

Creating Your Web Presence

A Guide for Education Technology Professionals

Why do I need a web presence?

The field of education technology is constantly changing. An active web presence, or digital footprint allows you to cultivate your relationships with your colleagues and clients, engage in discourse, keep up with industry changes, and be competitive in the job market.

Speaking of the job market....

Chances are if you've applied for a job lately, your prospective employers have done an Internet search to see what they find. And if they come up empty handed it can lead them to assume the applicant is lazy or, worse yet, hiding something.

What do I want to share?

The Internet is a global audience, so privacy is always a concern. Remember that any information that you put online is there for good and even if you delete it, it can still live on in screenshots and archives.



Also, think about who your primary audience will be. This may help you make decisions about the type of information you share. For instance, you might choose to share very different information with your professional colleagues than you would with students or parents.

Make sure your footprint isn't a shadow.

If you're taking steps to establish and maintain your digital footprint, then you have what's known as an active digital footprint. A passive digital footprint or "digital shadow" is a web presence that grows without your direct intervention meaning there could be anything on it. Make sure you take control of what's part of your online presence.



Start with a website

Your personally controlled website is your home base. It serves as a place that you can direct people and is where you can promote all your professional activity. You'll need to update this website at least every six months if not more so that the information stays current.

What do I put on my website?

Some things to include on your website are: your current personal statement, a biography, a resume or vita, your philosophy on education technology, curated resources, influences, showcase material like projects or conference presentations, awards, testimonials, and contact information including social networks.



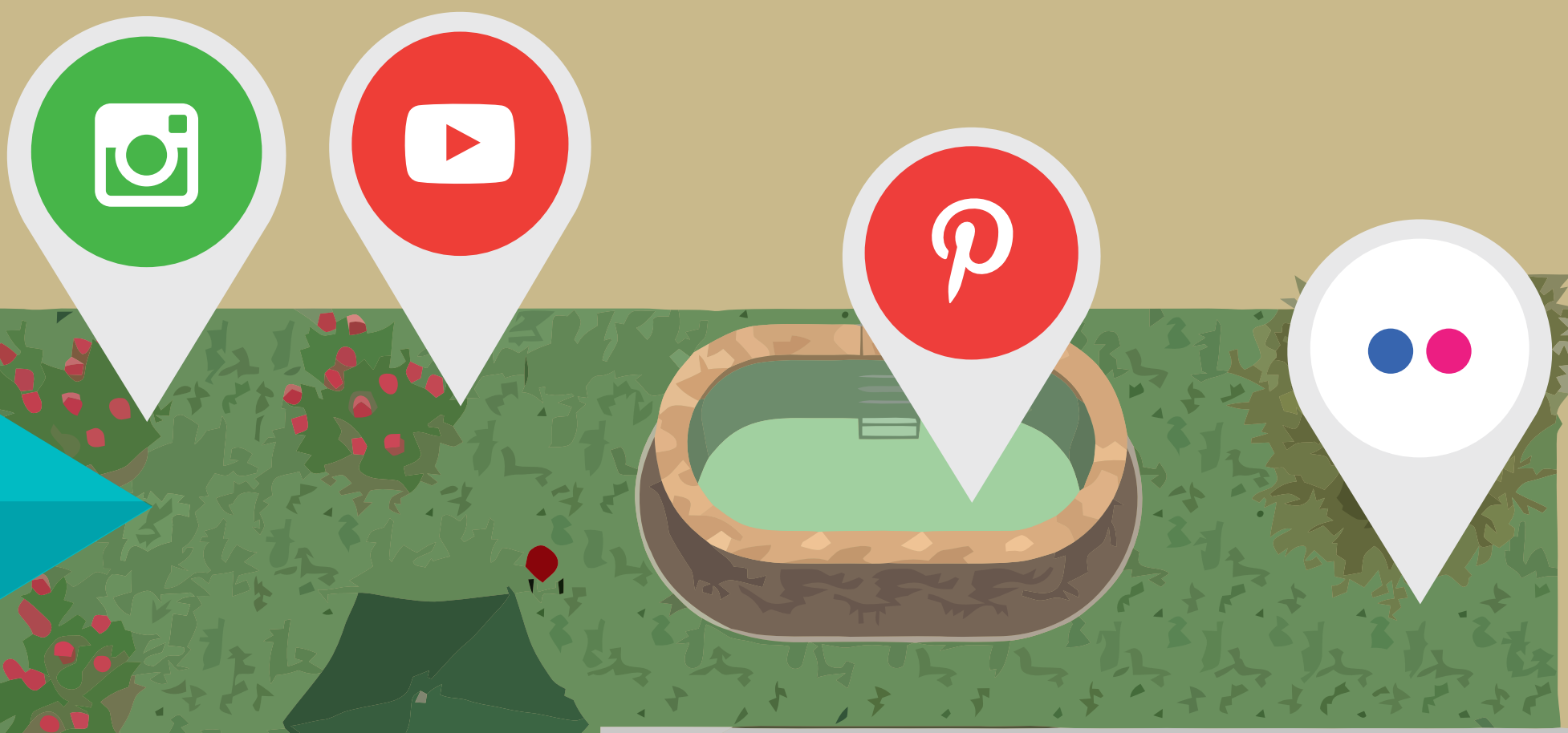
Social Media

Your home on the web

Your house has different rooms in it that serve different purposes. On the web, there are many different social media sites that serve different audiences and are suited to specific forms of contact. The guide below can help you determine which sites you want to participate in and what type of content you can expect to share on each one.

Share your hard work!

Think of a great backyard barbecue. You get together with all your friends to share the food you created. There's several social media sites like this that are made for sharing your amazing ideas. These include Youtube, Instagram, Pinterest, and Flickr.



Socialize and strategize.

You gather in your living room to socialize and talk to your friends and colleagues. Twitter and Tumblr fill this role, with both utilizing hashtags so you can quickly find conversations that interest you. You can also join Twitter chats to share ideas with your colleagues.



Start with something familiar

This is one of the first rooms people think of if when they think of houses. It's something we're all familiar with, just like Facebook is the social media platform that most of us are familiar with.

You can go beyond the familiarity of Facebook by joining groups to share ideas.

Give yourself curb appeal.

Your front yard is what helps you sell your house. It's the first impression that people see. LinkedIn often fills this role in social media as a professionally oriented social network. It's one of the best places to build your professional image.