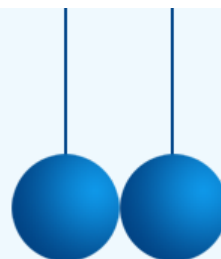


OPENUCT INITIATIVE

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OpenUCT's Guidelines on Academics' Online Presence Released

Blog post by Sarah G

12 December 2012

After successfully presenting several seminars (see examples [here](#) and [here](#)) about online visibility and working with a number of academics at UCT to take control of their online presence, the [OpenUCT](#) team has decided to develop a Guidelines document which might be useful to academics both at UCT and beyond.

The [Academics' Online Presence Guidelines document](#) takes you through four steps, starting to assess the information about you and your outputs online and then going on to suggest a variety of ways to start building on and shaping your current online presence so it is more representative.



The four steps to assessing and shaping your online presence

The four steps are:

Step 1: Assessing yourself

Knowing how you appear online is the first part of shaping and improving your online presence. This step guides you through general searches as well as searches for specific types of content (e.g. videos, images, blogs) posted by you as well including information about you.

Step 2: Your profile as an individual

This step discusses several online profile services that you may belong to as well as some of their features. Our advice is to go back to all the profiles you've set up over the years, update the ones you want to keep and think about removing the ones you no longer use.

Step 3: Improving your outputs' availability

While you may publish prolifically, if your papers aren't discoverable online, they are much less likely to be read. In our digital world, making scholarly outputs reach as many people as possible revolves around having them online and not hidden behind a pay wall. Step 3 focuses on sharing the resources (both journal articles as well as teaching materials and beyond) that can be shared online as well as helping academics discover which these are.

Step 4: Communicating and interacting

Building and maintaining your network of connections and collaborators is as important in the online space as it is face to face and can be a great source of new and relevant contacts that you may have never crossed paths with otherwise. In step 4 a few ways of communicating and sharing online are covered to help you explore this component of the digital world.

You can look at this guide as a whole, moving through it from beginning to end, or start with the step that you are most interested in learning more about. To supplement the guide we've started and are continuing to add to a list of links to resources, blog posts, etc that we've come across dealing with many aspects of online presence – you can find the growing list on [our Delicious feed](#), all tagged "OnlinePresence".

We plan to update the guide in the future and add other emerging and relevant online tools so if you find a particular tool helpful, we'd love to hear about it. Also, your feedback on this guide will help us to make it increasingly useful and relevant so please let us know what you think.

by Sarah G

[Blog post](#)



Comments

I really wanted to send a

Submitted by Nadene on Tue, 10/15/2013 - 02:16

I really wanted to send a small word to say thanks to you for the fantastic points you are writing on openuct.uct.ac.za. My time-consuming internet lookup has at the end been honored with extremely good ideas to exchange with my pals. I'd express that many of us site visitors actually are extremely endowed to exist in a notable community with so many lovely individuals with useful points. I feel really fortunate to have used your webpage and look forward to so many more fun moments reading here. Thanks a lot again for a lot of things.

You made some Good points

Submitted by Toby on Sat, 01/04/2014 - 12:37

You made some Good points there. I did a search on the topic and found most people will agree with openuct.uct.ac.za and Happy New Year!

I have my own blog and might

Submitted by Paul escote gir... on Wed, 01/15/2014 - 23:40

I have my own blog and might bid on projects to blog for others. I believe there are some guidelines out there around what is allowed or not regarding images posted on public blogs (such as copyright rules, licensing, or trademarks). Is there anywhere to go to find industry guidelines for blog post images?.

Re: I have my own blog and might...

Submitted by OpenUCT on Fri, 01/17/2014 - 16:38

Hi Paul.

While we're not aware of any specific industry-wide guidelines (some institutions and sites may have their own inhouse ones, though), there are many articles and blogs available online that discuss images and copyright, with particular reference to blogging. Here are a few we've come across that may be helpful:

- <https://www.eff.org/issues/bloggers/legal/liability/IP>
- <http://scienceofblogging.com/blogging-and-the-law-copyright/> (especially the last few questions)
- <http://socialmediatoday.com/lggodard/955461/5-rules-about-using-web-imag...>

All the best with your blogging!

Very informative post. Thanks

Submitted by рак лимфоузлов ... on Sun, 01/19/2014 - 23:27

Very informative post. Thanks openuct.uct.ac.za for taking the time to share your view with us. wish you all the best in 2014!

It's a shame you don't have a

Submitted by керамические из... on Tue, 02/25/2014 - 23:01

It's a shame you don't have a donate button! I'd definitely donate to this outstanding blog! I guess for now i'll settle for book-marking and adding your RSS feed to my Google account. I look forward to brand new updates and will talk about this blog with my Facebook group. Talk soon!

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