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JAMES GETHYN EVANS

# Building an Online Presence

Fairbank Center, Fall 2022

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You need one

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WHY?

# Control your narrative

- People will look for you anyway, show them what you want them to see!
- Collate multiple profiles (dept., social etc.)
- Forefront what you are looking for

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- Hub for everything you do
- Richer visibility
- Broadens audiences
- Highlights your own gaps
- Way to connect with students

**GOOD FOR YOUR  
CAREER AND MAKES  
YOU A BETTER  
SCHOLAR!**

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But it takes too much time!

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WHY?

## It's worth it!

- Usually the first thing a hiring committee searches for
- A way to get opportunities
- Time-intensive to set up, but much less time after

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I don't know where to start!

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HOW?

# Today's workshop

- How to start a personal website
- Hosting, platforms, analytics
- Page architecture

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# Who already has a website?

THOUGHTS/FEELINGS?

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# Get a Domain

SOME PLATFORMS HAVE THIS INCLUDED

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HOW?

# Choose a domain/ name

- This is your url ([www.myname.com](http://www.myname.com))
- Preferable to pay (small amount) for personalized domain
- Popular domain sites: GoDaddy, Google etc. (around \$15 per year)

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# Get a Host

SOME PLATFORMS HAVE THIS INCLUDED

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HOW?

## Choose a host

- This is where your website “lives” usually around \$50 per year
  - WordPress (managed like WordPress.com, or self-hosted on a service like Reclaim Hosting)
  - Squarespace
  - Google Sites

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# Choose a platform/theme

WORDPRESS!



# WORDPRESS

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HOW?

## Wordpress

- Higher learning curve (but not that high!)
- Flexible to use and convenient if you stick to templates
- Other potential platforms: Wix (easy but \$\$\$), Bluehost (easy and \$), Siteground (fast). Google sites is the easiest!

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# Plan your site

**LOOK AROUND FOR INSPIRATION!**



**Tarryn Li-Min Chun**  
陳珮敏

[research](#) [teaching](#) [reviews](#) [other](#)

[ABOUT ME](#)



Tarryn Li-Min Chun (陳珮敏) is an Assistant Professor in the Department of Film, Television, and Theatre at the University of Notre Dame, where she holds a concurrent appointment in the Department of East Asian Languages and Cultures and is a Faculty Fellow at the Liu Institute for Asia and Asian Studies.

Prior to joining the faculty at Notre Dame, she completed her Ph.D. at Harvard University and was a postdoctoral fellow in the Lieberthal-Rogel Center for Chinese Studies at the University of Michigan. Her research focuses on modern and contemporary Chinese theatre, and she teaches courses in Asian theatre, global theatre history, intercultural performance, adaptation, and intersections among theatre and other arts/media.

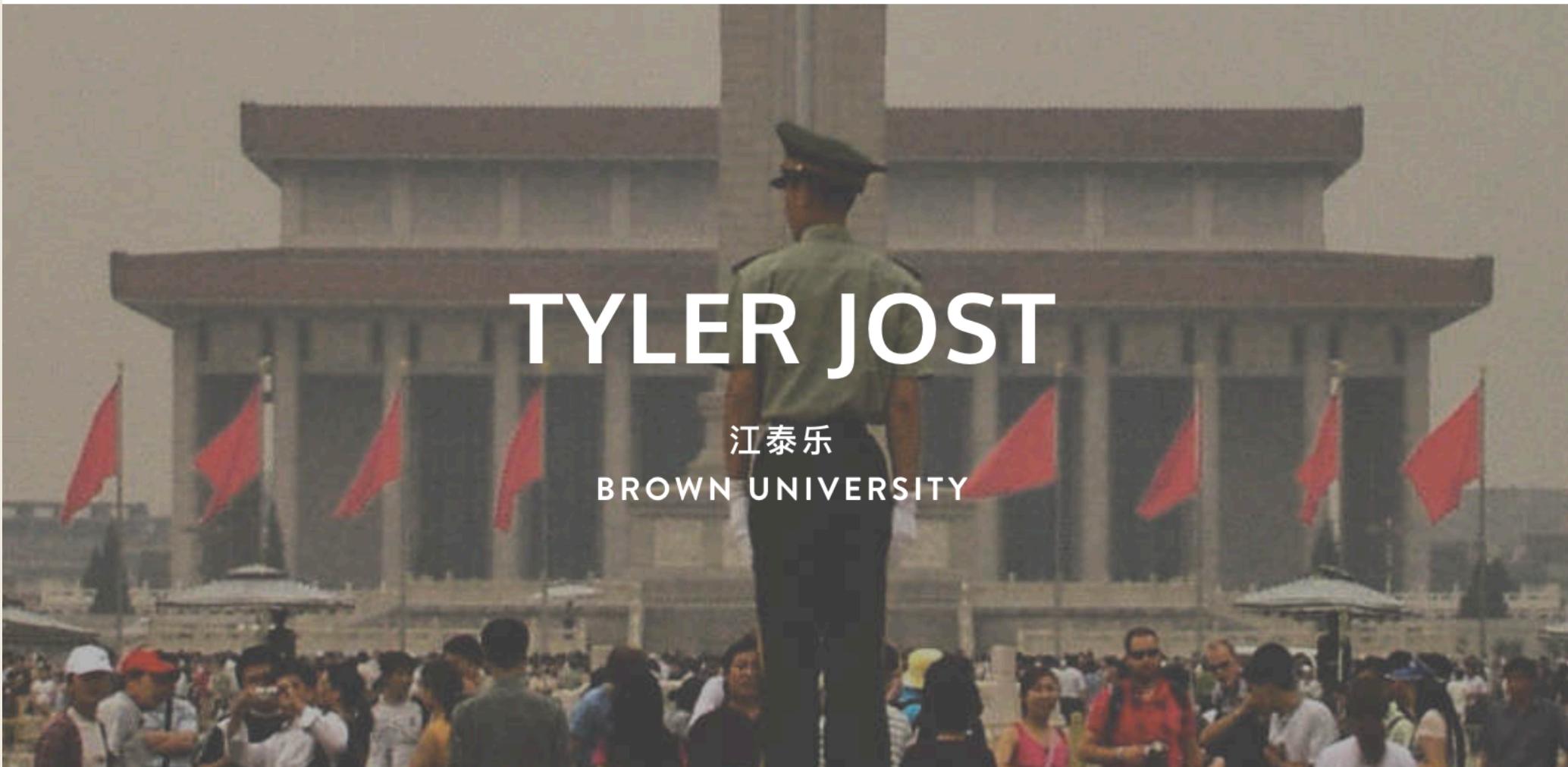
Her work has appeared in journals such as *Modern Chinese Literature and Culture*, *Theatre Journal*, *Theatre Survey*, *TDR*, and *Asian Theatre Journal* as well as in several edited volumes. She is co-editor with

HOW?

# Potential pages:

- [About/CV](#)
- [Research Interests](#)
- [Teaching](#)
- [Publications](#)
- [Talks/presentations](#)
- [Media](#)
- [Get in touch](#)

- [Decide what you want to prioritize](#)



Tarryn Li-Min Chun  
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research teaching reviews other

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HOW?

# Potential pages:

- **Include:** elevator pitch, research interests, examples of work, other sites (i.e. dept site), high-res photos
- **Avoid:** Life story, everything you've ever done, unrelated information, shoddy graphics/images, an untouched blog

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# Get building

SELECT A TEMPLATE, START POPULATING

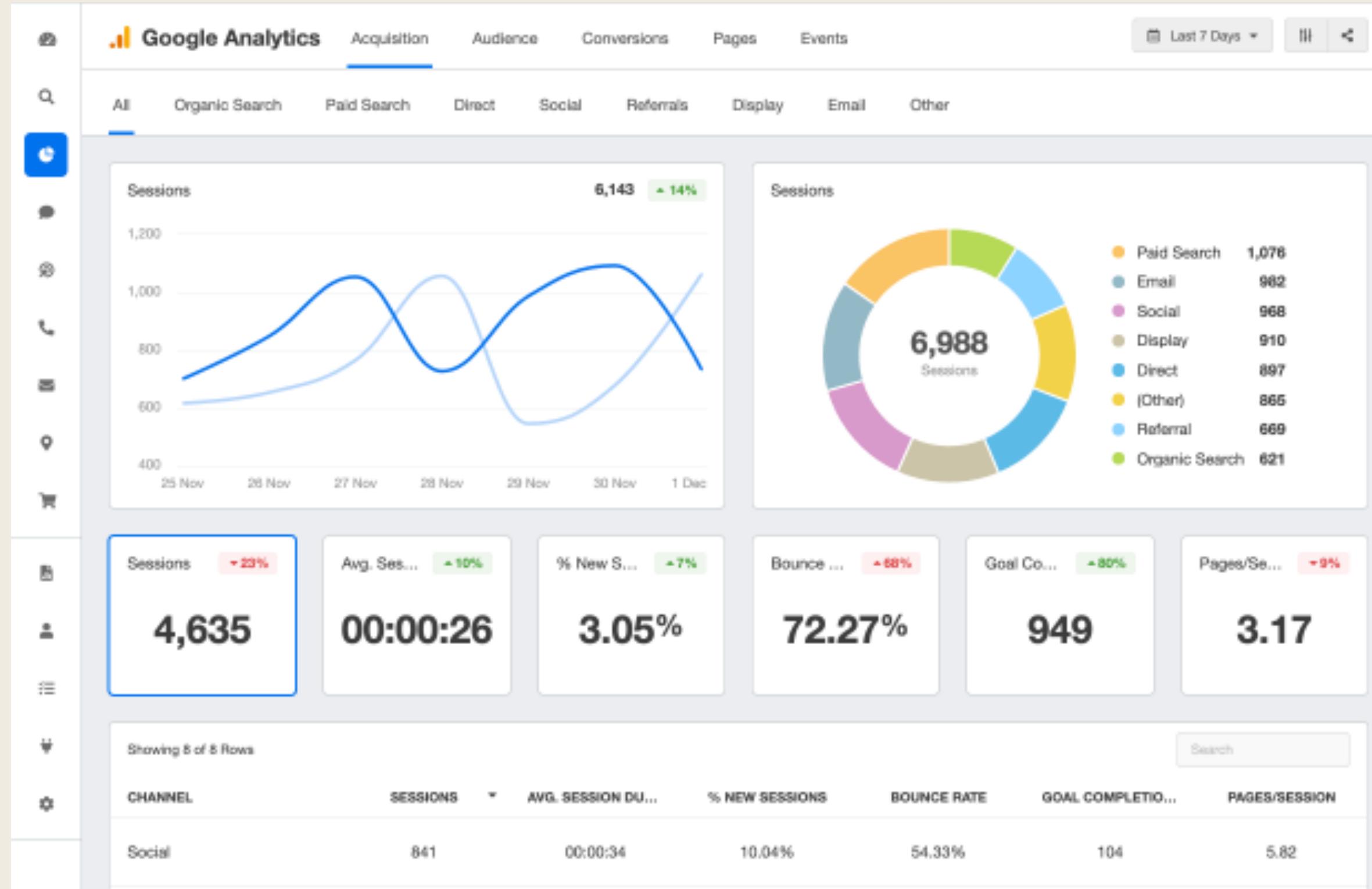


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# Analytics

**POST-LAUNCH**

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HOW?

# Link your website with Google Analytics

- Find out details on Google Support: <https://tinyurl.com/2p8w22ft>
- Allows you to track who is looking (and where they are spending time)



## Welcome

I am a scholar of modern and contemporary China with a focus on China's foreign relations with the Global South. I am currently a Ph.D. candidate at Harvard University, where I am writing a dissertation on global networks of revolutionaries inspired by Mao Zedong Thought during the Cold War.



[About me](#)



[Publications](#)

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### SUMMARY

# A website will change your life

- (Sort of)
- But it will help both your research process and your career!

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