Professional and public: Shaping our online professional identities to tell our story

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What was personal and private is now public and permanent.
• How can we use this permanence to our advantage?
• How do we ensure our professional profile is accurate and tells our professional story, beyond the story of our institution?
• How do we balance and emphasize our professional and academic responsibilities?

Where do we fit in?

Professional identity in higher education: (Whitchurch, 2009)
1) Bounded professionals – perform roles that are clear and prescribed, based on function and job description
2) Cross-boundary professionals – use boundaries for strategic advantage and institutional development
3) Unbounded professionals – disregard boundaries and contribute to broad-based projects across the university
4) Blended professionals – inhabit both professional and academic domain

Identity schism in higher education
• Conflict between inner professional self and outer organizational self (Nixon, 1996); and
• Conflicts between professional and managerial work ideologies and values systems (Winter, 2009)

Professional and Academic identity:
• Discipline expertise
• Discipline scholarship
• Professional autonomy
• Academic freedom
• Intellectual curiosity
• Community of practice
• Accountability to peers
• Non-economic vision

Institution identity:
• Organizational loyalty, citizenship, commitment behaviour
• Market-based rationality
• Corporate values and goals
• Performance management agenda e.g. research targets customer satisfaction

Networking Sites:
A comparative analysis of their services and tools

References:

Institutional
• Library directory
• Institutional repository

Academic Social Networking Sites (ASNSs)
• Google Scholar Citations
• Research Gate
• Academia.edu
• LinkedIn

Social
Google Profile Facebook Twitter Flickr Instagram
Vine Skype Tumblr Pinterest SlideShare YouTube

Common Services
(Vasquez & Bastidas, 2015)
Discussion boards; File repository; Email; Instant messaging; Citation counts; Altmetrics; Public/semi-public profile; Group collaboration; Collaborative document processing; Network visibility; Upload publications; Linking of information to social media

Professional identity is individual and social...
... and continually develops throughout your career, reflecting your expertise, your moral and conceptual frameworks of the profession, and your work as determined by the institution and community of which you are a member (Kogan, 2000).

Why does this matter?
Our online identity offers another way to present our work, find collaborators, connect with colleagues, and further our credibility within the common goals of our profession.

Benefits:
• Easier for people to find and contact you (students, faculty, conference organizers, editors, publishers, etc.)
• Increases accuracy of information attached to your name
• Highlights professional projects, scholarly work and service activities
• Demonstrates breadth of educational backgrounds of library professionals
• Increases awareness within and beyond our library communities and organizations to highlight our labour

Maintenance and Best Practices
• Be proactive and respectful! Look at your profiles regularly to update your CV or résumé. Check and fix broken links.
• Add links to fields that may not be robust enough to reflect your academic responsibilities. Incorporate the use of alternate platforms for richer profiles.
• Share your story with others. Include your profile link in your email signature, on institutional directories and websites, or link through other ASNSs.

Suggested Content: (White, 2014)
• Image (something that represents you)
• Education
• Academic rank
• Position title
• Other roles
• Contact information
• Office hours
• Professional affiliations
• Research interests
• Publications / presentations
• Awards
• Grants
• Service (library, university, or community committees)
• Career history
• CV or link to résumé

Study in Progress...
A comparison of Canadian academic librarians’ professional online identities: university-managed vs. self-managed profiles

• Do academic librarians identify themselves in the same manner on both profiles?
• Are the profiles connected? Do university-managed sites link out to self-managed profiles and vice-versa?
• What is the range of content available on university-managed sites? Are there restrictions?
• Is there a difference between the profiles of faculty-status and non-faculty-status librarians?