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Tips & Tricks for Creating
and Maintaining
Your Digital Identity

Kate Meyers Emery
@KMeyersEmery



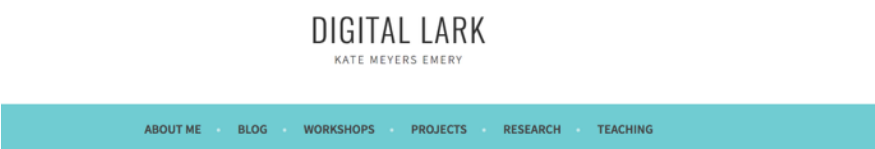
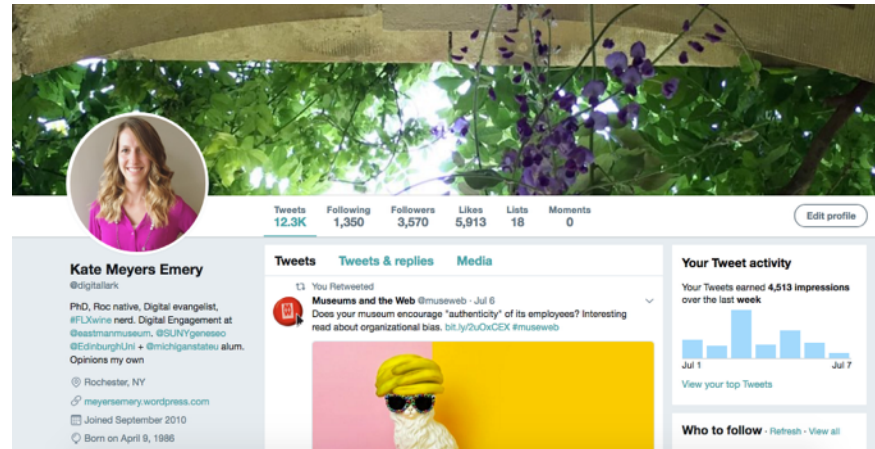
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TODAY'S AGENDA

- ▶ Introduction to Digital Identities
- ▶ Social Networks + Tips
- ▶ Play + Discussion



WHAT IS A DIGITAL IDENTITY?



ABOUT ME

I am an anthropologist dedicated to engaging the public online, leveraging digital tools for outreach and education, and helping others to design and implement their own digital identities, strategies and projects. I have diverse experience using digital tools and methods in research and engagement, particularly for cultural heritage and education. Digital projects that I've worked on include development of an educational computer game, open repository web map, and location-based cultural



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Kate Meyers Emery George Eastman Museum

On a Tuesday at Starry Nites

Interview No. 73

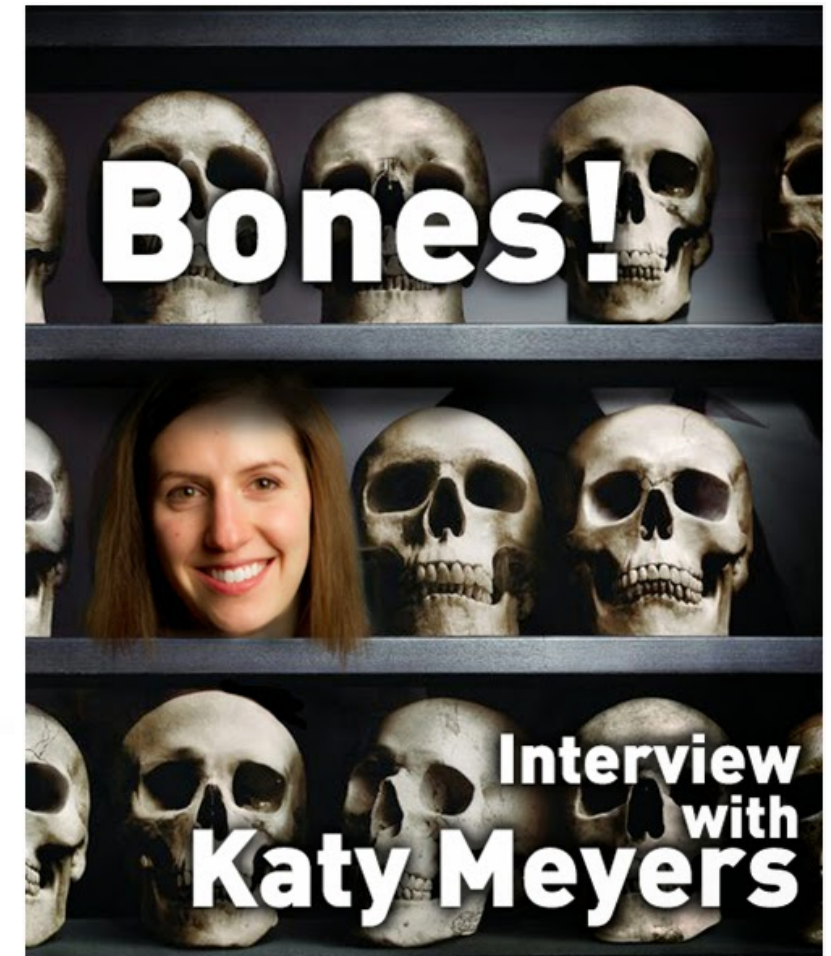


« BonesDontLie » Journeyman Gamer

BonesDontLie's Badges:

This user has not yet connected to Xbox Live Score

BonesDontLie's Games:



WHY MANAGE IT?

- ▶ If you don't, someone else will
- ▶ Because people are going to be searching for you
- ▶ Create a network + build relationships
- ▶ Demonstrate leadership + knowledge of the field
- ▶ Total control over brand + outreach



CONSIDER THIS...

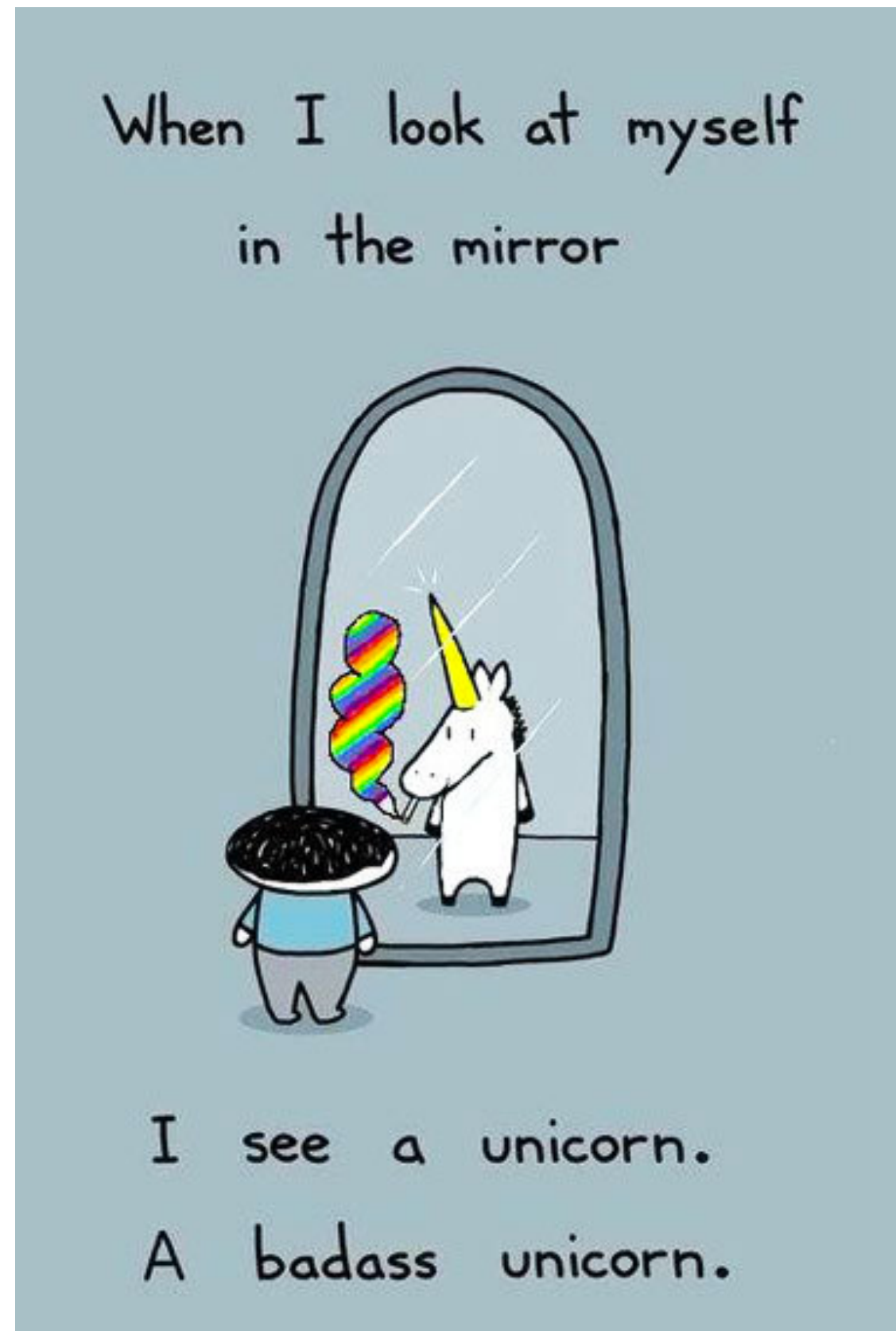
- ▶ What is the goal or dream?
- ▶ What will showcase your skills + experience?
- ▶ Who is the audience?
- ▶ How will they find you?
- ▶ How personal is this going to be?



THE SECRET TO DIGITAL IDENTITIES!

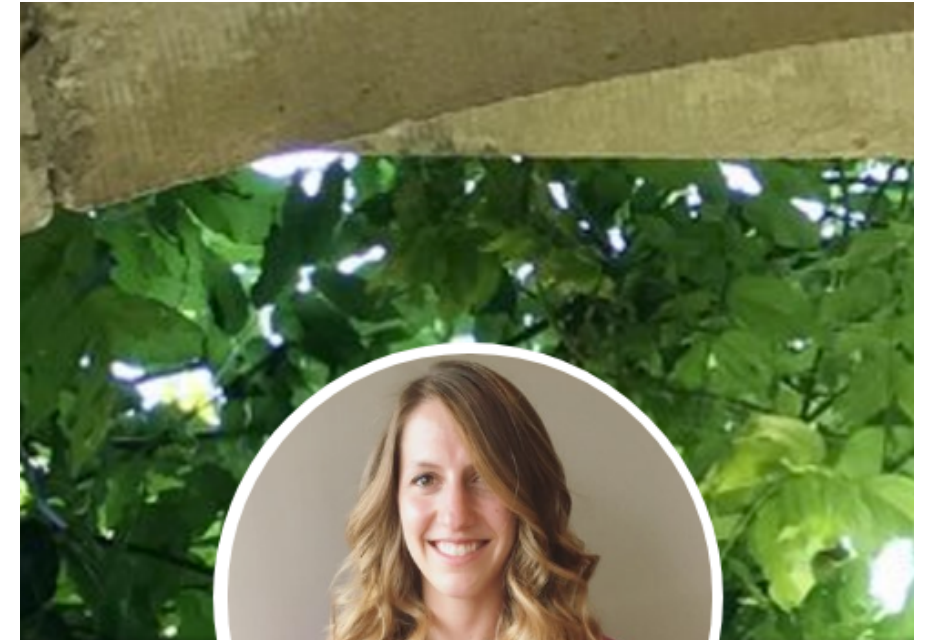
SOCIAL MEDIA IS NOT REFLECTIVE

- ▶ Social media is aspirational!
 - ▶ We portray the person we want to be seen as, using our experience and skills to support this



DIGITAL IDENTITY PRINCIPLES

- ▶ Uniform name + picture
- ▶ Uniform profile
 - ▶ Length, tone and formality may vary
- ▶ Uniform voice and attitude
- ▶ Consistent updates
- ▶ Use big name tools and sites



Kate Meyers Emery

@digitallark

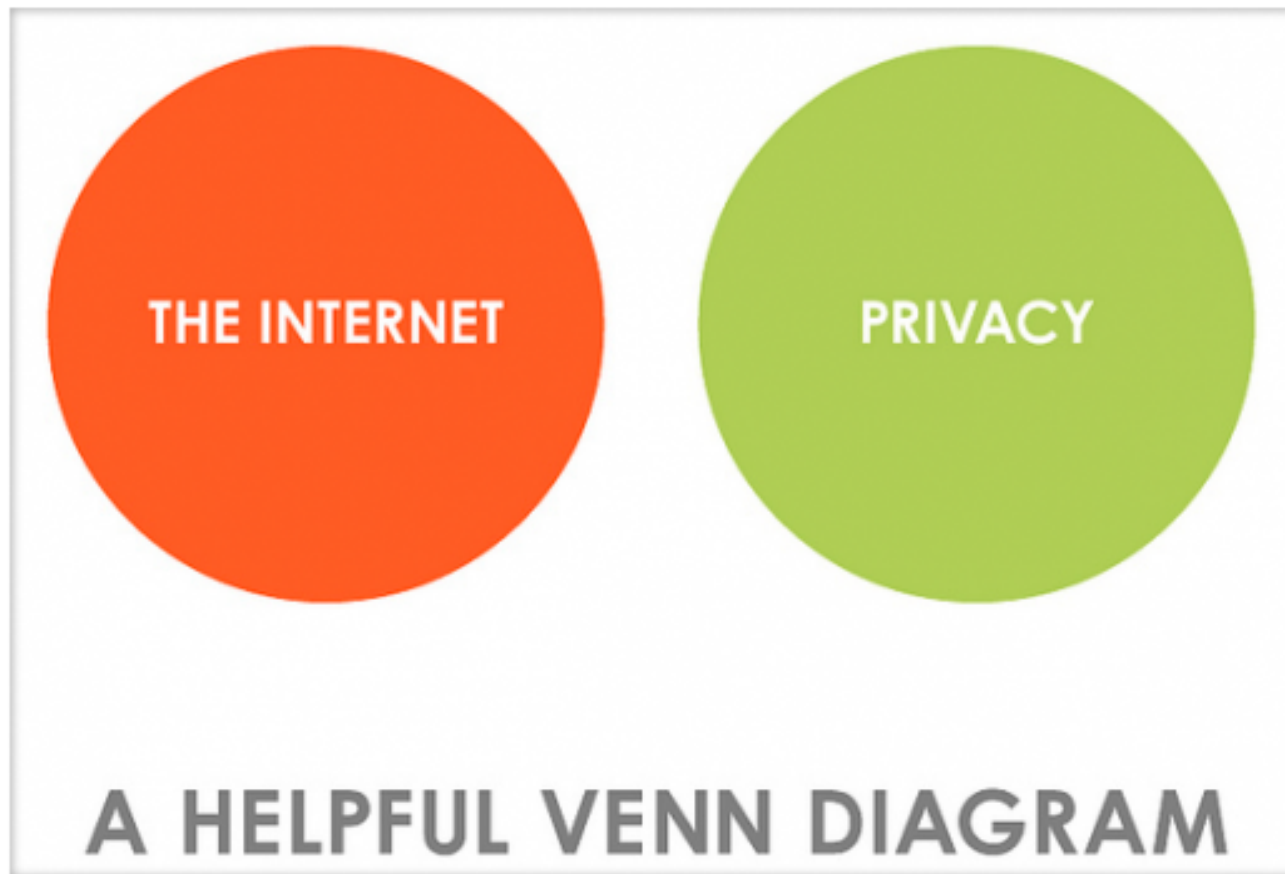
PhD, Roc native, Digital evangelist,
#FLXwine nerd. Digital Engagement at
[@eastmanmuseum](#). [@SUNYgeneseo](#)
[@EdinburghUni](#) + [@michiganstateu](#) alum.
Opinions my own

📍 Rochester, NY

🔗 meyersemery.wordpress.com

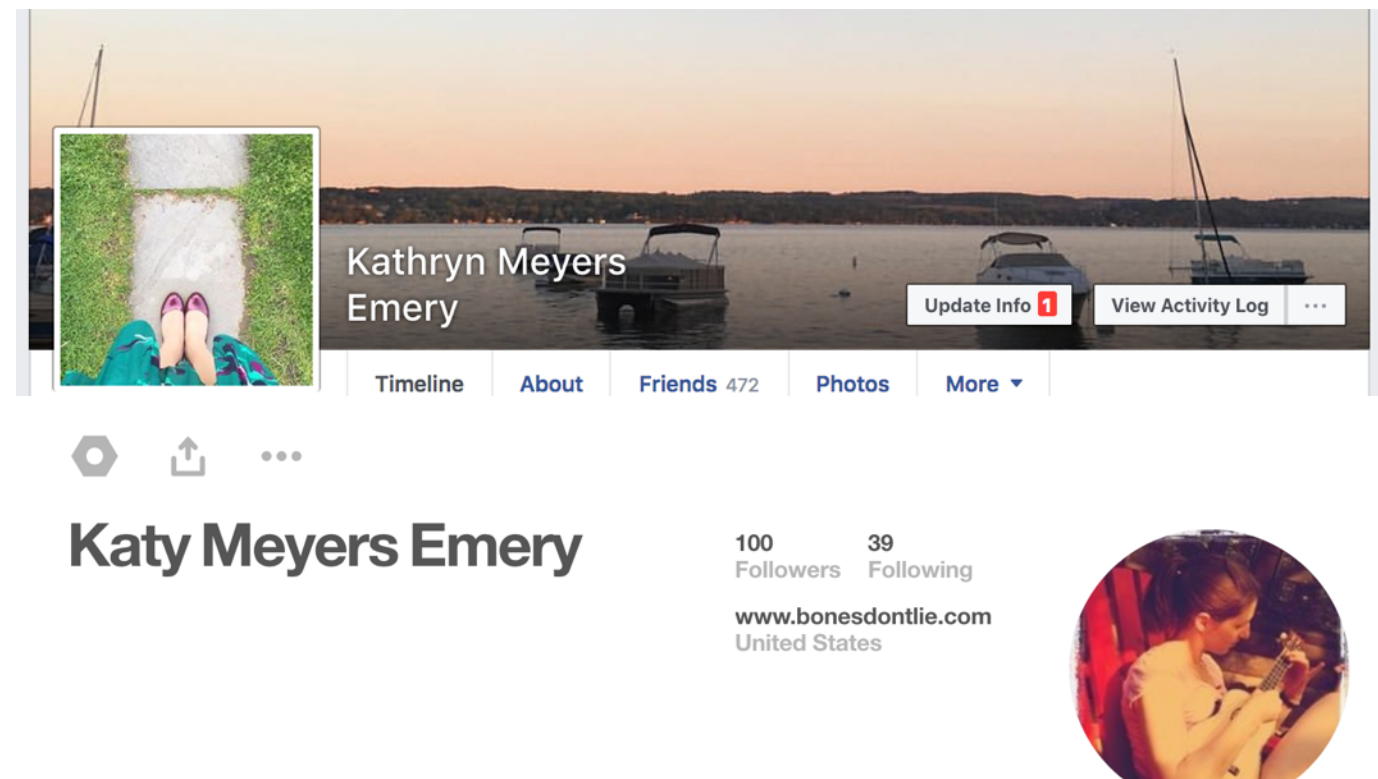
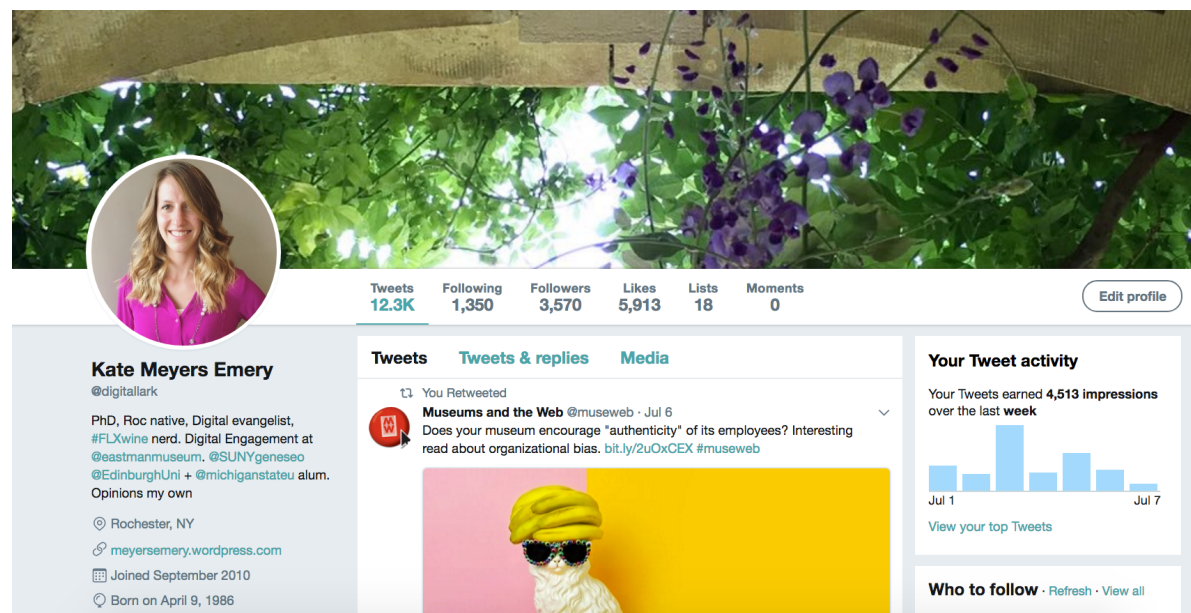
📅 Joined September 2010

PRIVACY



PRIVACY

- Determine what is personal/off-brand versus professional



PRIVACY

- ▶ Take protection into your own hands!
- ▶ Creative Commons
 - ▶ Create your own copyright for everything you put online
 - ▶ Can make your work “All Rights Reserved” to “Free To Use”
 - ▶ My Preference: “Share Alike + Attribution”
 - ▶ www.creativecommons.org/choose



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SOCIAL MEDIA

- ▶ What platforms support your goals and reach your audience?
 - ▶ How much time/money do you have?
 - ▶ What type of content do you have?
 - ▶ What actions do you want people to take?
-
- ▶ Remember, social media is about building brand identity and creating an emotional connection
 - ▶ Not as much about ROI and direct purchasing
 - ▶ Less marketing, more engagement

TWITTER

- ▶ Twitter is an 'information network'
- ▶ **Works Best with:** News, blog posts, gifs
- ▶ **Tips:** Use images, have 1-2 consistent hashtags, less text is better, post multiple times a day



CBC News 
@CBCNews

Follow

Cat documentary seeks 'unusual' felines for CBC's The Nature of Things ift.tt/1vxMsxS



Jesara Sinclair 
@JesaraSinclair

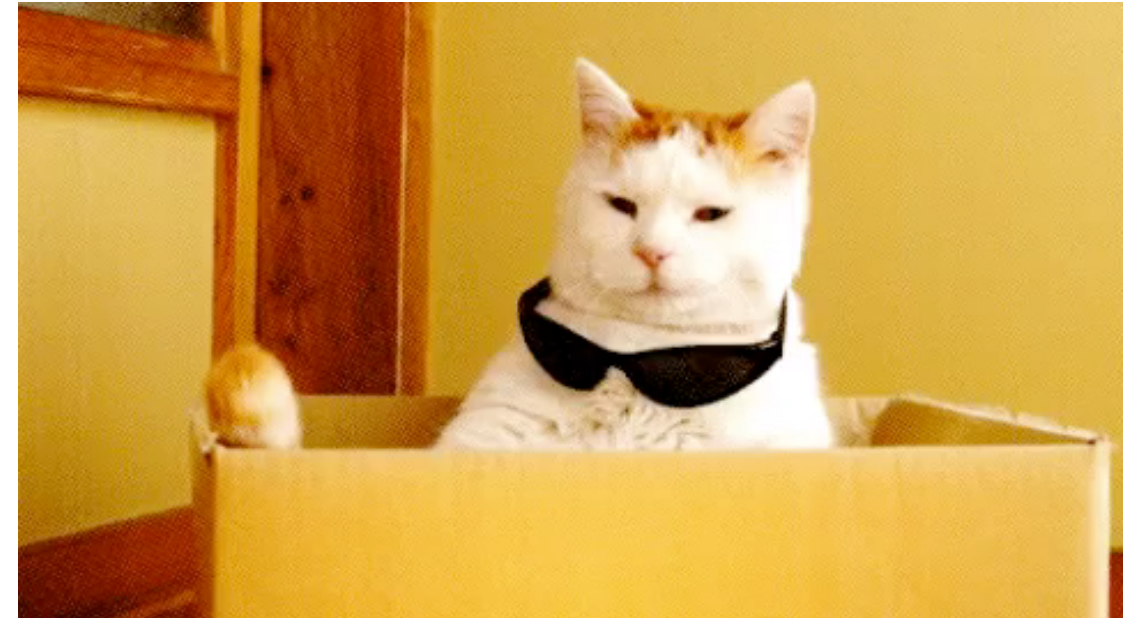
Follow

The snow in [#NelsonBC](#) is currently more than 1 cat high. [#bcstorm](#)

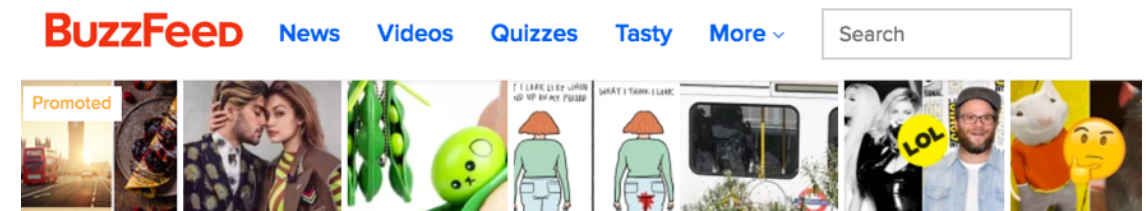


FACEBOOK

- ▶ Facebook is a 'social network'
- ▶ **Works best with:** Video and curated content
- ▶ **Tips:** Use video and images, less text is better, embed links and names, promote culture not product, shorter is better, one post per day



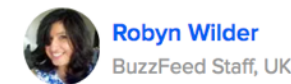
Check out my sweet cat video



33 More Awesome Facts About Cats

Cats are a riddle wrapped in a mystery. Wrapped in a cat.

Posted on May 12, 2014, at 10:59 a.m.



Just when you thought it was safe to go back on the internet, here are **YET MORE AMAZING FELINE FACTS** for your delectation.

Have you seen this cat article

INSTAGRAM

- ▶ Instagram is a 'visual network'
- ▶ **Works best with:** Beautiful, thought out images in curated feed
- ▶ **Tips:** Use images, less text is better, tone down filters, use consistent color scheme, 7-11 hashtags, photos with people get more engagement, 1-2 posts per day



PINTEREST

- ▶ Pinterest is a 'visual bookmark tool'
- ▶ **Works best with:** Food, home, and fashion articles with great images
- ▶ **Tips:** Think carefully about categories and who is search for material, consider keywords, promote on other tools

Cat Fashion

96 Pins

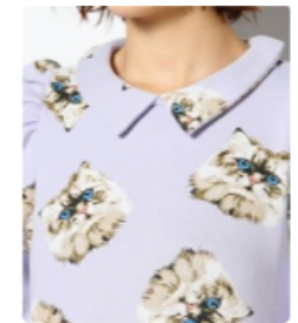
99 Followers



Sweater of a cat wearing a sweater
Haley Cat Fas 550



Striped Cat Collar
The Seersucker Cat Collar
Haley Cat Fas 1.7k



cute cat shirt
Haley Cat Fas 1.9k



Cat purse
Haley Cat Fas 3.5k



Cat Heads Printing Label Short Sleeves Blouse
Haley Cat Fas 1.2k



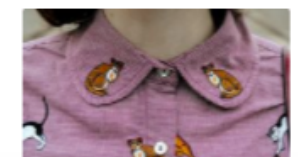
//
Haley Cat Fas 88



IMG 3418
Who wore it best?
nv reinin
Haley Cat Fas 281



Kitten Ankle Socks
Haley Cat Fas 177



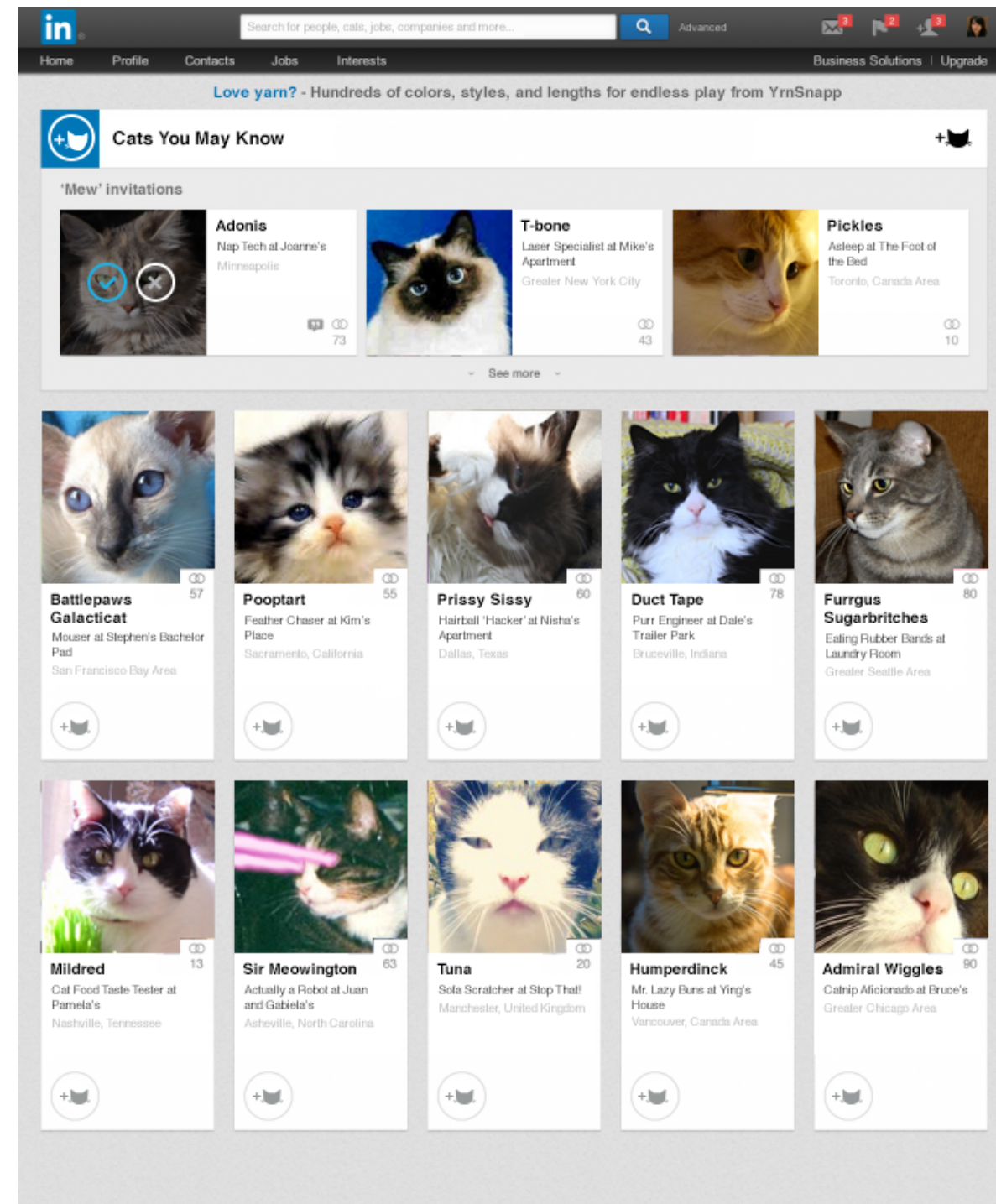
SNAPCHAT

- ▶ Snakchat is a 'video messaging tool'
- ▶ **Works Best with:** real-time content, humorous, video
- ▶ **Tips:** Use short videos and text, keep it simple and fun, try to reach out to individuals



LINKEDIN

- ▶ LinkedIn is a 'professional network'
- ▶ **Works Best with:** High quality professional content, demonstrate leadership
- ▶ **Tips:** Demonstrate leadership through short posts and links, customize URL, make it personal



GETTING STARTED

- ▶ Follow the principles
 - ▶ Be authentic
- ▶ Consider privacy
- ▶ Lurk then jump in!



NOW GET ONLINE + BE AWESOME

- ▶ Questions? Need more help? Ask me @KMeyersEmery!
- ▶ Kate Meyers Emery, Ph.D.
- ▶ meyersemary@gmail.com