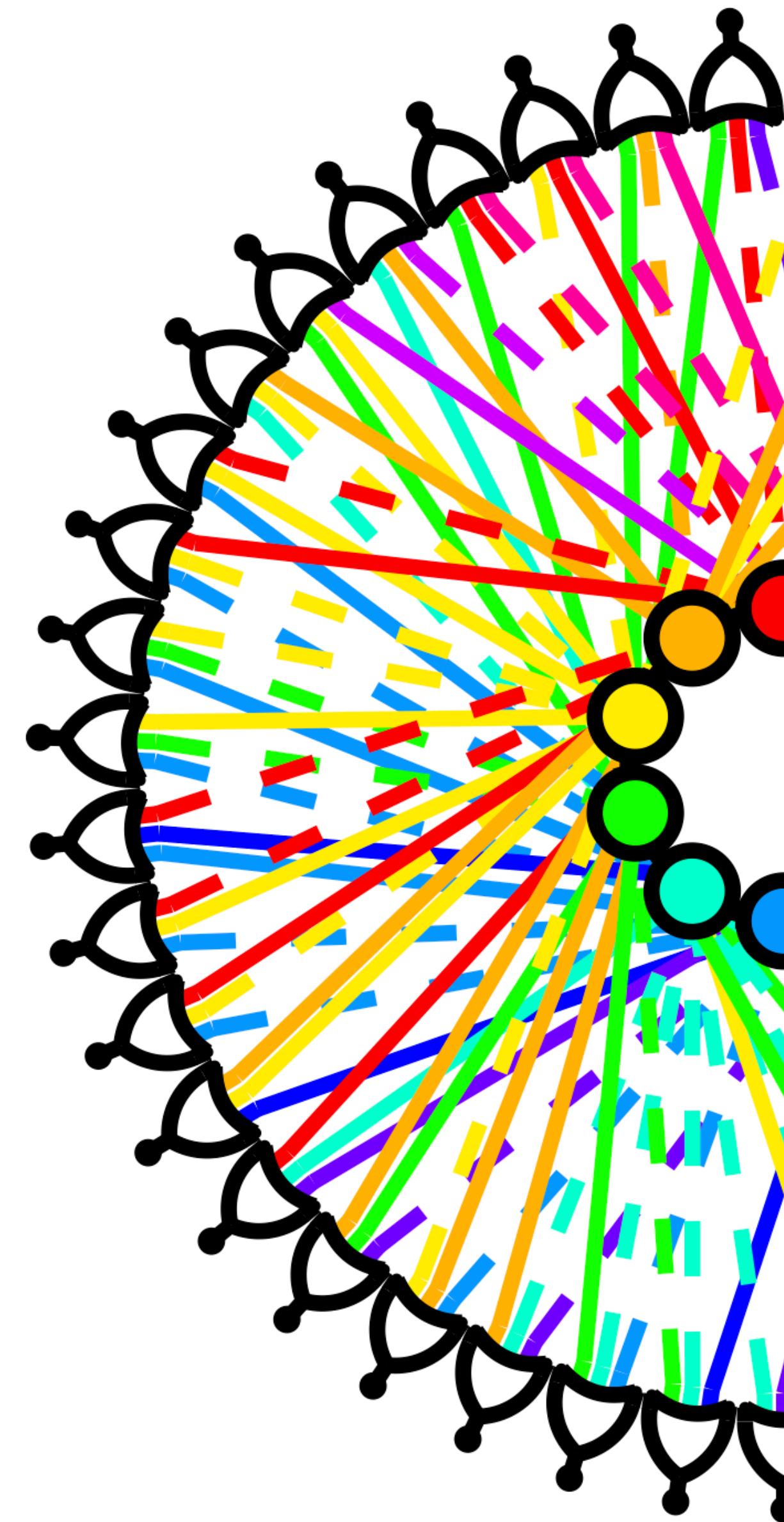


**What Are Your Goals?**



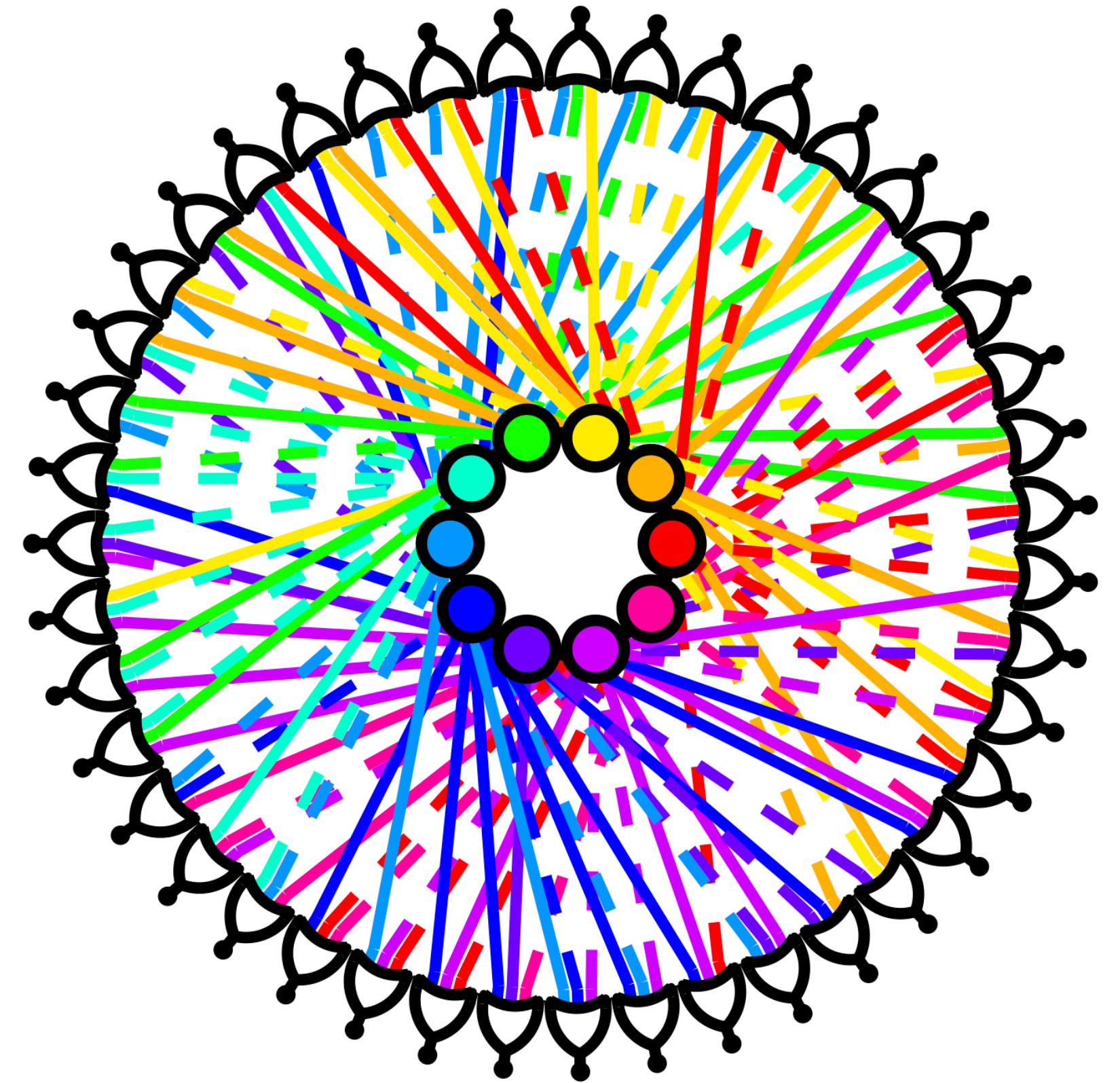
# Goals

- Continue on in **Academia**
- Go into **Industry**
- Transition to a **New Field**



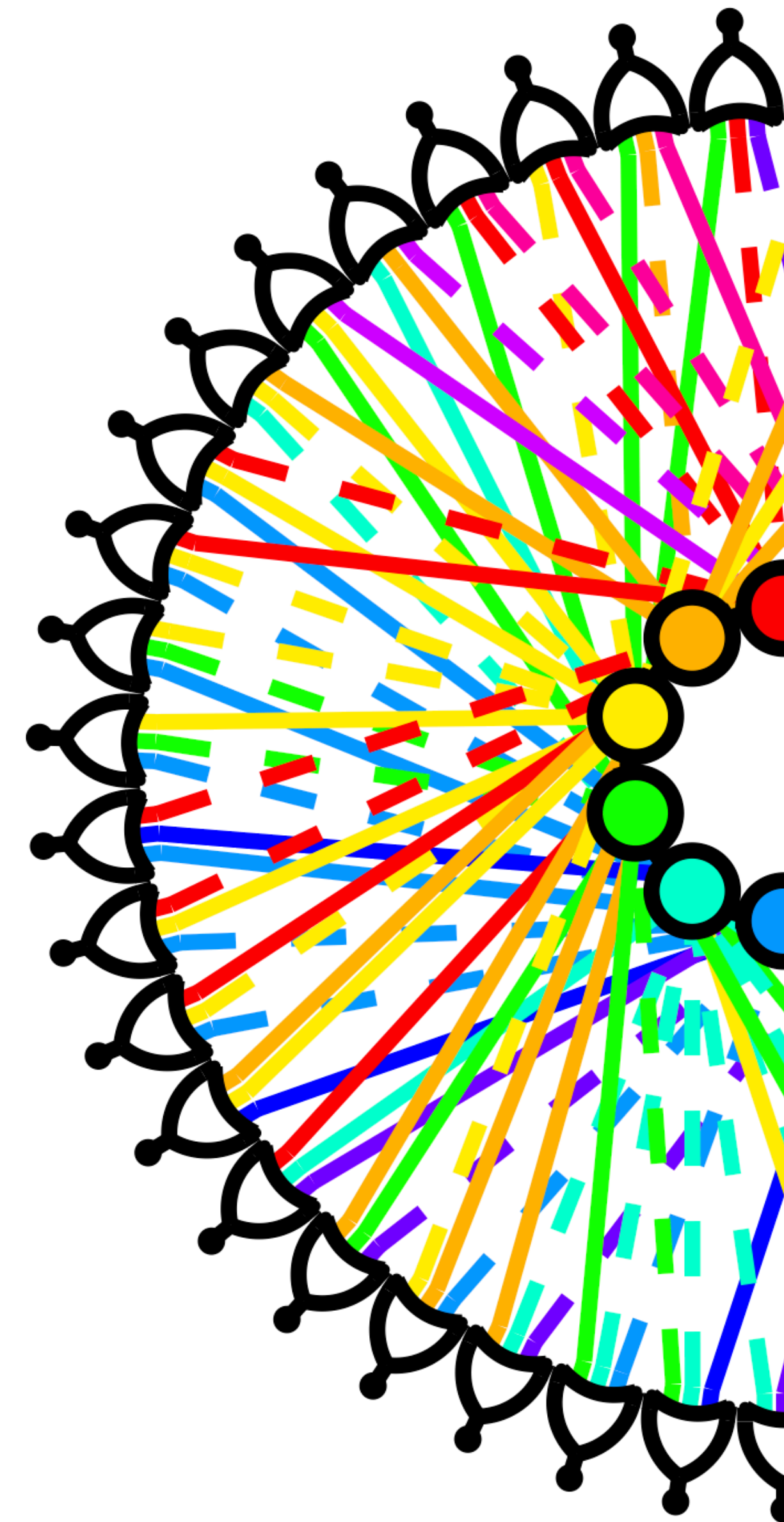
# Showcase Personality

- Show Yourself in **Action**
- Show Non-Academic **Activities**



# Showoff Skills

- Your CV Highlights Accomplishments, Not Necessarily **Skills**
- Show How You Approach A **Project**





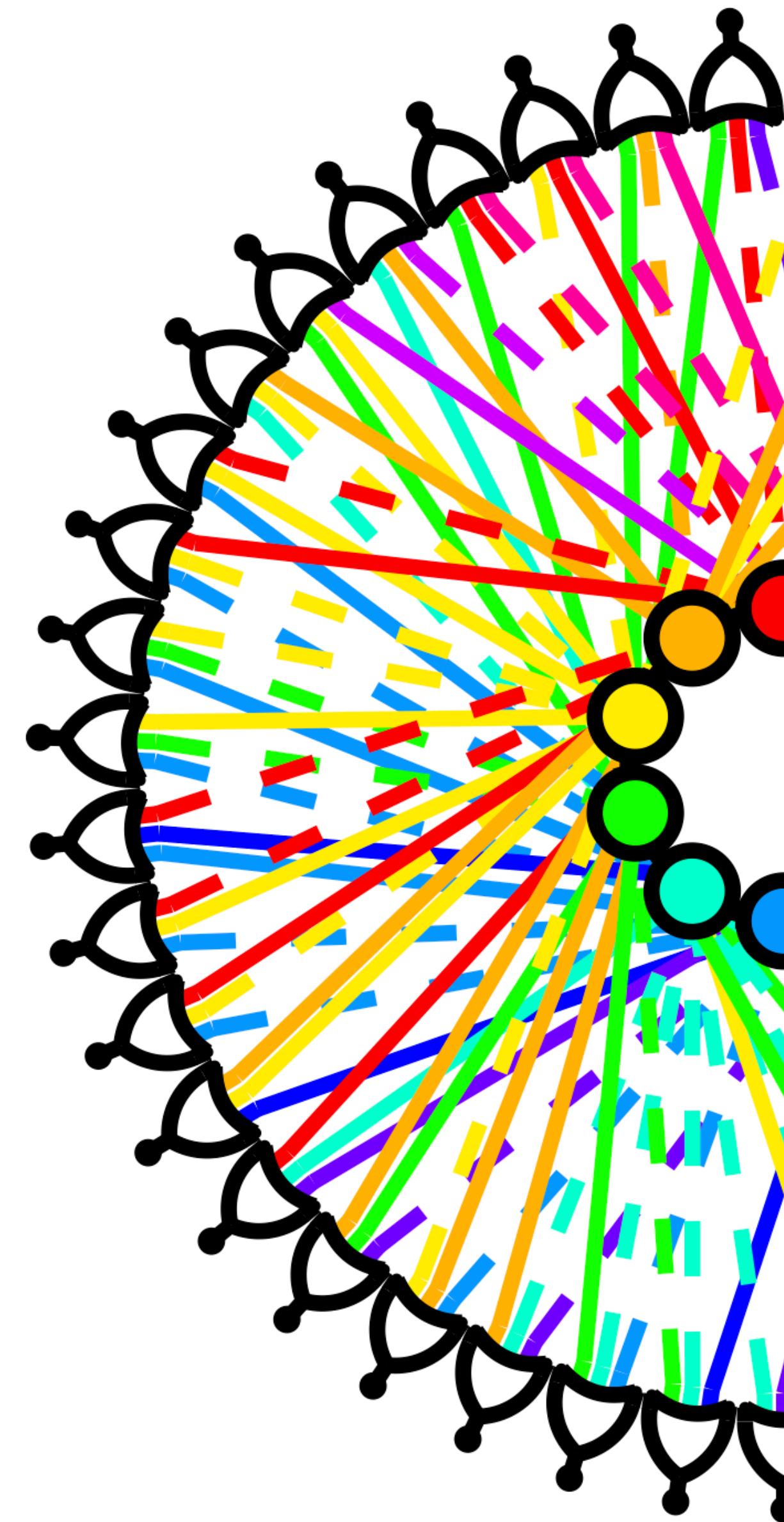


**Which Online Platforms?**



# Professional Platforms

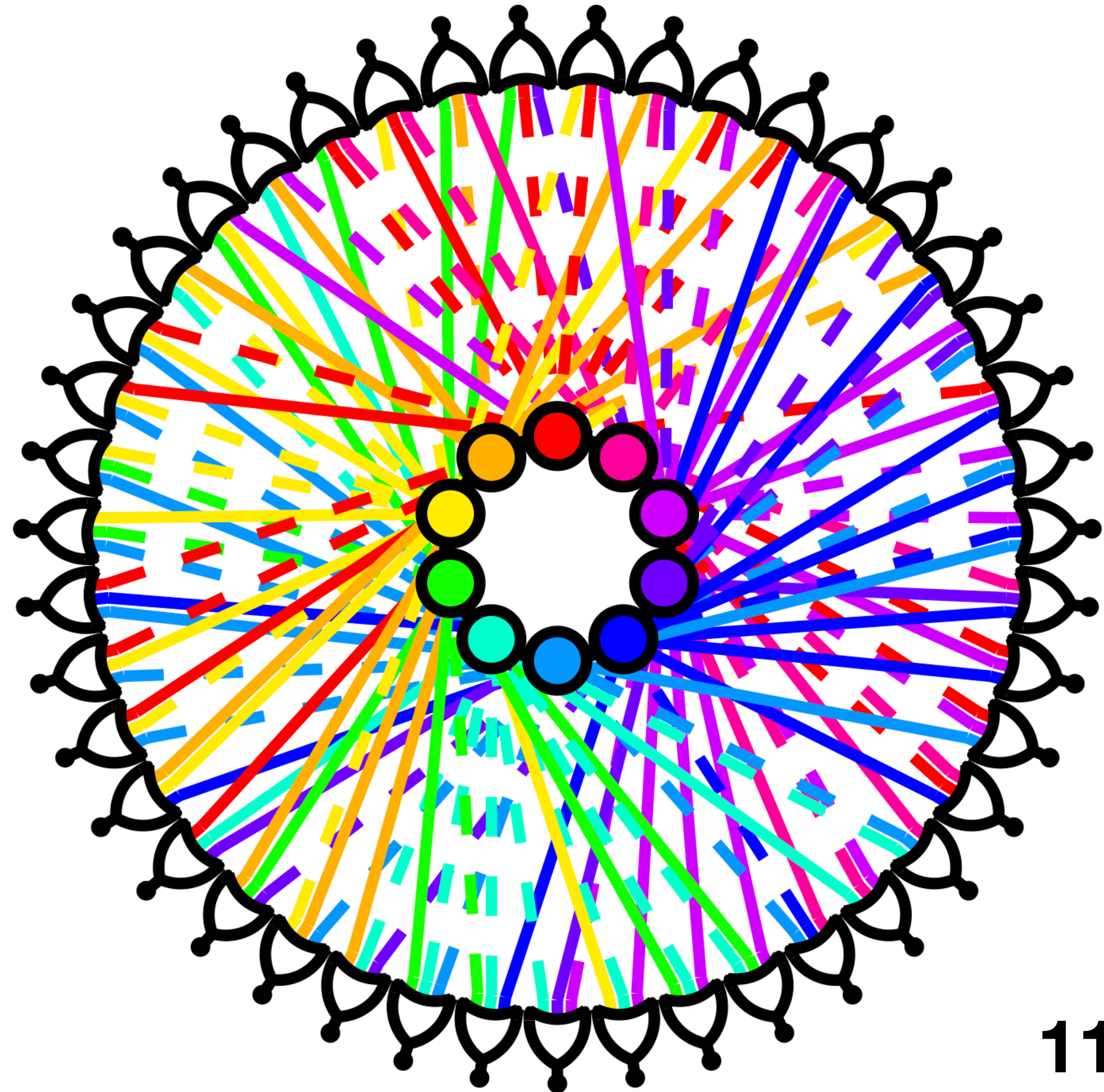
- LinkedIn:** Probably Best for Industry
- ResearchGate:** Academia Focused
- GitHub:** Works for Both





# Social Media

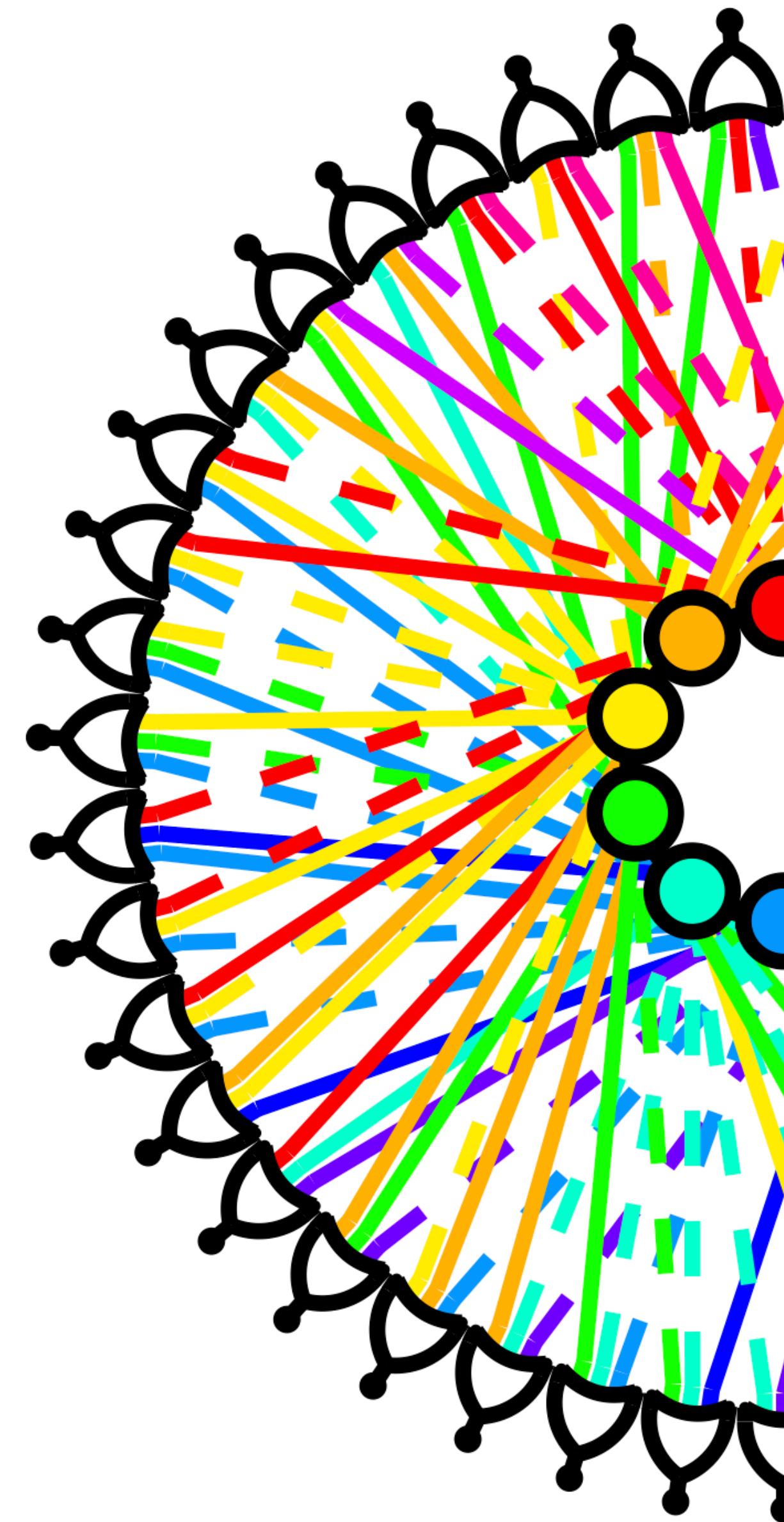
- Twitter:** Many Communities Share Ideas Via Tweets
- YouTuber:** Perfect Place to Host Presentations and Projects





# Personal Website

- Gives You The Most **Freedom**
- Easy** to Direct People to It
- Metrics**: Clickthrough, Location Data, and More





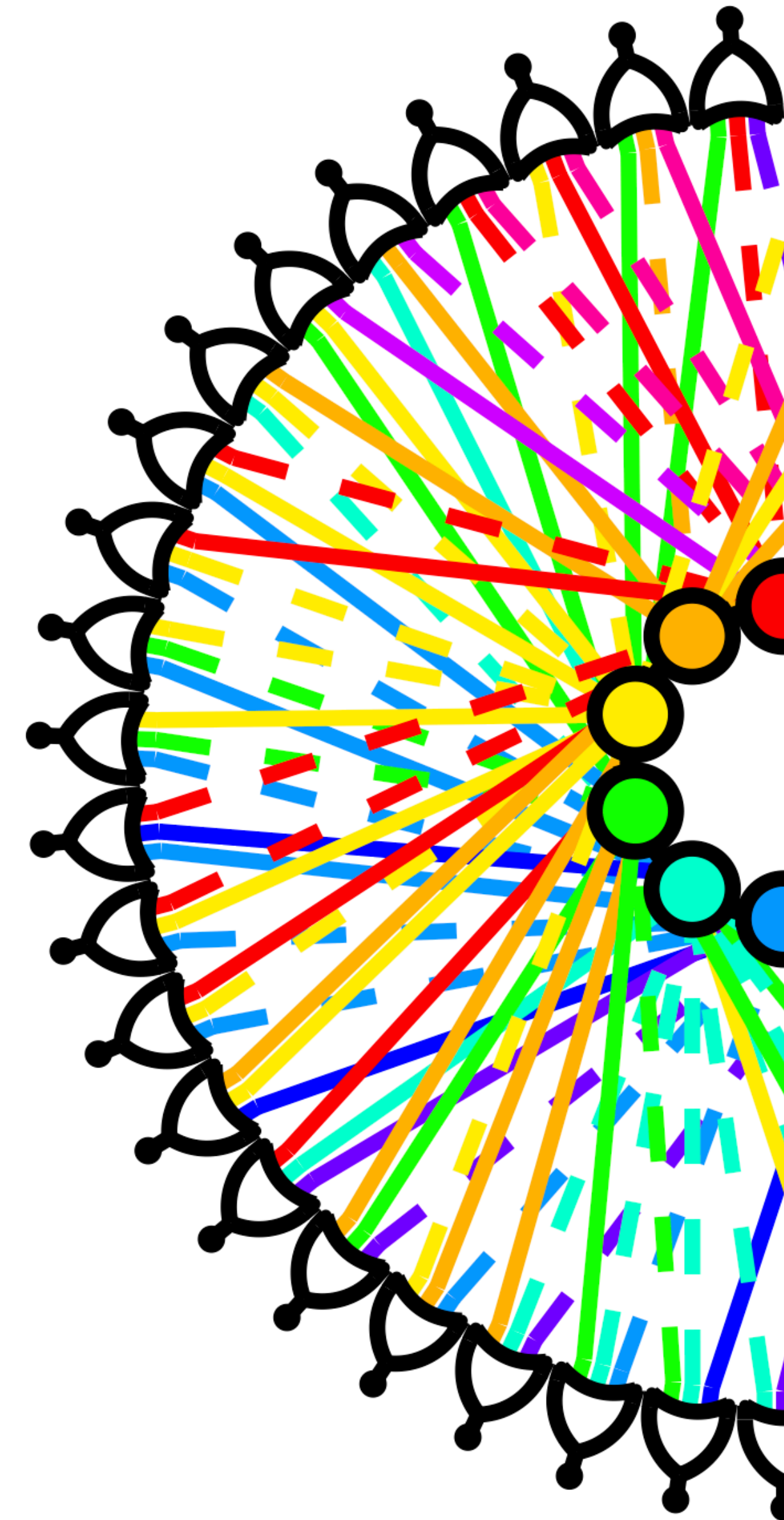


**Content?**



# Content

- Academic Stuff: Papers and Presentations
- Projects: Personal and Academic
- Past Experiences
- Professional Development
- Pictures!





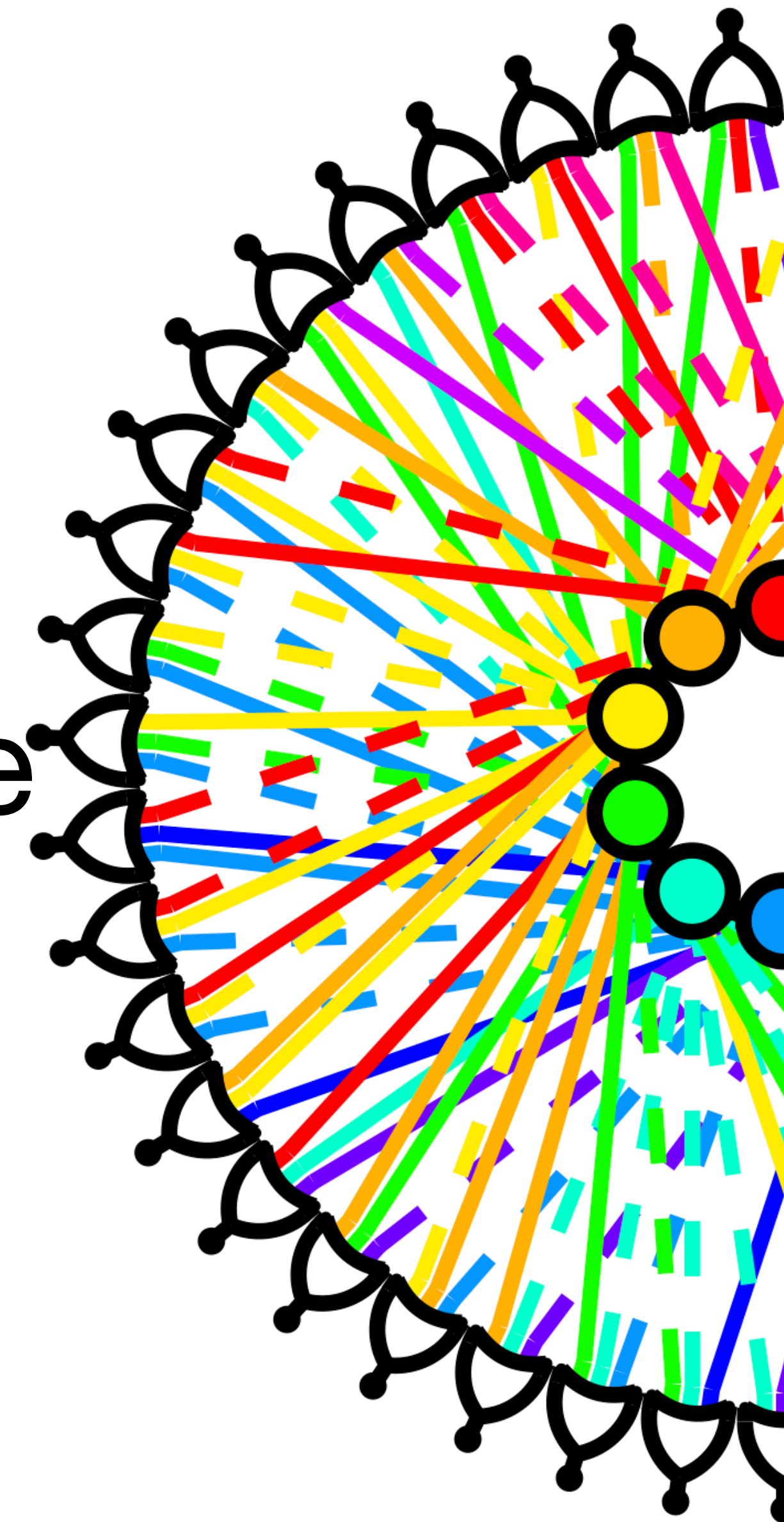


# How to Get Featured?



# Getting Featured

- Pursue Opportunities** to Promote Yourself (Not Always Obvious!)
- Attend Events:** Someone Will Take Pictures and Possibly Feature You!
- Make It Easy** for People To Feature You

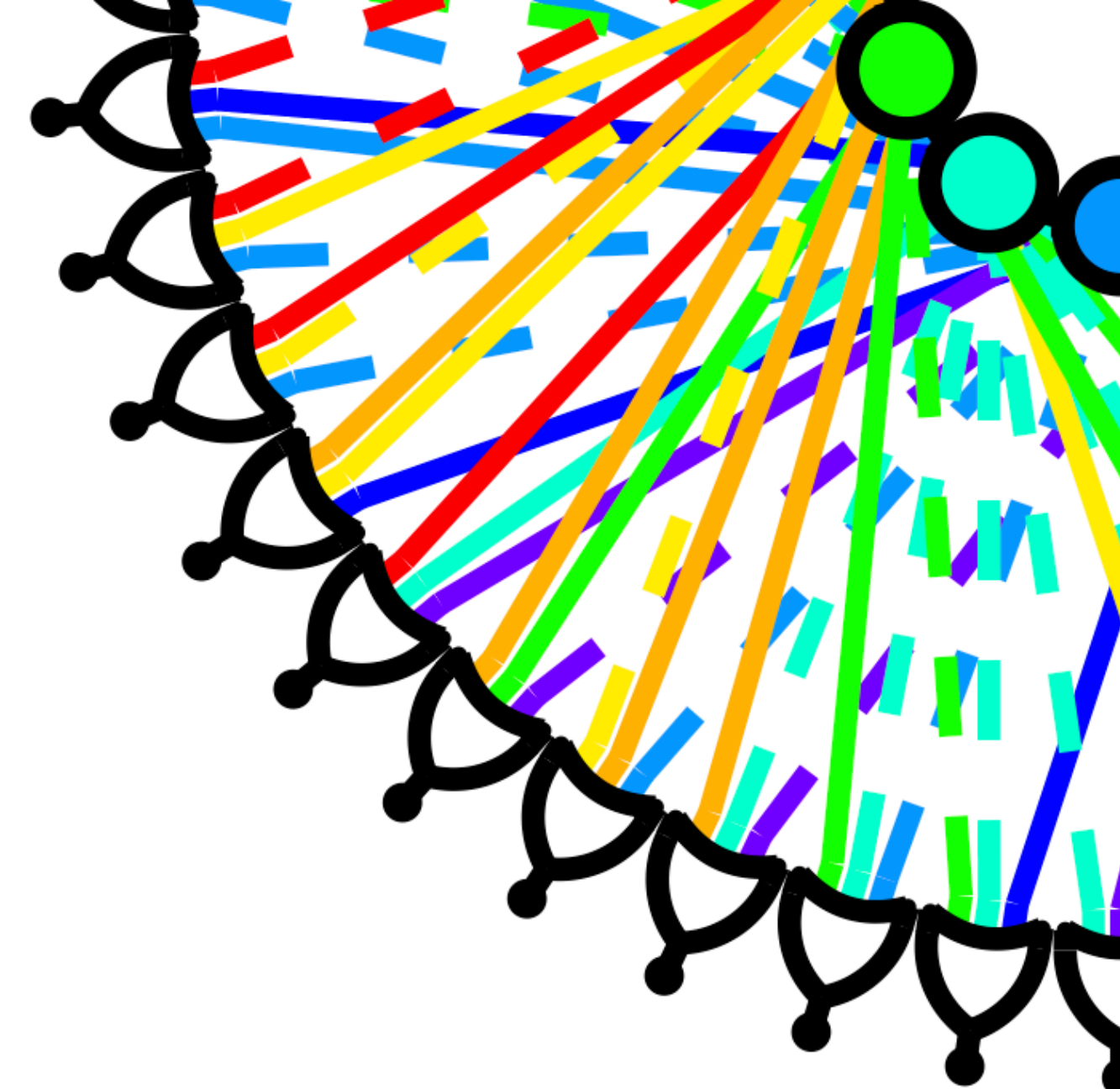






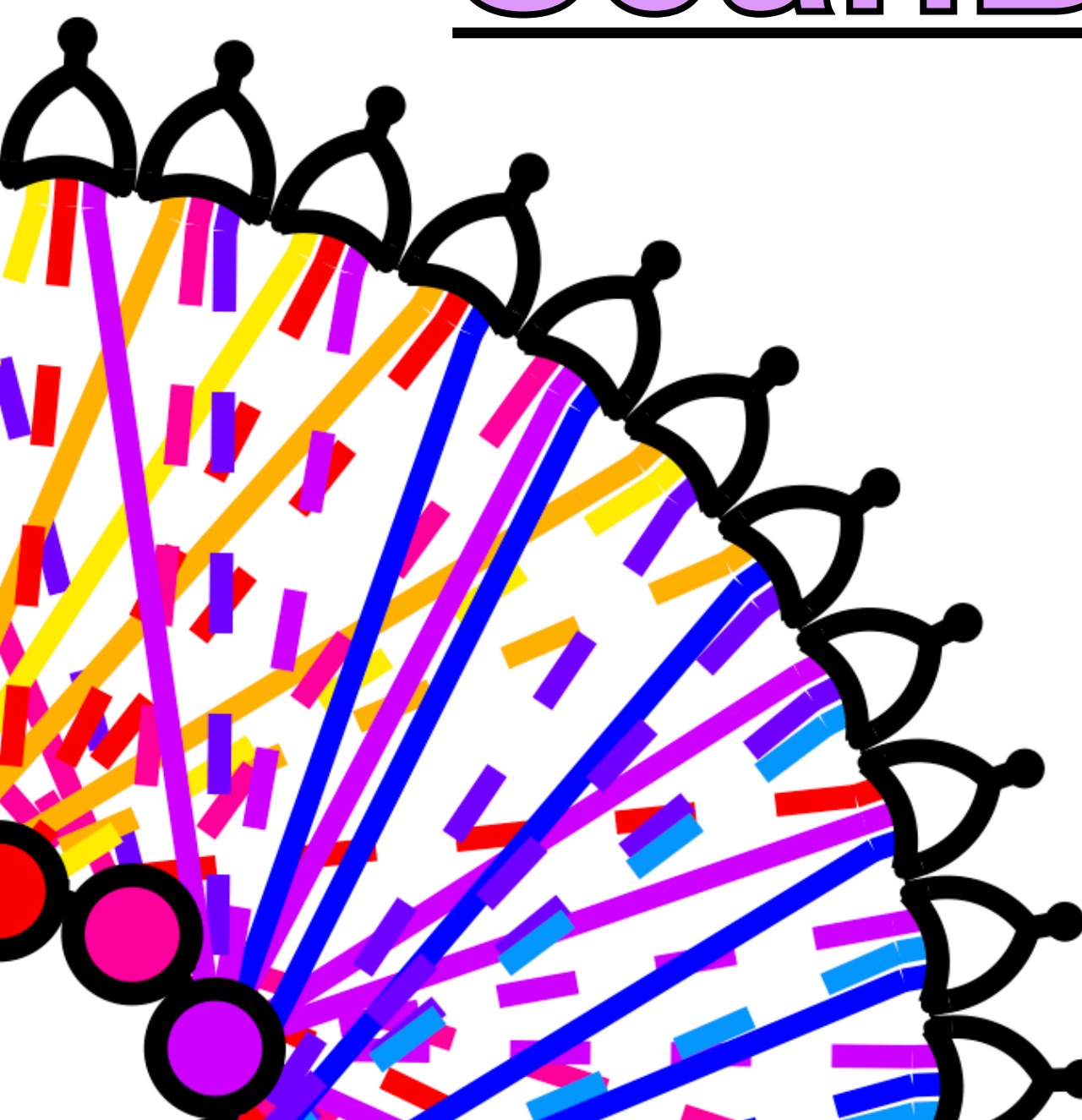
**Thank You**





Email Me:

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# Questions From Audience