Supercharge Your Online Professional Presence -- Academics and Researchers

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Peggy Mihelich: Hello and welcome. I'm Peggy Mihelich, Associate Director of Member Content here at APA. Today's webinar is titled Supercharge Your Online Professional Presence for Academics and Researchers. This presentation will cover the following topics: utilizing LinkedIn to find collaborators, to post research and to communicate with colleagues and students, the pros and cons of social media, tips on finding and joining organizational Listservs. Subjects such as SEO, writing tips, how to write a stellar guest post, creating powerful professional directories will be covered in future webinars. Some important points before we get started. APA does not endorse any products or services. The views expressed in this presentation are for those of the presenter’s. It may not reflect the views or policies of the American Psychological Association. Next, this program does not offer CE. During our time together, you will be on mute. You can communicate to us using the questions box located in your webinar control panel. We have handouts for you to download. You can access them in the handouts box, also located in the webinar control panel. These can be downloaded at any time during the presentation. If you have trouble downloading them, don't worry. We'll email you the handouts along with the recording in a few weeks' time. Have a question for our presenter? Type them in using the questions box located in your webinar control panel. Now, let me introduce our speaker for today. Kyler Shumway is a doctoral student at George Fox University and current intern with Baylor Scott and White Healthcare in Temple, Texas. He is the SEO Director for MarketingforTherapists.org, a business dedicated to helping mental health professionals maximize their online presence. His passion for technology and psychological practice was born during his studies at Duke University where he also competed as a four year varsity shot putter. Shumway is excited to share his insights with APA academics and researchers. Learn more about Kyler by downloading his bio from the handouts box in your webinar control panel. So now here is Kyler Shumway.

Kyler Shumway: Alright. Hello everybody. Thank you so much for having me on board. Thank you so much to APA for inviting me for this opportunity. I'm presenting to you today actually from Baylor Scott and White, which is a hospital, so fair warning at some point during the presentation, every once in a while, something will come up over the intercom they'll be saying something like, hey, we have a missing person alert. There's a little old lady in a polka dot gown and she's got a tattoo that says “rebel” on the side. We need to address that. And I'm just going to mute my microphone if, if that happens and we'll pause for just a moment but never fear we're going to be able to get through all of the content. But, so let me just talk a little bit about what I'm hoping to do for the day and I'm turning off my webcam because the web isn't able to typically handle having the webcam up at the same time. If you want to see my face again, you can ask that in the questions later. But let me talk about our learning objectives. So first of all, some of you might be wondering what exactly is an online presence and why does that matter? We’ll help you understand that. Second of all, how do you actually do it? How do you develop your online presence? And then how do you recognize the ethical issues that that'll come up along the way? So all of that and more coming up. Let's see. There we go. So as Peggy mentioned, I was a shot putter when I was at Duke University. For those of you who don't know what that is, it basically means I was really good at two things. Number one, I could throw heavy stuff really far. And number two, I was really good at eating. And so although my shot putter strength has since faded as I've gone through grad school I most certainly kept up the appetite. I've always been on the lookout for good recipes and places to eat. And so you can imagine my excitement upon learning that I was headed to Texas, the land of all things big and fried, for my internship. And that's where I found it, this is a place I'd only heard made reference to in hushed whispers and longing tones, Whataburger, the lifeblood of the south, right? Within the first few days of moving in, my wife and I had to give it a try and I was amazed at how easy it was to find it. Now I'm told that way back in the pre-Internet dark ages, in order to find a business, you would do one of two things. Option one, people would purchase and navigate an actual physical map, which as a verbally oriented person is absolutely terrifying for me. Option two, people would drive aimlessly until they found a gas station or a friendly face to help ask for directions. And in a way, the Internet kind of does this for us. So with a few taps on my smartphone, I was able to find a Whataburger just a few miles away. In fact, if you google Whataburger, you will immediately find the nearest address, contact information and pages and pages of Whataburger goodness. And it's not just their main business website, they have multiple social media accounts, news articles and profiles available so that you can learn more about who they are and what they do. Just like looking at that, looking it up on a map or asking for directions. The Internet gives us a fast track to finding what we're looking for. And although this tech is truly amazing and convenient, it does come with its fair share of issues. Just as old maps became outdated and gas station tenants gave bad directions, sometimes we're not able to easily find what we're looking for. This is particularly true when what we're looking for is kind of generic, like a where to find a therapist or good places to buy a burger. Imagine if I had googled Whataburger only to find ads for McDonald’s or Burger King. Or perhaps worse, what if the top search result was a news article that said all the food at Whataburger is terrible. I probably wouldn't have given it a try and I wouldn't have been alone. This is where developing an online presence comes in. Although you're not selling burgers, you are trying to maximize your outreach and availability for research. You want people to search your name or search a neuro psych researcher in your area and find you at the top with plenty of search results to support who you are and what you can do, but it's not just about making yourself a top search result on Google. This is also about putting the right image on hall. All of the hard work that you've put in to becoming a professional. It's kind of like baking a cake. You go through all of the trouble of making the cake taste awesome, but if the frosting isn't quite right or heaven forbid it lacks frosting altogether, then you may have missed your just desert. So a few disclaimers before I keep going through this presentation. Disclaimer, number one, when I started this presentation, as you can see, I make a lot of food references. That's because I started a diet when I first created this presentation. A second disclaimer is this presentation is dedicated for researchers and academics, specifically. There's going to be another presentation that will be up on Friday that's more dedicated for clinical psychologists, practitioners, so depending on where your interests are, you may want to try and tailor it that direction. So, moving back to the online presence. I went out and I did something that I know none of you are guilty of doing. I googled myself and here are some of the results that came up. You can see my personal website, you can see my Duke University bio. You can see my LinkedIn profile and my Twitter profile, and this is pretty typical for somebody who's just sort of getting started out. If you look at my best buddy, Dan's search results, if you google him, you'll see his personal website, but you'll see some different things. You'll see some videos that he's a published. You'll also see that he has an author profile which lists the books that he's, he's published as well. So Dan's been at this a few more years, but you can notice that there's some differences in terms of the original content that he's put up to help contribute to his online presence. And finally, this is really what I would consider a top tier professional presence. This is Dr. Mark McMinn, who is the Director of Integration at George Fox University. If you remember the APA training videos, he's the guy who does the Christian therapy video, if, if you can remember that, so, Dr. Mark McMinn has been doing this for a very long time and he's invested intentionally and probably unintentionally and building up this online presence. You can see videos that he's published himself, videos that other people, including the APA have posted of him. And it doesn't just end there. I mean, the list goes on and on. I think there were 20 some odd pages just dedicated to Dr. McMinn’s online presence. So, as you can see, there's, there's sort of a, a technique to all of this. And the bottom line with developing your online presence is that it's all about building data. It's about putting together your digital self. It's kind of against the grain regarding popular, popular opinion about putting information online. You know, we hear a lot in the news, you know, be careful what you put on the Internet. And I think that's true but you're trying to help search engines understand that you're legitimate and as your digital presence grows more and more options open up, you become more credible, you become more accessible, you become easier to find and invited to conferences to speak or collaborate on research. People will be able to see you as the expert that you are. So that all sounds great, but how do you do it? Some of you may be feeling like this, like an infant slapping away at a keyboard and that's okay. We're here to learn, it's easier than you might think, but it will require setting aside some time to get it done right. There are three main things that need to happen to develop a strong online presence. I'll start with the basics. These are the lowest time investments and are the most easily accessible. Next, I'll talk about the importance of guest posts providing certain services to local organizations, and then we can talk about the heavy hitters, the personal website and media publication. Alright, so the basics, and I, I'm noticing that some questions are coming in. I'm going to try and address those at the end. I know that some of the questions may be particular to the slide. You can say something in your question like a back when you were talking about LinkedIn, for example, I had a question just to help me direct it to that. So, we will have some time at the end for questions. In terms of building your online presence, LinkedIn really is the best and easiest place to start. I imagine many of you already have a LinkedIn profile and if you don't, I highly encourage it for three reasons. One, LinkedIn is the leading base for professional networking, and these profiles arguably have the highest connectivity and visibility out of any other networking tool. This also gives you a stronger chance of finding employment or finding employees, so, another reason you can join groups, which I'm going to show you how to do in just a little bit to further your network, develop relationships with colleagues who might share your interests, and also, start to market some of your research interests, as well. And third, you can use the paid features as a way to list job openings, actively recruit new talent or post advertisements for research participation. Again, more on this later. So let's, let's talk about using LinkedIn well. The nice thing about LinkedIn is it's really designed to help give you a strong first impression if you fill it out correctly. So LinkedIn’s fairly user friendly and logical. Most people are able to fill out their profile without an issue. And luckily my best buddy Dan did a full webinar yesterday that walks you through step by step on how to fill out your profile. His presentation is designed more towards students and early career professionals, but I think it's highly relevant for you as a researcher or a faculty member. So this presentation is meant to build on that and give you some extra tips. So I really do recommend watching Dan’s as well if you have more questions. So for today, I'm going to do a skim of the profile, show you how to do groups in networking and then teach you about the page features. All right. So the first thing, note that for the purposes of an online presence, all you need is the profile and it doesn't really even have to be that good. It just has to be the good enough profile, but since you're going to go through all the trouble of setting this thing up, you might as well do it right. Think of LinkedIn, like your personal restaurant menu where you want to display all of the good things that you can offer and you're really trying to sell yourself here, but in terms of your online presence, it has to be congruent. There's a saying in the food world, that, that says it isn't steak that sell steak, it's the sizzle, and I think that this is true, but not everything's supposed to be sizzling, right? Imagine your reaction if the ice cream man handed you a sizzling ice cream cone, for example, at minimum you would probably think twice before risking a taste. And that's not really the reaction you want from potential employers or collaborators. So first impressions matter, almost every LinkedIn guide I've come across agrees that this section right here is most important for the sizzle. You've got your headline and your summary, and of course your photo. Now, I'm a believer that the most important content comes later where you're actually listening to your qualifications and experience. But this first section can impact whether or not viewers move on to the important stuff. So we'll talk about each of these briefly. The first section here is what LinkedIn calls the headline. Two things to note here, and of course Dan breaks this down in much more detail, but I want to highlight something important. You'll see it has my name and credentials, it also has where I work and it has the location, so search engines and LinkedIn use this to help pinpoint where you are in the world. So for example, if I were a private practice psychologist here in Temple, I would really want my position and location to be congruent with my practice. Similarly, if I was a researcher at a university, I would want to make sure, especially a large university, that the location listed under my name is the correct one. A lot of people, I'll notice we'll leave this blank and so it, it, it's, it's unclear. Maybe it's, it's for personal reasons. You don't want people knowing where you're located, but in terms of your online presence, this is actually very helpful. The second section is called the summary. And Dan broke this down beautifully yesterday, so I won't spend too much time here. But this is basically your elevator pitch, who you are and what you do. I've seen people take the segment and a lot of different directions, but I liked my way. So I'm going to show you my way, here's, mine it has basically four headers and each of these headers kind of helps the reader find whatever might be relevant, whatever reason they're on my, on my profile in the first place they’ll be able to locate that and read more about it. So, for example, if somebody's recruiting me for public speaking or they're just kind of looking for professionals to do public speaking, they can see right there. It's one of my headers. It's something that's very valuable to me, but again, there's so much more detail that can go into this. And so I recommend going to Dan's presentation for those. Here's the education section. As long as this has filled in LinkedIn will recognize that it's a more complete profile. And Daniel went into this as well. So I'm not going to spend too much time here. Previous and current employment. Three things to keep in mind here, number one, keep these things up to date. Number two, I recommend keeping it brief. You, you do want to consider keyword use, in any text on any page that's associated with your name. A keyword is just basically a single word or piece of text or phrase, that helps summarize the idea of the, of the page. And so for example, if I'm trying to build keywords towards my name that are really relevant to behavioral health then I did a great job. It says behavioral health on my profile. There's really not much to say about these sections. Daniel covered these much more in depth. So I'm going to breeze through for the sake of time. Again, skills and endorsements and accomplishments. The one thing that I want to highlight for researchers is right down here. In publications, you don't necessarily need to be listing things that are published in research journals. Here, you can put blog posts, you can put guests posts, anything that you've put out there on the web or, or done a presentation for. The other thing to keep in mind here under the organization's section, when people will search for these organizations because they're listed on my profile, there's a greater chance that I might come up in a related search. So for example, if somebody's searching for love and autism, I may come up in the search just by having this name on mine. So basically search engines are able to understand, oh, this person is somehow affiliated, if that makes sense. So, the project section is vague and I've seen a lot of people take this different ways. I'm in the camp that agrees that projects should be public speaking engagements. I think that there may be some researchers out there who have specific projects that are very, long standing. It's an ongoing project. You could always list that here as well. But, for, for, for many of us, I think that this is a great spot for public speaking. All right, so that's the basics of the profile. Now I want to show you how to find groups because I think that this is an underutilized part of LinkedIn. So to find groups, you start by clicking on this little nine square logo up in the top right corner, it looks like this. And when you do that, you'll see these separate icons for all the handy dandy features of LinkedIn. It's important to note that most of these require a paid or a premium account, and so for people who were, like a solo researcher or solo practitioner, it, it may not necessarily be in your budget. We'll talk more about that in a moment. The free ones are groups, Profinder, Salary and Slideshare, while learning, posting a job in advertising are premium features. So each of these might be useful to researchers in some way, but we're here mostly to talk about your online presence. If you want to learn more about these in detail, we could possibly do a webinar presentation about that in the future. So express your interest. So let's start with groups. These are LinkedIn groups. If you, if you click on groups, it will bring you up to a page that looks like this. You can explore groups using the discover function up in the top left of the screen, but I recommend looking for specific groups back on the main LinkedIn site and I'll show you how to do that as well. But just to get the ball rolling, these are some of the groups that I have joined and as you can see, there's plenty here that's relevant for researchers, so you could always just start by joining the groups that I've joined and then, and then branch out from there. So the way to find groups back on the LinkedIn site, there's the search bar, and it's, it's great to be able to find individuals or, or organizations through this function. The problem is many organizations, the APA included, have a group and they also have a business profile, and so you may be trying to join the group and all your findings profiles, so it's helpful to click on the more, selection down below the search bar. And then you click on groups to refine your search. All right, so here's a good example. The APA has a group, it also has a business profile. The way you know it's a group is it will say about the group on the right-hand side. I'm a member of this group already, but if I wasn't, I would need to request membership right here in the top right. And anytime that you want to join a group, I recommend that you just breeze through some of the group rules, especially if you're joining the group with the hopes of, making posts that are specific to the group. You maybe want to ask questions about your, your, your research. Find out if that's okay to do in the group. And if it is, then you're, you're great. This section over here is where people can post things. So you have conversations and jobs. In conversations, it's sort of like blog post formats, and then jobs I've seen the APA doesn't have as many of these, but other groups will have more offerings for job opportunities. So, you can also see that there's a search function up here in the top right. And what this does is it just searches jobs in conversations, so if you want it to look up, has anybody put a blog post or an interest in researching CBT for depression, for example, then, then you could type that here and it would filter out and select any articles that mentioned those, those key words. So we've talked about connecting with groups. Although groups are useful, you certainly want to connect with people. And this is really easy to do in LinkedIn. I, I didn't even want to cover it or spend time in this presentation talking about it because as soon as you create your account, LinkedIn is like, hey, do you know this person who you went to school with? Or hey, you worked at this place. So does this person. So I'm not going to cover that here, but I do have some basic guidelines. And I noticed there was a question about this earlier, in terms of connection etiquettes. First of all, I recommend avoiding spamming. And what I mean by this is, even though LinkedIn allows unlimited messaging and connection requesting, you want to avoid using this as your main communication platform, you can become irritating. You're going to be less likely to be, a candidate that's a chosen for any particular project. So I would steer clear of that. Number two, don't connect just to connect. And what I mean by that is you should only make a connection with somebody if you've worked with them or you know them personally in some way. So there are people who will disagree with me on that and they will say, no, no, no, no. You're supposed to just click that connect button as often as you possibly can expand your network. You never know, what kind of connection might crop up from that. And yes, a big part of using LinkedIn is to promote your online presence, but you want your network to be authentic as well. Remember the sizzle. And last but not least, you want to avoid, and this is, this is preaching to the crowd or the choir. I think, avoid connecting for research purposes. And what I mean by that is, you're not going to connect with a potential participant for research than to just message them and say, hey, would you participate in my research? This is an ethical gray area. And they're also better ways to do this through LinkedIn’s other features, which I will show you now. So there are some, here are some of the paid features that you can access through LinkedIn. The price depends on if you're an organization or an individual. And typically this can cost anywhere between 25 and 50 bucks a month just to give you an idea. And although that can add up, the features can help you get the extra edge. Let me just touch on each of these briefly and then we will move on to other social media use. So typically in LinkedIn you can't message people unless you have a connection or approximate connections. So you connected with somebody who knows this person. InMail is a premium feature that gives you the free pass, and it comes with a response guarantee. So say I wanted to do research with Steven Hayes, I could use InMail potentially to connect with Stephen Hayes, and if he doesn't respond, then I get my money back. So I imagine Stephen, maybe a terrible example because he seems like a very open man, but, if for people who are more difficult to access and you're just trying to branch out, you want to avoid spamming, but this can be a good tool for you. Next, their advanced search features and I think that these are useful for employers. I'm not to that stage in my career yet, but I would imagine because LinkedIn through this feature allows you to filter out candidates based on years of experience, specific research interests, things like that. So that seems like a very handy feature. And finally advertisements. So if you're trying to reach out to a specific occupational demographic for your research, using LinkedIn advertisements is actually a really good option for you. You can use LinkedIn to advertise, advertise to a specific group such as like lawyers, or social workers for your research. The, how to, for this is more in depth than I have time for today, but this can be a great tool for reaching some difficult to access participants. So again, these are just a few of the basics of LinkedIn, especially in terms of being a researcher or faculty member. I recommend going to Dan's presentation. He spends a significant amount of time breaking down each, each piece, but you really just want to have a strong profile that reflects your personal or professional image, keeping in mind that you're selling yourself in a way that's very visible to employers and collaborators. So you can use LinkedIn to network and find groups to your heart's content, just maintain good netiquette. And finally, the paid features can help you make a difference and give you an extra edge. So let's move on to other social media. All right, so the next step for basics of developing your online presence is through social media sites. The reason I recommend starting with LinkedIn and sites like Twitter and Facebook is because these have the, they're all highly visible and easy to use platforms. And it gives you a few solid search results typically for free. So when people are trying to find you, if you have only 20 minutes to get a, an online presence develops, then this is a great place to start. So let me talk about how to use each of these briefly and then I'll give you a super secret hack that will save you a great amount of time when using these. So first, some general ethical guidelines, we have to be thinking about the APA standards for best practices and how that applies to social media. And this has been getting a lot of attention lately. I think that the most likely dilemmas are having multiple relationships, and the potential for exploiting people. And so to help avoid these, I have a few suggestions, not comprehensive, but just to get you started. So first of all, and I noticed that this was a question we had, what during Dan's presentation, if you're planning to use your profile for professional and personal use, I recommend creating two separate profiles and it's almost a nonnegotiable. And the reason I say that is you really for, your online presence, if somebody googles Kyler Shumway, you don't want pictures of Kyler Shumway at the beach with his family necessarily, unless, unless you're okay with that. I'm trying to build up my digital self in a way that is very tailored to my professional self. And so you want to create two separate profiles, typically, for the personal profile, I recommend using a pseudo name or a nickname just so that your name isn't even really associated with it. It doesn't generate SEO over time. Second, be very cautious about using data from sites. This has gathered a lot of immediate attention lately. So I'm not telling you anything you don't already know. So, I have a resource here, Townsend and Wallace, I highly recommend looking into them for more information. They have a handy dandy decision tree for using social media data. And third, because our policies can't hope to keep up with all of the technological changes, consult with a mentor or a colleague when needed. This is such a new area, there's so many gray zones and so it's better to just get a second opinion. Right. So Twitter is, in my opinion, the best option for researchers. It's also probably the most professional option. I mean, the president uses it, so it has to be good, right? It's really easy to put together a Twitter profile for yourself or your department. And as long as you keep it relatively active, it'll be a strong search item for your name. You can use Twitter to post ideas and media, but I think it's best used as by posting links that send viewers to your personal site or guest posts you've written your LinkedIn profile or, or research that you've published. Now, I confess I do not use Instagram and when I did research on professional psychologists and researchers who do use it, I came up with very little. My assumption here is that it was probably before y'alls time. And so it could just be that you don't see a lot of application to your work, which is very true. However, I imagine some of you may want to publish images of your research to help generate some hype interest, and build your online presence that way, in which case this, this could be a good option. And Facebook, Facebook has been getting a bad rap this year. And for good reasons. I think that the happy side effects of this was that it raised awareness of psychologists to help them understand just how easy it is to use and abuse personal online data. Facebook is useful though, especially if you want to create a profile for your professional research yourself. You can post media and text and other links to sources for your online presence. And because Facebook is so widely used, that has the potential to reach a broad audience. However, because Facebook has so many bells and whistles, it can be difficult to maintain it and keep it up to date, especially as a busy professional. But there's a solution, some of you are probably feeling swamped with social media thoughts. And here's your super special secret hack that will help you manage all of this. So welcome to your new best friend. His name is Buffer. Buffer is a website that will automatically post all of your social media posts, on his, on, on a given schedule. So what you do is you just have your one account, you connect your LinkedIn profile, your Twitter accounts, and any others that you might have, and then you write out every post that you might want to put out for the next six months, say, and that fills up what, what Buffer calls the queue, and you set the schedule. So you tell Buffer, okay, I want you to post this once a week for the next six months, and Buffer will do that for you. And then when you run out of posts, Buffer will email you and say, okay, it's time for you to sit down and spend your allocated one hour for every six months doing social media. So for those of you like me who aren't really into social media, you don't really see the practical use beyond the professional use. This, this can be a great way to help keep you organized. All right, so in addition to using social media, I highly recommend signing up for Listservs and I know that many of you already know about Listservs, but what you may not know is how it relates to your online presence. So for those of you who don't know what a Listservs is, it's just a way for an organization to send out blast emails, to large audiences and large groups. If any of you participated in the internship match, you probably signed up for the match list serve as a way to stay up to date. And so the same is true for researchers and all, there's so many options. I can't even begin to list them here. You can sign up for university research list serves, APA division list serves. It really depends on where your interests are. So in terms of your online presence, by staying up to date with the latest on goings on, you, you'll be able to jump on projects before everyone else. You can keep your finger on the pulse in a way that lets you be active and engaged in research and collaboration. So this is, this is a great tool. I hope that all of you are already using this. Here are a few examples. The APA’s Listserv list has plenty. So that's a great place to start. The University of Rochester Medical Center also has a wealth of, of Listservs for you to look into. So these are, these are just a few to get you started. All right, so you've learned some of the basics. The next steps and final steps are a little faster. So we'll, we'll try and keep within our timeframe. So now that you have set up a few social media sites, you have a signed up for some Listservs. You want people to visit your profile, you want people to follow you on Twitter, go to your website. But how do you do that? And so the reason social media is such a great place to start is that as you continue adding data to your digital self, you start developing internal networks of links to other data points. So what this is generating for you is SEO. So now that you know, sort of how it's working, you're ready for the next steps and the next step is to do guest posts. So a guest post is any publication on another website, so it's a great way to share and publish, and, and have more than just your LinkedIn profile somewhere. For example, Time2Track will create a profile for you if you do a guest post for them, but the real reason you want guest posts is for the backlinks. So a backlink is just a link on any other website that sends people to whatever it is you're trying to build SEO towards. So if you have a personal website, you want a backlink on Time2Track that sends viewers to come and visit you after they read your article. Just as an example. And here are a few places to get you started for guest posts. Time2Track is great. There's also the, the Collaborative Family Healthcare Association or CFHA. They're always looking for talented writers who can help contribute. And so again, it doesn't need to necessarily be a research project that's published in a journal. You can be doing guest posts on, on organizational websites just like these. And then the next step is public outreach. So when I say public outreach, there are so many examples of what this might look like. It could be speaking to a school about your latest findings. It could involve hosting workshop at a church to help raise awareness regarding the issues you're researching. Whatever it is, these sorts of engagement help you develop a stronger online presence. Oh, I just noticed somebody asks the question of what is SEO? So SEO stands for search engine optimization. And that's just a fancy word for how good your content is at directing search engines to what you want. So for example, a website that has very strong SEO, that might be related to say, public speaking, if it has very strong SEO, somebody would search public speaking in Google and it would be a top search result. So that's an oversimplification. They are tech folks out there rolling their eyes right now, but just to give you a taste, you can also read more about SEO on my website or on MarketingforTherapists.org. All right. One other thing that I wanted to mention about public outreach is, you know, it's, it's great to be going out and sharing with sharing with public audiences. And, and you're getting mentioned in news feeds, which is a great way to, again, continue building data towards your name, but think about each event as an audition. So there may be somebody there at that church where you're raising awareness, who has connections to an even larger platform where you can do more public speaking and be seen in that way. So all of these things are good for your, your online presence, and here suggest some ideas to get the ball rolling as you're starting to think of how you might do that. All right, so now you have the basics. You have your social media platforms, you have some supporting evidence from public outreach and guest posts. You're ready to learn how to really supercharge this thing. So first of all, getting a personal website. This is, this is a really high priority for developing a strong online presence. I, I like to think of it as your central hub. It's where all of your operations are from, and it can be as complex or as simple as you want. So for example, some people just have sort of a digital business card and that's fine. You're just generating SEO towards your name and developing your online presence that way. I will warn you though, having a personal website is challenging to set up and maintain, but once you're able to do it, there are so many options that open up and you're able to market people directly to where you are and what you're trying to do. So here's an example. This is my personal site. If you go to KylerShumway.com, you will find my site. I have some, some writing about a SEO and how to do it well, how to build up a website from, from the ground up. And so you can come to my website. Here's another example. This is Daniel Wendler’s personal website. He also has the immensely popular ImproveYourSocialSkills.com website, but you can kind of see two different approaches. Daniel takes a little bit more of an artistic approach. He's, he's a prolific writer, and so he does a very good job with that. And so there's personal profiles, but there's also business profiles or practice profiles. So say you want to create a website for your research team, and you want to start developing an online presence for that. You can also do that by getting a personal website, but how do you do it? Daniel also had some other resources in his presentation about how to set up your own website. But I recommend starting with WebsiteSetup.org. That's where I went after Daniel gave me some baby steps on how to get started. It has step by step instructions on how to set up your own website or you can hire a professional. These are the two, organizations, businesses that do websites for mental health professionals. Brighter Vision is outstanding. We're always referring people to them for marketing, for therapists, and then TherapySites as well as is very good, but it's important to keep in mind that when you hire a professional that can get expensive. So, so keep that one in mind. But it's not just about having the website, you want to build it up so that it's, it's, it's strong. So you want your content to be SEO friendly. Again, we can do an entire webinar series on SEO and how to do it well. And maybe we will, if that's something that you're interested in, please express that in the questionnaire that we send out at the end. But you can also read more on my website or on MarketingforTherapists.org. So the, the basic ingredients for really a powerful personal website, good content, nice landing page, and then actual contact page. So the landing page is that initial page that you come to. I'll go back to it. Just as an example, this is the landing page for Marketing for Therapists, and as you can see, the reader is immediately directed towards seeing what content is available, seeing what services Marketing for Therapists offers, and then you can see this great big green circled button that says “work with me,” and so that's a really effective landing page because it directs your attention to what we're hoping is a business which is that people will work with us. And then the contact page, setting up a contact page is actually fairly easy. And you can do that on your own or have a professional help you with that. If setting up a personal website is a strong interest for you and you'd like to learn more about that, express that to APA and Dan and I would be happy to talk more about that in another webinar. So, the final step to supercharging is to publish original content. I think back to Dr. McMinn, getting videos, being a guest on a podcast, publishing books, even just short guides on, on your research interests, these online contributions really show search engines that you're worth listening to. So just make sure that what you post is congruent with the professional image you hope to develop. And again, we can talk more about how to actually do that sort of publication and future, future webinars. All right, well we've covered a lot here. We've talked about how to use sites like LinkedIn and other social media to get things started. We've talked about how to do guest posts and public outreach to help with your online presence and we've talked about getting a personal website, publishing original content to really help you take things to the next level. And as far as today's online access goes and developing online presence, that's really it. If you can do all of these things as a researcher or faculty member, you'd be amazed at how rapidly your online presence grows. Just remember to keep in mind the standards we hold as professionals not just to stay licensed, are employed, but to do good and safe psychological work. This is a quote from my all-time favorite movie Gladiator. General Maximus is giving as men at a pep talk before the battle, and he says, “What we do in life echoes in eternity.” What we do in life echoes in eternity and I think this is particularly true when it comes to the Internet. What we do on the Internet echoes for eternity for better or for worse, my hope for you is that as you continue to build your digital self and develop your online presence, you'll keep in mind the reasons you came to this field, the reasons you work so hard to get where you are now and the people you hope to serve. In the end those are the things that matter most. Thank you. All right. Thank you all so much for your valuable time. And also thank you so much to Dr. Roger Bufford who is my ethics mentor and the professor of ethics at George Fox University for his help and insight in this presentation. So I can go ahead and try to answer any questions that you might have. And I think that take it away, Peggy.

Peggy: Thank you, Dan. Thank you, Kyler. That was a fantastic presentation and, we've gotten a lot of great questions from the audience. The first ones I want to talk about, is a LinkedIn, related to LinkedIn. The one that I have right here is, in LinkedIn I often get connection requests from people I don't know, not from my area and not from my discipline. What would you do with those?

Kyler: Ignore them. I know that's overly simplifying it, but, you know, there, there are two camps when it comes to networking through LinkedIn. Some people will say just accept absolutely everything that comes your way. I remember when I first created my LinkedIn profile, there was somebody who was in the higher ups and education in Idaho. And, I thought, okay, well this is an important person. I think maybe this connection could benefit me in some way and I, I, I accepted, only to have her spam me with messages and asking me to, fill out questionnaires for her and it just wasn't, it wasn't satisfying in any way that ended up not being a helpful connection. So that's definitely the exception to the rule. I think in general, most people are very professional when it comes to their LinkedIn use. And so yeah, I, I highly recommend you connect with somebody if you've, went to school with them, if they were in the same class as you, and, and you had at least some interaction, you sort of know this person in real life, or if you're, if you've worked with them or are currently working with them. So that's a pretty easy rule of thumb.

Peggy: Okay. The next question is, is it fundamental to have a photo in a LinkedIn profile?

Kyler: I think, yes. So the reason for that is, and Daniel went more into depth in his presentation about how to do a photo in the most professional way, but what the photo does is it gives search engines, sort of a, a face to put with your digital self. So as you remember back when we looked at my googling myself, there were photos that were connected to me. So a lot of those were shot putter photos. I'm working on getting those lower in the search results, although it is fun to, to think back on those memories, that's not necessarily what I want associated with my, my digital self. So, yes you do want to have a solid professional photo with your LinkedIn profile, unless of course you don't have a head, in which case that, that might be awkward, to, to just sort of have shoulder sitting with a, with an empty screen. So as long as you have a head, have a picture.

Peggy: Great. That's actually an interesting point you brought up about when you google yourself and you see photos of yourself and you know, maybe you had a previous life or previous career, can you talk just a little bit more about how you kind of suppress those and get them want to come to the top?

Kyler: Yeah, absolutely. So search engines prioritize new content and content that is, there's a visited frequently. So I'm, I'm sure it's because people don't always either, they don't always believe I was a shot putter or they're sort of like, this is interesting. I, I've never met somebody who's in mental health and also was, was a D1 athlete and so they, they'll look up my Duke profile for example. And so that one, has, has always been near the top. It doesn't bother me because it is a part of my story. It's part of my narrative, but some people may have stuff that's maybe embarrassing for them or, or they, they really, you know, they don't want their online self. That was a car salesman for 30 years to, to necessarily be coming up when, now they're a researcher at their goals have changed. So the best way to do that is just continue to put new content out there, add more content to your personal website, make sure that your LinkedIn profile has the URL that is just your name and not the big long code, which is also something that Daniel touched on his presentation. So those are the sorts of things you can, you can do, but it does take work. It takes a little bit of time.

Peggy: Okay. What ethical dilemmas could be problematic with putting information on LinkedIn?

Kyler: Ethical dilemmas for putting information on LinkedIn. A one, one, dilemma that I can see is putting false information. So for example, if you aren't a doctor for, for example, for me, I'm on my internship year. If I were to go on LinkedIn and put, I'm Dr. Kyler Shumway, that's, that's less than ethical. In fact, I, I would probably get in trouble for that because it's representing myself in a way that's not congruent with, with my practice, who I am, my level of licensure, et cetera. So you want to just keep it honest, if that makes sense. If you're, seeing patients, any kind of a public or private health information would be unethical to put on, on LinkedIn. So I think that that's sort of the, the route to take is, is this something that I, I know because it is very visible, anybody can see it, I know is okay to put online for example. So that's a good question though.

Peggy: Okay. So we're gonna move on. There were some questions about Buffer. First one is, is there a cost associated with signing up for a Buffer?

Kyler: No, Buffer is completely free, which is nice, especially if you are a poor grad student.

Peggy: Also there was a question about, another, social media posting platform, Hootsuite. What do you think of Buffer versus Hootsuite?

Kyler: You know, I've, I've been so happy with Buffer. I haven't really looked at other options, at least not for, for sometime, I just noticed Daniel messaged me and said that Hootsuite is okay. They're, they're very similar. So you can kind of pick whichever one fits your preferences. I would say Buffer has, has never let me down, so I'm not being paid by Buffer to advertise by them unfortunately. But, if, if you want to look into both, I don't think that there's any strong reason to, to choose one over the other. That's just my preferences with Buffer.

Peggy: So can you explain your comments about spamming when you're connecting with someone? I think there was some confusion. There are, this may be some if you could just explain a little bit more.

Kyler: Yeah, absolutely. So when it comes to LinkedIn, you can send as many messages to your connections as your heart desires. So the, the, the slip up that happens for a lot of folks when they start building their online presence is they want to just put as much content out there as they can. They want to send messages to everyone in their network to try and generate some interest, get people to look at their profile. The problem with that is if you're sending too many messages, people start ignoring you. If you, if you're the sort of person that's posting links to research articles 10 times a day, people stop reading what you post because they're sort of like, oh, there goes Kyler again posting this article of the day. But I, I'm not gonna follow them anymore because I'm tired of getting these notifications. So again, when it comes to LinkedIn, I don't mean, you know, waiting for long periods of time and then asking for a connection again. LinkedIn has changed over the years. And so I'm not sure if that's an update that they've made recently, but in the past, if you requested a connection, and somebody didn't accept it, it would just kind of fade into nothingness and your, your profile would say you've reached for the connection, but they haven't accepted it yet. So I, as far as I know, it's still that way. But any, any sort of a social media, if it allows you to request multiple times a day, you can always request once if they didn't reply, try again in a few months or so. Maybe it was a mistake, maybe they accidentally ignored you, especially if it's somebody that, you know personally, but for the most part it's, it's okay to respect that, you know, this person doesn't know me well enough to feel like they can connect with me on, on LinkedIn. Does that, does that help?

Peggy: I think so. Thank you. Okay. So we're going to move on. There's some questions about a personal website. Do you think it is okay to include PDF’s of your publications on your personal website when it's the journals that own the content?

Kyler: Absolutely not as far as I know. And, and each journal is going to have different policies on what's appropriate for you to publish on your own. But for example, with my contract with the APA for this webinar, I don't have permission to post this on my personal website because the APA has ownership of it, which is perfectly fine. This is, this is for the APA. And similarly, you submitted your research to a journal and if the journal has a policy that says, you know, you're not allowed to publish this in other ways, and if you don't remember what the policy was, you can always just message the editing team and they can help answer that for you. So I will say however, if you want to write a summary or some adaptation of it, you want to make like, my, my research findings for dummies and you have a PDF that basically breaks down what you found. I imagine that's appropriate because that's an adaptation of your previous work. So it really depends on what you mean when you say, I want to put PDF’s of my research on my website.

Peggy: Our next question is related to content posting. When you are writing a guest post, how do you make it your opinion thoughts? Not Representative of your organization.

Kyler: Can you read that one again for me?

Peggy: When you are writing a guest post, how do you make it your opinion and thoughts and not representative or not representative of your organization?

Kyler: So it sounds like the question sort of asking how do I make guest posts that aren't just regurgitations of what I've been taught or what my organization is saying?

Peggy: I think it's, they want to express their own thoughts and opinions and, but they may differ from that of where are they work.

Kyler: Oh, I see. Okay. So this is more, I want to put my thing about advocacy, but I'm worried how my organization might see that. So yes, that's, that's a good question. So as far as I know, unless your organization, when you sign a contract with them, you know, unless they say something like, you were explicitly not able to make your own posts on the web, then, then I think you're fine. Especially if you put some kind of disclaimer at the beginning of your post as necessary. So for example, say you want to put a post on Time2Track that has a little bit of a controversial subject. You can just put a little disclaimer at the top that says something like, you know, I work for this organization, but these are my opinions and not necessarily that of the organization.

Peggy: I think that that's a good approach to take for sure. Well we have time for just one more question and the question is, what's a reasonable time to sort of have to accomplish the things in your presentation to supercharge your online presence? Is it something I can do in a month, couple of months? You know, academics and researchers, of course, very busy people. What's reasonable?

Kyler: That's a great question. You know, it, it really is a long game. I, I think that, it depends, you know, some people, if you have some sort of a massive event that you're a part of, that's going to give you a very strong immediate online presence. It's, it's sort of like exercising. The more you do it, the more consistent you are, the longer you're doing it, the, the better. But even, even the smallest amount. I read a study recently that said something like, even just doing 10 pushups a day is going to help you increase your muscle mass. And I like to tell people I was a college coach actually before I or during my doctorate studies, I used to say to people, you know, as soon as you walk into the gym and you pick up a weight, even that small of an action helps you build strength. And so the same is true for your online presence. You know, it's, it's tempting to feel like, okay, I'm going to sprint as hard as I can. I'm going to try and, do what I can in this moment to, to build my online presence so you can pace yourself. I've been working on it for a couple of years now. Dan's been working on it for closer to six years or so. And use, you could see Dr. McMinn has been working on this, since he started his career, which I don't know how old Dr. McMinn is, but he looks good. So. Alright, well that was a great question. Thank you all so much for bringing me on board for, for spending your lunch break or whenever it is that you, you are watching this presentation. If you have more questions and I know you do, feel free to message me. You can find me on my website. You can give us feedback in the questionnaire, or you can find us through Marketing for Therapists. And then I do have one more research, or resource so you can go to Marketing for Therapists. You can go to my website and then you can go to USMC a website here to find out more about the sections of your LinkedIn profile just to justice and extra supplement. And I think that's it.

Peggy: Okay. Well, yes, unfortunately we have run out of time. Thank you so much for joining us, Kyler, and thank you to all our listeners for your participation. Wonderful questions. Thank you very much for those. A recording of this presentation will be emailed to everyone in two weeks’ time. The recording. We'll include links to the handouts in case you had trouble downloading them today. I know we heard from a few who had. Don't worry. You will get those. As soon as the webinar has ended, a short survey will appear on your screen. We hope you'll take just a few minutes to complete the survey and give us feedback on how we did and how we can improve. We thank you for your attention and look forward to offering you more webinars on the subject of supercharging your online presence. Until then, have a great day.