Building Your Online Academic Presence

For Women in Comparative and International Politics

Social Media - LinkedIn Presence

LinkedIn is more accessible than traditional university pages and a better choice for (younger) ECRs.

Your profile serves as a living CV (in lieu of an actual website) that recruiters and collaborators can check.

Key elements to maintain:

- Professional headshot
- Clear headline
- Research interests, publications, and event attendance

Social Media - LinkedIn Presence



Some etiquette:

- Engage meaningfully: share your work, comment on others' research, celebrate milestones
- Create opportunities: tag people, send them calls, etc.
- Know what's for institutional emails and what's for LinkedIn

Social Media - Bluesky Presence

Bluesky has emerged as the academic Twitter successor (less algorithmic noise, more scholarly conversation)

It's where informal academic culture now lives: paper threads, conference live-tweeting, job postings, and disciplinary gossip.

Key elements to maintain:

- A recognisable handle and display name
- A clear bio with institutional affiliation
- Join relevant feeds and starter packs

Online and Google Scholar Presence

- Google Scholar profile (claim and maintain your publications)
- Blogs and public writing (and also linking these to your socials)
- Fill out your institutional website profile thoroughly
  - Have pithy bios
- ORCID identifier
- Technical
  - GitHub
  - Harvard Dataverse

Personal and Professional Websites

Personal and professional websites are a great way to highlight your profile online. They can:

- act as an online CV (less cluttered but more detailed than a professional social media profile)
- clearly state the type of work you are interested in obtaining (academic, policy, consulting)
- double-up as a blog (it could be about methods, policy-relevant insights, teaching, career advice)
- be a useful tool for expanding your network