

# Building Your Authentic Online Identity



Photo by [Jez Timms](#) on [Unsplash](#)

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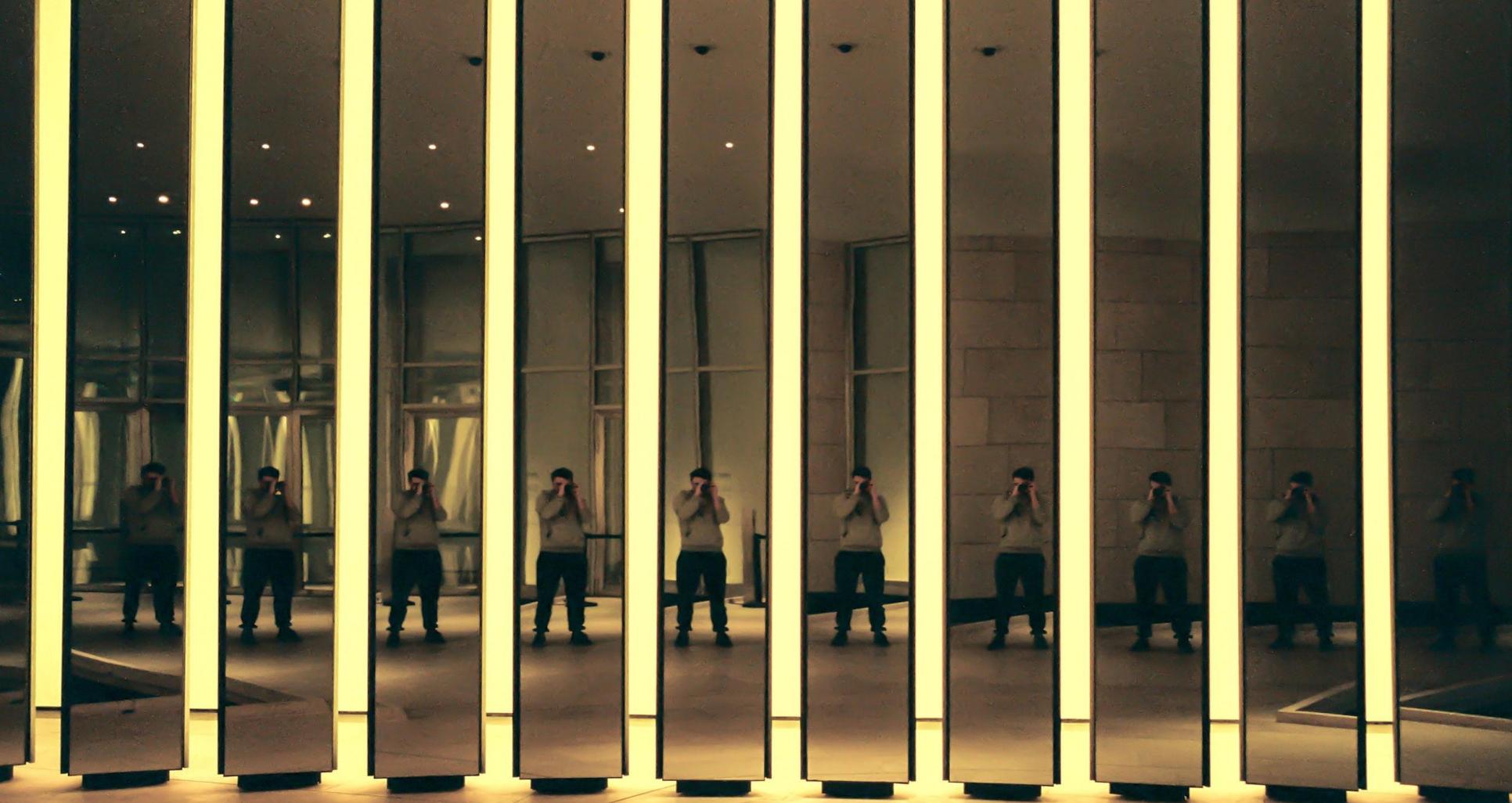


Photo by [Barthelemy de Mazenod](#) on [Unsplash](#)

ONE SIZE DOES  
NOT FIT ALL





Photo by [Noah Näf](#) on [Unsplash](#)





# WT LW

a record of library fashion

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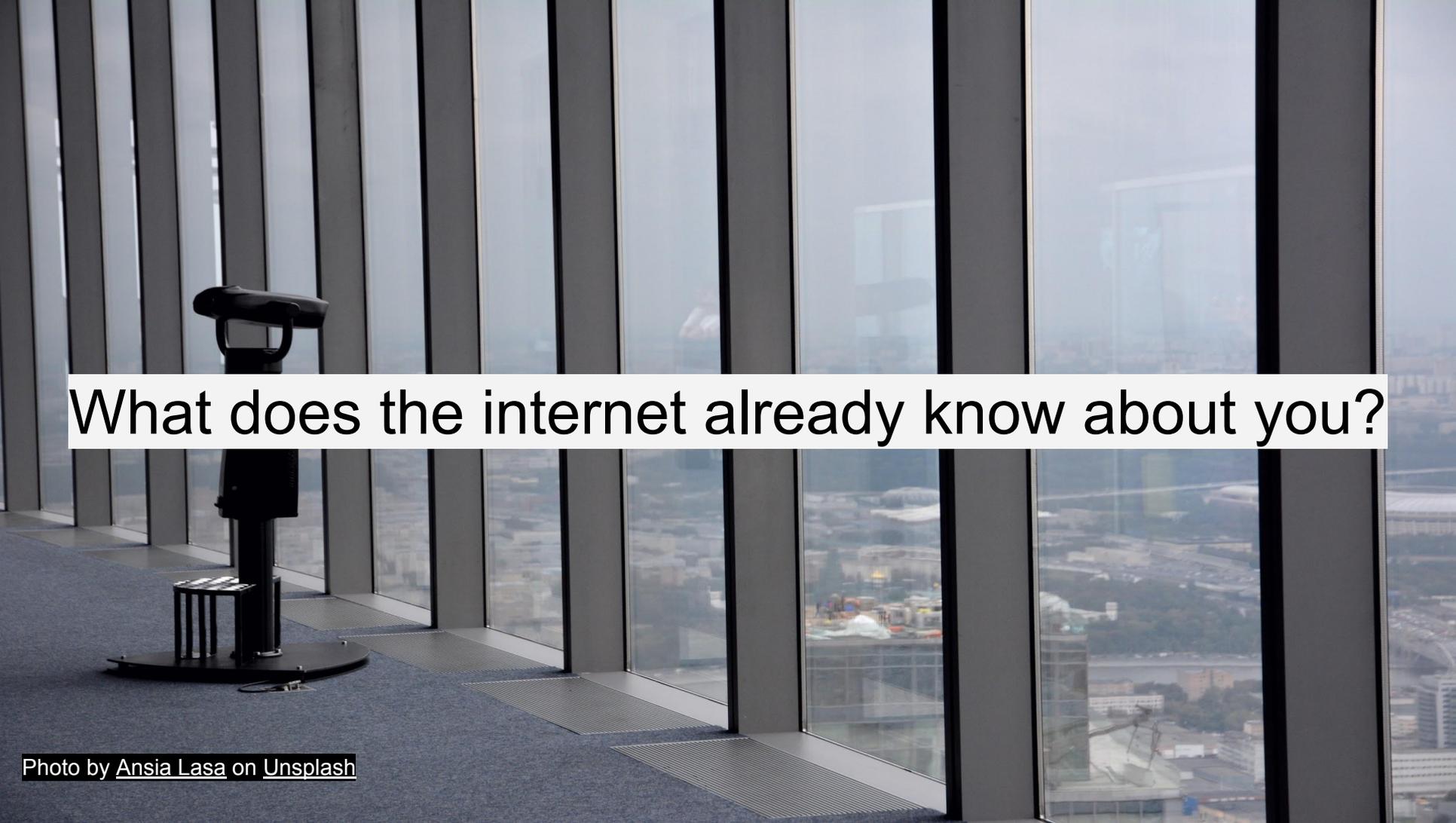
16 Sep



Striped Scarf #whatthelibrarianwore

"Because I'm the kind of girl who fantasizes about being trapped in a library overnight."

— Rainbow Rowell, *Fangirl*



What does the internet already know about you?

Conduct an online audit.  
Google yourself.  
Setup a Google alert for your name.

Who are you? Who is your community?

PASSION LED US HERE

Who are you? (personally, professionally)

What's your comfort level?

Where is your audience?

Solidify who you are.

Create an ORCID id.

Update your Google Scholar Profile.

Purchase your domain name.



Create relevant, interesting and beautiful content.



Tools to help you streamline and monitor:

IFTTT

Hootsuite/Buffer/Tweetdeck

Repurpose content.

# Tools to help you make beautiful content:

WeVideo (videos via the Library Media Studio)

PowToon (videos)

Audacity (podcasts)

Canva (graphics)

Unsplash (free stock images)

Colourbox (stock images via Library Database)

A close-up photograph of a flowering tree branch, likely a Malus species, featuring vibrant pink blossoms and buds. The flowers are in various stages of bloom, with some fully open and others as tight buds. The background is a clear, bright blue sky, and the overall scene is bathed in natural sunlight, creating a warm and vibrant atmosphere. The text "Every activity is an opportunity." is overlaid in a white box with a black border across the center of the image.

Every activity is an opportunity.

*thanks!*

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