

Presenting to the World

Why and How to Build a Personal Website for Yourself and Others

A Guide for Students and Teachers

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What is a personal website?

- The URL is a **person or a vanity name**
 - (i.e. your name, as correct as possible)
 - Use of middle name or initial if necessary
- You are the portal
- Your story (not your bio)

Your story
(not your bio)

Your projects

Your education

Your research

Your teaching

Your photos

Your videos

Why?



- Present yourself globally
- Platform for communication and collaboration
 - Work, research, teaching
- Easily shareable
- Social media is centered around the individual
- Demonstrates that you are technically capable and with the times
- More professional and accountable than social media outlets and/blog

How?



- **Learn basic web design**
 - May need help with the initial site setup (e.g. the 'shell')
 - Basic understanding of Photoshop
- **Use of Google drive**
 - File sharing
 - Ability to link to large or high-resolution files
- **Basic understanding of file naming and organization**
- **Video...**
 - Basic understanding of video production and/or video management

Positives

- A place to share your education media
 - An online publication list with links provides international exposure
 - Research and publication
 - PowerPoints/presentations become public and available
 - Video (easy links to Youtube/Vimeo/Google drive)
 - Images (e.g. field trips/photo journals)
- Creates 'findability' for your work (create your personal SEO)
- Does not require much money!
- Ability to update from anywhere at any time



Negatives

- **TIME!**
- **Risk of doing a poor job**
- **Makes you a target for negative criticism**
- **Mistakes, including English/grammar/typos are visible to everyone**
- **Sitting at the computer is not particularly good for your body**

Benefits for students

- Demonstrates foresight and innovation to your teachers and/or research committees
- Can be incorporated into research presentations and/or thesis defense
 - Shareable with committee members
 - Your work is conveniently available
- Can be used to communicate and collaborate with others
- Creates an updateable and life-long online CV



Benefits for teachers and researchers

- Natural fit for academics and educators
- Communication and collaboration in research
- Teaching platform for courses
- Multimedia portal
- Online publication list
 - Ability to link to papers and journals
 - Creates SEO for you and your faculty and university

Do it for yourself

- Put your best foot forward to the world
- Super online CV
- A validation of your accomplishments
 - Helps you to see your self and your work objectively
 - May serve as a type of autocatharsis (i.e. a therapeutic process)



Do it for others

- Share your experience
 - Can your example benefit others?
 - Friends and family
- Success is contagious
- A tool for teachers to reach new and wide audiences





Thank you!

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