Creating an Intentional Web Presence to Tell Your Story

Patrick R. Lowenthal
Department of Educational Technology
Boise State University
My Background

- educator
- researcher
- designer
- developer
Regis University & the Study of Religion
BACKGROUND
Application Process

Apply

Phone Interview

F2f Interview
Application Process in Reality

Apply

Phone Interview

F2f Interview
Google Yourself!*  
*incognito window
Google Yourself!*  
*incognito window  
Would you get an interview?
Everyone starts with Google... even when researching
Digital Literacy

Literacy has always been a collection of cultural and communicative practices shared among members of particular groups.

As society and technology change, so does literacy... ...the twenty-first century demands that a literate person possess a wide range of abilities and competencies, many literacies.
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As society and technology change, so does literacy... ...the twenty-first century demands that a literate person possess a wide range of abilities and competencies, many literacies.
What comes to mind?

How’s Your Digital Footprint?
Google "digital footprint"
● Who Are You?

● What’s Important to You?
STRATEGIES

- web site
- network
- share
- SEO
Get a personal website
STRATEGIES

web site

network

share

SEO
Engage with Social Networking
STATEGIES

web site

network

share

SEO
Share Professional Materials

patrick r. lowenthal
Instructional Technologist

Jing vs. Camtasia

Posted: October 15th, 2010 | Author: admin | Filed under: Uncategorized | Tags: Camtasia, Jing, PowerPoint, Screencast, Screenshot, Techsmith | 5 Comments »
If you record it, will they watch it? And will it matter? (part 2)
Exploring students’ perceptions of social presence and online video

slides @ www.patricklowenthal.com

Distance Teaching & Learning 2015 -- Social Presence and Online Video 1204 views
Create & Contribute for Others

Conduct & Share Scholarship
Create & Contribute for Others

Conduct & Share Scholarship

Create Resources
Create & Contribute for Others

Conduct & Share Scholarship

Create Resources

Contribute / Review / Critique
STRATEGIES

web site
network
share
SEO
Complete ALL Profiles
Create Alerts, Follow Others

Google Alert - "social presence" filetype:pdf
Google Alerts [googlealerts-noreply@gmail.com]

You forwarded this message on 12/3/2009 2:42 PM.

Sent: Thursday, December 03, 2009 12:48 AM
To: ploewenthal@gmail.com

Google Blogs Alert for: "social presence" filetype:pdf

Facebook Marketing Secrets - How to Capitalize on the most popular ...
Facebook became an overnight hit and in over a relevantly short period of existence now ranks as number 2 website behind Google, according to Alexa.com. With Facebook having the biggest social presence and membership online by a ... WorkOnInternet.com : SBHE Online - http://www.workoninternet.com/ Twitter in the Classroom: Students Find Increased Student Engagement By Mary Bart In one such study, Joanna C. Dunlap and Patrick R. Lowenthal from the University of Colorado at Denver used Twitter as a way to enhance social presence in an online course. In an article that appears in the Journal of Information ... Faculty Focus - http://www.facultyfocus.com/ Thinking Made Easy: Effectiveness of Computer-Mediated ... By Marivic Bitoon The question then arises, do richer communication channels such as video have effects such as reduced social presence? Would trust development be inhibited in a videoconference? What about phone conference? ... Thinking Made Easy - http://vythesis.typepad.com/term_paper_topics/ 10 WordPress Plugins To Increase Your Blogs Social Presence - WpM ... By admin 10 WordPress Plugins To Increase Your Blogs Social Presence « WebMag | Web Design Magazin Star 2 Stars 3 Stars 4 Stars 5 Stars. Loading ... Go here to read the rest: 10 WordPress Plugins To Increase Your Blogs Social Presence ... wp-popular.com - http://wp-popular.com/ Everything Must Go! Into the Woods - Part 2


Cited by 89

Cited by 716
Promote & Share Accomplishments
Track / Adjust
FINAL THOUGHTS
Final Thoughts

• One size doesn’t fit all
• More than broadcasting & self-promotion
• Start small
• Be intentional
• Must be sustainable
• Remain authentic
• Engage, participate, share, contribute
# Continuum of Intentional Web Presence

<table>
<thead>
<tr>
<th>Beginner</th>
<th>Advanced</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Personal (static) web page                                             • Multi-page personal (regularly updated) web site</td>
<td></td>
</tr>
<tr>
<td>• Posts Resume / CV online                                               • Custom domain name</td>
<td></td>
</tr>
<tr>
<td>• Shares selected professional artifacts online                          • Posts Resume / CV online</td>
<td></td>
</tr>
<tr>
<td>• Follows professionals in social networks                               • Active (professionally) on social networks</td>
<td></td>
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<tr>
<td>• Shares selected professional artifacts online</td>
<td></td>
</tr>
<tr>
<td>• Shares teaching / research resources online</td>
<td></td>
</tr>
<tr>
<td>• Conducts research on professional practice</td>
<td></td>
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<tr>
<td>• Contributes to public repositories (Wikipedia, Amazon)</td>
<td></td>
</tr>
<tr>
<td>• Presents at online &amp; face-to-face conferences</td>
<td></td>
</tr>
</tbody>
</table>
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MAKING CONNECTIONS
What’s the connection between Web Presence & Portfolios?
• A portfolio is basically a collection of work (i.e., artifacts or evidence)

• An ePortfolio is basically a digital collection
Three General Types of ePortfolios

• Showcase/Professional ePortfolios

• Learning ePortfolios and/or

• Assessment/General Education ePortfolios
What are some benefits of a public vs. a private portfolio?