Online Personal Branding for Archaeology Job Seekers

By
Bill White
Research Publications Director
Succinct Research

Succinct Research

LEARN WHAT YOU NEVER LEARNED IN COLLEGE

Online Personal Branding for Archaeology Job Seekers

Get Known. Get Connected. Get Jobs.

Here's how you can get started today!

PHASE I
1. Read the book Personal Branding Online for Archaeology Job Seekers
2. Create a completely comprehensive LinkedIn account
3. Using your name as inspiration, start your own personal website and connect it to your LinkedIn profile
4. Learn everything you can about how LinkedIn works; connect with as many archaeologists as you can

PHASE II
1. Get at least one social media account
2. Connect with as many archaeologists as you can on that platform
3. Learn everything about how that platform works
4. Start a blog; start guest blogging

PHASE III
1. Use your blogging and social media to connect with others that can help further your research
2. Use your online activity to help address the problems faced by your peers
3. Use your online activity to create communities of practice that contribute to the wider field of archaeology
4. Connect with others in a sincere, honest way that helps improve other people's lives and careers
5. Go beyond the internet into the academic press and mainstream media

PHASE IV
1. Go where no one has gone before...
2. Use archaeology, the internet, and social media to spread world peace...

There is no better time than the present. No better day than today. What are you waiting for?

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Introduction

I held down the button on my iPhone until I heard a quiet tone. I clearly enunciated a question: "Siri. Who is Bill White the archaeologist?" A robotic female voice replied: "Checking my sources." A short pause. "Here's what I found on the web for who is Bill White the archaeologist," Siri answered.

With one hand, I scrolled down the list of information in Siri's response on my phone while I was holding my son, Cyrus, with my other arm. "Daddy, that's you," my son said when he saw my picture in the query results. Looks like Siri found the correct Bill White the archaeologist.

It may seem like the height of vanity to query yourself using Siri— Apple, Inc.'s knowledge navigator that comes with every iPhone since the 4s. I mean, asking a robotic smartphone program to search the internet for information about yourself seems really similar to when the evil queen in Snow White asks a mirror on the wall; "Who is the fairest one of all?"

In reality, it is very important to know what kind of things the internet is saying about you. Online search engine queries are a good way to discover what information exists about you on the internet. When you ask about yourself on Siri or Google, what do you see? Your contributions to a local community archaeology project, your profile on the Department of Anthropology's webpage, or your latest political rant on Facebook? Or something worse?

This eBook is the brainchild of an excellent webinar I attended during the summer of 2014 titled "*How to Build Your Personal Brand Online*". The webinar was sponsored by the University of Arizona's

Human Resources Division and was led by two amazingly experienced social media advisers: Christine Hoekenga and Jaynelle Ramon. Hoekenga is a freelance writer and the Social Media Coordinator for the University of Arizona's Office of the Senior Vice President for Health Sciences. She's been published in *High Country News* and *Technology Review* and is an online content strategist (Learn more on her personal website http://christinehoekenga.blogspot.com/). Ramon is the Web Content and Social Media manager for the UA Alumni Association. She is also the writer and copy editor for *Arizona Alumni Magazine*. This webinar was a great introduction to online persona management for folks that may not realize how important this is for career development and promotion.

I have added to the content in this webinar based on my experiences as a job seeker in the cultural resource management archaeology industry and from other personal experiences. My wife, Clarity, was an executive recruiter and I have written extensively about job search strategies for archaeologists on the Succinct Research Blog. Additionally, I have self-published two cultural resource management (CRM) archaeology-related books that are available for purchase on Amazon. Finally, I've coached a number of archaeologists with their job search with great success. Managing your online persona is something I always recommend to anyone that tells me they're looking for a job.

THE BODY OF THIS EBOOK HAS SEVEN MAIN PARTS:

Part I: Why Should Archaeologists Care about Branding— You need to care about what Google tells potential employers because they are going to look you up on the internet before they even think about hiring you. You need to make sure they only see good things. Personal branding allows you to highlight your skills, knowledge,

and abilities in a positive site and differentiates you from the other 10,000 recent anthropology graduates.

Part II: Low-Hanging Fruit: LinkedIn— Harnessing the search engine optimization (SEO) power of LinkedIn is the easiest way to brand yourself as a professional archaeologist. LinkedIn is also a great place to connect with other archaeologists.

Part III: Listen to the Twitter of Little Birds— Contribute to conversations about archaeology with archaeologists around the world via Twitter. Use this platform to let the world know your perspectives and connect with archaeology communities of practice.

Part IV: Control the Message: Build your Own Website— Building your own website allows you to create an online portfolio. Projects and accomplishments are the new resume. Use a website to demonstrate your skills to the rest of the world.

Part V: Blogging your Way to Infamy— A blog allows you to address relevant questions in our field using your own voice. Blogging has the potential to replace the working papers of old and allows others to comment on your ideas and theories. It is also a great way to get published.

Part VI: If a Picture Says 1,000 Words, What Does a Video Do?— Archaeology is a very visual field. Use photo- and video-based social media to spread the word about your work and life. This is also another way to connect with other archaeologists.

Part VII: Crafting a Social Media Campaign— Online personal branding can be a daunting, time-intensive project but it doesn't have to be. With the right planning and strategy, you can craft your image as a professional archaeologist in a few hours each week.

I have been working on my online personal brand for a couple years now and still have not gotten my name in the top 10 Google search results. There are simply too many politicians, former athletes, and neo-Nazis with that same name for me to compete with. However, a lot of good things about me come up if you Google "Bill White archaeologist". That's exactly how I want it to be.

Online personal branding is important for all archaeologists, but it is especially important for early careerists and archaeology students. Nobody in archaeology knows who you are in the beginning— before you've published a laundry list of articles, book chapters, and reports. You can paint a positive picture of yourself as an archaeology professional if you take advantage of the interconnectivity of the internet. You can also use the internet to connect with a vast network of archaeology professors, cultural resource management specialists, and government archaeologists around the world. Most importantly, you need to act as soon as possible to make sure the search engines are showing the world what you want them to see: your finest accomplishments and best achievements.

This book was designed to be skimmed or read entirely. It also has links to helpful websites and YouTube videos, giving you access to detailed tutorials with concise directions. Take and use this book as you wish. Finally, feel free to email me if you have any questions or comments.

Enjoy,

Bill White, III
Research Publications Director
Succinct Research
Tucson, Arizona

Part I: Why Should Archaeologists Care about Branding

When I first started blogging, I Googled myself just to see what type of information about me was floating around the internet. My name is extremely generic. There are probably over a million William White's in the United States. This country has always had a lot of Bill White's. There was a William White among the original settlers at Jamestown (1607) and there were probably over a dozen in Virginia within 20 years. A William White came over on the *Mayflower* and signed the Mayflower Compact. He died soon after arriving in the Americas. There were hundreds of William White's that served in the Revolutionary War (1775—1783) and probably thousands that served in the Civil War and World Wars.

There are also a lot of William White's that are archaeologists (I've personally worked with three William White archaeologists). A famous British osteoarchaeologist named William White worked at several important sites and did much to further bioarchaeology in the United Kingdom.

Also, I started blogging with little social media presence. I had a LinkedIn profile, but didn't have a Facebook, Twitter, or any other account. I'd never published anything online. Needless to say, there wasn't much about me on the interwebs. For the last two years, I've worked hard to change that.

I have Googled "Bill White" and "William White" and my name didn't come up in the top 100. I guess there are too many politicians, sports stars, neo-Nazis, and musicians named William White for me to even get noticed by Google. But, my name is in the top 10 if you search for Bill White archaeologist. My LinkedIn profile is second in Google's search results.

How did I do that? How'd I get noticed by google for my professional career and not something silly like my Facebook page? I did it by managing my personal brand using social media.

Personal Branding in a Nutshell

I call this online persona management primarily because most archaeologists think branding or creating a brand is just another type of corporate Newspeak. Regardless of what you call it, personal branding is simply taking control of the image you project to the rest of the world. This is difficult to do in real life, but it's relatively simple to do online because of the nature of online interactions. Programs (Google, LinkedIn, Facebook, ect.) thrive on new tidbits of information. All day and night, online programs are searching for new bits of data, categorizing, and archiving it. Personal branding or online persona maintenance is simply the act of feeding these programs the types of information you want them to digest (stuff that showcases your expertise and skills) and starving the internet of things that make you look unprofessional.

In a nutshell, your personal brand is:

— Who you are and what you are or want to be known for.

— The attributes that make you stand out from the crowd.

— A public demonstration of your experience, skill, and career motivations.

Why does personal branding matter?

Archaeologists, generally, are like young-old people (unless, of course, you're already old, which would just make you an old person). We tend to shy away from "technology" and "change" in order to embrace what already exists. I know many younger archaeos (Gen-Yers) have already embraced social media and are

fairly savvy with this stuff. But, a huge number of archaeologists over 35 years old do not see the ways social media can augment and further their careers. The webinar given by Hoekenga and Ramon had some alarming statistics from research conducted by the Pew Research Center that may demonstrate the importance of online personal branding:

— 39% of companies use social network sites to research job candidates (the presenters say this is probably a conservative estimate)

— 43% of hiring managers who researched candidates via social media saw something that caused them not to hire a candidate (hard-core politics Facebook posts, anyone?)

— Surprisingly, only 19% saw something that caused them to hire a candidate; however,

— 56% of hiring managers are more impressed by candidates that have personal websites, while only 7% of job seekers have their own site.

Whether you're ready or not, hiring managers are looking you up on the internet when you apply for a job. I've even heard that universities are checking Klout scores and considering them when hiring professors. Luckily that's probably not happening in cultural resource management archaeology, which appears to be averse to their employees having any voice online. It is important to actively develop and promote your personal brand, especially for people working in the 'feast or famine' world of CRM archaeology.

The most important reason you should be thinking about personal branding is the fact that the archaeology job market is very competitive and will only get more competitive in the future. In a jobs workshop and a job forum I attended at the 2014 Society for

American Archaeology Conference in Austin I learned that universities in the United States grant about 8,300 anthropology B.A.s, 1,000 M.A.s, and 440 PhDs **each year**! Those numbers were complied from data collected in the early 2010s. Not all of these folks will go into archaeology, but it gives you an idea of the sheer quantity of degrees granted every year. At SAA2014, I also learned that top-tier universities get between 40 and 50 applications for every anthropology professor position. Other universities get well over 100 applicants for each position.

These numbers tell me anyone that wants to work in archaeology had better use everything in their power to become well-known and well-connected long before they think about starting their job search. Conducting some extensive personal branding is one way to make yourself known and network extensively with other archaeologists.

Where should you start?

First, I want you to know that it doesn't take much time to game the internet in your favor and let the world know what you can do. Second, it does take some time but it's time well spent. What would happen if you went into a job interview and the employers already knew the topics of your last couple conference presentations, already had a PDF of your conference poster, and had seen photos of you working on your last project on Pinterest? What if they had a good idea who you were BEFORE you walked in the room, but they had no idea what the other candidates had been up to aside from what was written on their resume? Do you think they'd rather go with a candidate they felt like they knew or choose a wild card with a good resume? Exactly.

The webinar by Hoekenga and Ramon suggested four different avenues for online personal branding: LinkedIn, Twitter, a personal

website, and a blog. I agree with these suggestions and believe you can add powerful video sharing sites like YouTube, Vimeo, and Metacafe. Creating and managing a group on Facebook is also particularly useful because of the ubiquity of that platform. I also show you some of the ways I have grown my online presence with a few strategic hours of work each week. It's how I moved my name and professional persona into the top 10 of Google searches even though there are millions of people in the English-speaking world with the same name.

Finally, you will need to prioritize your online personal branding efforts because there are too many social media platforms and websites for any one person to manage at once. We are all strapped for time and need to strategically use this precious resource. The final part of this book discusses the many ways you can create and execute a fruitful social media campaign.

The first place to start is LinkedIn. Why? Read on.

Part II: Low-Hanging Fruit: LinkedIn

I hear this a lot whenever I talk with other archaeologists about LinkedIn: "LinkedIn? Yeah, I've got an account but I barely use it." Or, "What's the use? All the jobs are posted on Shovelbums.org or archaeologyfieldwork.com" Or, "There's never anything interesting happening on there. It's all just a bunch of field school advertisements and conference calls."

LinkedIn is probably one of the best kept secrets in social media. It's an excellent way to connect with peers and mentors. It's also a way you can do the unthinkable: *create a job for yourself by finding cultural resource management archaeology clients*.

What is LinkedIn?

LinkedIn is the second most commonly used social media website in the world and has over 300 million members. It is dedicated specifically to networking among professionals and businesses. This means there are fewer stupid cat pictures and political rants than the other social media venues. LinkedIn members are there to network— they're there for business, which means it can be a particularly fruitful place to be if you're looking for a job or potential clients. Hoekenga and Ramon note that LinkedIn has an extremely low barrier to entry. It's free, although you can get a paid subscription if you want to dig deeper and do better analytics. Because it's designed for professional networking, recruiters oftentimes use LinkedIn to match companies that need employees with profiles for people that can do the job. Employers sometimes use it to find employees so they don't have to create job postings.

Perhaps the most useful attribute to LinkedIn is its excellent search engine optimization (SEO) that makes it easier for your professional

LinkedIn profile to result high in search engine rankings when employers Google your name. This is huge because the essence of online branding is making your professional skills, experience, and message visible to the rest of the world— including future employers.

Personal Branding on LinkedIn

I wouldn't call myself a LinkedIn guru, but in the last couple years I've spent a lot of time reading up and figuring out how to use this social media platform to my benefit. LinkedIn was the topic of my #SAA2014 presentation, the results of which were published in the book "*Blogging Archaeology*" that was joint-published through Landward Research, LTD, Succinct Research, and DIGTECH, LLC. My book chapter focused on the ways archaeologists were using LinkedIn to network and further their careers. Guess what? Archaeologists are pretty much neglecting this website even though they are (probably) aware of its potential.

There are several ways you can use LinkedIn to add to your personal brand. I've simply added to what they said in the webinar:

1.   **Claim your own personal URL—** LinkedIn allows you to personalize your account link. It's best to claim something that has a variation of your name in it (For instance, my URL is www.linkedin.com/in/williamwhite3rd/).

2.   **Keep your profile updated—** Resumes are important, but, these days, many employers want verification of what you can do. LinkedIn allows you to go further than a resume because potential employers can see your previous jobs, personal interest groups, publications, organizations, previous projects and more. They can also see some of your professional connections, which is very important in a small field like archaeology.

3.   **Use a photo that conveys your brand**— It's true that a picture can say a thousand words. Photos are crucial for social media because they provide information that, oftentimes, goes unmentioned. You really need to have a picture of yourself on your LinkedIn profile, but Hoekenga and Ramon suggest using a photo that conveys your brand. If you're a field archaeologist, there should be some element of the outdoors or "fieldwork" in your picture. The same is true if you're a lab manager or lab tech. Most of the photos on LI are stodgy headshots that are glamorized driver's license photos.

4.   **Be consistent**— Remember, everything in your personal brand need to come together to help craft the professional image you want the world to see. Pictures are as important as words. Use a good photo of yourself that conveys a message. A dimly lit selfie of you at your favorite Chinese buffet or a nondescript picture of a Hohokam pot doesn't do the trick. Leaving this section blank is unacceptable. If you're an archaeologist, play into the popular conception of archaeology a little bit so employers and clients see what you're all about.

5.   **Write an interesting and informative headline**— Who are you and what do you do? Your headline needs to answer that question. As with all of the content in your headline and personal summary, make sure to use keywords that can be picked up by search engines.

6.   **Create a summary that shows who you are**— Here's where you insert a brief summary of who you are (experiences), what you do (skills), and why you do it (ethos). This can be a longer version of the personal summary statement you use on your resume or it can

be a more dialogued version. Feel free to tell a story, but keep it professional. People love stories, even hiring managers, but you don't want to go stand-up comedian with your profile. This the place where you can let a bit of your personality shine while also highlighting your accomplishments.

7.   **Include things from your other online platforms**— You can also provide links to your other social media accounts, personal website, and blog (if you have them). Try not to cross-pollenate personal social media accounts with your professional ones. For instance, my Facebook is the place where I connect with friends and family and vent about the frustrations of life. Much of the stuff I post on Facebook would detract from my professional brand, so I use a different name on Facebook than I do on my other accounts and I don't link the professional ones to my Facebook (Although, my Facebook is linked to my Klout account in order to boost my overall Klout score). It's easy to blur the lines with social media, so be careful.

8.   **Fill out your entire profile**— This is absolutely essential. Make sure you put information in as many modules of your profile that you can. Don't forget to highlight your languages and previous projects. If you're a student, impressive test scores and courses can also be noted. Your LinkedIn can add color to your resume so use it to its fullest.

Other LinkedIn Necessities
Once you've built a killer profile and connected with some folks, you're going to need to do some other things to really stand out:

Recommendations and Endorsements— You can say you know how to write a CRM report, but does anyone really believe you until you've demonstrated that skill? LinkedIn allows people in your

network to give endorsements and write recommendations for you. Endorsements are simply things that your colleagues can quickly confirm that you know what you're doing. They're like check boxes that provide a little social proof.

If you want some serious social proof, ask for a written endorsement from some of your previous employers and clients. These carry much more weight. They're like a letter of recommendation that people can vouch for your skills. You can get recommendations by politely requesting them via email from people you've worked with in the past that know you relatively well. Co-workers' recommendations are nice, but recommendations from former supervisors and clients beef up your profile even more.

Max out the "Projects" Module— LinkedIn allows you to write a summary of previous projects you've accomplished. Here is a chance to increase the SEO of your profile by adding a bunch of relevant keywords and links to other online resources and websites. LI doesn't really allow you to fill this with graphics or PDFs of reports, but you can easily host these on a website elsewhere and link to it through the projects module.

Add a PDF, PowerPoint, or Video to your profile— I haven't done this yet (mainly because I have a website and blog), but you can insert a PDF, PowerPoint, or video to the Summary or Experience sections of your profile. This may help increase your visibility and improve your online branding efforts, especially if you're linking to a YouTube video because YouTube can really help your SEO efforts. As long as you're not breaking copyright laws or jeopardizing site locations, adding an academic article, CRM report, or conference presentation/poster can serve as a sample of your work for any potential employers.

This video will show you how and where to insert these files on LinkedIn (Click on the picture below):

Just make sure you're adding things that won't get you in trouble and are targeted to your branding efforts. You don't want to add a college essay about early 20th century socialist filmmaking in the Ukraine when you're branding focuses on your experience as an archaeologist.

LinkedIn Master Tips: Job Seekers

The aforementioned advice is really a primer that you can use to get your feet in the water. But, LinkedIn can do so much more for you than simply build your brand. I've read up on LI quite a bit and most of the following information comes from my own experiences (which are highlighted in my *Blogging Archaeology* chapter "Calling All Archaeology Careerists: Discussing Archaeology Careers Online" (2014:60—76) and the following books:

Asher, Donald

2010   *Cracking the Hidden Job Market: How to Find Opportunity in Any Economy*. Ten Speed Press, Berkeley.

Breitbarth, Wayne

2013   *The Power Formula for LinkedIn Success: Kick-start your Business, Brand, and Job Search*. Second Edition. Greenleaf Book Group Press, Austin.

Carter, Brian

2013   *LinkedIn for Business: How Advertisers, Marketers and Salespeople Get Leads, Sales, and Profits from LinkedIn*. Que Publishing, Indianapolis.

Prodromou, Ted

2012   *The Ultimate Guide to LinkedIn for Business: How to Get Connected with 150 Million Customers in 10 Minutes*. Entrepreneur Media, Irvine.

Schepp, Brad and Debra Schepp

2012   *How to Find a Job on LinkedIn, Facebook, Twitter, and Google+.* Second Edition. McGraw-Hill, New York.

Schaffer, Neil

2009   *The Windmill Networking approach to understanding, leveraging & maximizing LinkedIn: an unofficial, step-by-step guide to creating & implementing your LinkedIn brand : social networking in a Web 2.0 world*. Booksurge Publishing, United States.

I also read dozens of blog posts and articles about strategies you can use on LinkedIn in order to connect with clients and potential employers. There is nearly no end to the amount of advice out there about LinkedIn, but these books are among the best resources I've found thus far (The Donald Asher book isn't about LinkedIn, but it does give timely advice that is easily adaptable to job prospecting on LinkedIn. I've summarized portions of this book here).

There is no one-size-fits-all strategy for leveraging LinkedIn for your job search, but here are some of the ways I've used LinkedIn to further my career and helped others connect with hiring managers:

Step 1: Create a Bad-Ass profile—This goes without saying. Follow the advice I already mentioned above.

Step 2: Start connecting with other archaeologists—The true power is to use LinkedIn to connect with other professionals. You should start by connecting with archaeos that you already know and then work from there. Use commonalities in order to connect with people you might not know well or have never met. Search for archaeologists that went to the same universities as you, live in your town/state, are members of the same professional organizations, or have the same specialty as you (ex. dendrochronology, historical archaeology, geomorphology, ect.). Join archaeology groups and participate in the conversations there (FYI: I have my own LinkedIn group called the Archaeology Careerist's Network. It's open to any and all archaeos around the world.)

Once you're up and running on LI, you can start moving in different directions. You can use LI to conduct some market research, such as searching for companies that hire archaeologists, look for industry problems that you can solve, and researching the skills, education, and experience you need to amass in order to attain your dream job in archaeology. The key is to stay current and active. Comment on group forums. Give endorsements for people you know. Continue connecting with others in and outside your industry.

You can even try to create a job for yourself by connecting with people working at companies that hire archaeologists. If you're a freelance archaeologist or have reached the project manager level, you can try and connect with companies that need CRM consulting. You never know when a blog post or forum comment might reel in a client for your company. CRM companies love employees that can bring in money, so, if you can land a contract or two, your job may just be that much more stable.

A word of caution: Make sure you're not stepping on anyone's toes at your current company. It may seem harmless to link with engineers and architects that have worked with CRM companies in the past, but you never know if you're mucking up a deal that someone in your company has been working on for months. Check with your boss/co-workers before you start schmoozing for clients that might hire your company.

LinkedIn Master Strategy for Archaeology Job Seekers

1. Create complete, keyword-laden, profile that makes you look like a professional

2. Connect with the other archaeologists you already know

From there you can go many different directions

Research the industry and find companies that hire archaeologists in your area

Figure out what experience/skills/qualifications you will need to land your dream archaeology job by looking at the profiles of archaeologists that already have it

Join archaeology groups to connect with archaeologists you don't already know

Use group conversations to identify industry problems; Use your experience to solve them

LinkedIn Master Tips: Finding CRM Archaeology Clients

Most CRM work is landed through requests for proposals (RFPs) and personal connections, but I have a close friend that has landed the majority of his contracts through LinkedIn. How? He uses the platform to its fullest and always strives to make meaningful contact with potential clients. Once again, there is no specific formula for connecting with potential clients but LI makes it really easy to identify companies that may buy your services and figure out who you need to talk to in order to market yourself or your company.

In a nutshell, here's how it works:

Step 1: Make yourself findable— LinkedIn allows companies to make profiles, but company profiles are different than personal ones. First, company profiles on LI are more like blogs that show viewers what you've been up to and usually link back to the company's website. But they give important information to job seekers, recruiters, and potential clients because LinkedIn profiles are another way to advertise your expertise, size, and location. It's also another way people can search for employees you can connect with.

Searching for potential clients through LinkedIn is much easier for individuals with targeted, rich profiles because the platform is designed for interaction on a person-to-person level.

Step 2: Connect with targeted prospects— Use the search function on LI to identify individuals that work at companies that hire archaeologists and figure out a way to connect with them. You can check and see if there's anyone in their network that you're already connected to and ask that person to introduce you two. This may not work for a number of reasons, usually because the person that knows you both isn't really active on LI and fails to introduce you, or

the common connection really doesn't know you well enough to give you a personal introduction.

You can also join groups that have individuals that hire archaeologists. LinkedIn has multiple groups for almost every profession and interest. Some potential CRM clients may be found in mining, telecommunications, city planning, architectural, and engineering groups. Once you've been accepted to the group, you can link with group members by stating that you know each other from the group (LinkedIn makes it hard to "cold call" people you don't already know).

Stay on the lookout for people that are particularly active on LinkedIn groups (i.e. folks that make a lot of comments) that may be potential clients. These folks are probably doing the same thing you are: trying to make mutually beneficial connections that will help further their careers.

Step 3: Interact with these prospects in a meaningful way— It's not good enough to put blog posts and advertise yourself in LinkedIn groups. You need to use the groups as a means of making meaningful contact with potential clients. Your comments and posts should demonstrate your expertise while also striving to address problems/conundrums that other group members may have. Try to be of service to others. Give, give, give, give, give, give, give, and give BEFORE you make a sales pitch or offer your professional services.

Step 4: Use group members to introduce you to potential clients— It's best if you join groups that are likely to need your services, but don't be afraid to join groups that are in adjacent niches. For instance, you may join a group for environmental consulting professionals but don't be afraid to join the conversations of

environmental law groups. Lawyers don't always need an archaeologist, but they may have clients that do need CRMers.

The key is to put yourself out there, demonstrate expertise and knowledge, and make sincere connections with potential clients.

This is just the tip of the iceberg

This section barely even cracks the tip of the iceberg with LinkedIn. It truly is the best resource CRMers have for forging fruitful careers and building valuable businesses. Perhaps I'll teach a seminar on the platform in the near future.

Part III: Listen to the Twitter of Little Birds

Here's a recent Twitter message, also known as a "Tweet", that one of my good friends Chris Webster recently wrote about a guest post I wrote for his website:

"@succinctbill's first paid day as a #CRMArch Archaeologist bit.ly/1szgvSg #Archaeology fb.me/1nz73QB7Y"

If you don't use Twitter, you're probably thinking: "What??! What the hell does that mean? What does that random number sign and the "at" sign mean? I can sorta understand part of the message but why is it written in such ridiculous prose?"

Twitter does have a language of its own that non-Twitter users may be turned off by, especially if you're a prim-and-proper, college-educated archaeology type. Punctuation and grammar are low on the totem pole of importance on Twitter. Also, the co-option of the number sign (AKA hashtag) and 'at-sign' (@) have particular use and importance on Twitter that doesn't jive with the way they're used in vernacular English.

But, Twitter is more than learning some hipster linguistic code. It's about reaching out to other people that share your same interests, connecting with them by sharing information, and participating in an online community with people you've never met in the real world.

Despite its quirkiness, Twitter is an excellent way to connect with other archaeologists and archaeology fans around the world. In his book "*Jab, Jab, Jab, Right Hook*", Gary Vaynerchuk compares Twitter to the mingling conversation at a cocktail party. Except, on Twitter, the conversation continues going on day and night, all over

the world. Engagement is at the heart of Twitter because the platform's users have to continue contributing to the conversation in order to stay afloat among the 24-7 conversation that's going on. *"…[I]f there has ever been a platform where engagement and community management have power, it's this one"* (Vaynerchuk 2013:85).

The power of interconnectivity that Twitter enables has been demonstrated in a number of ways. A recent example is the swift action taken by the archaeology community to "delay" the airing of the insidious show "Nazi War Hunters" on the National Geographic channel. I've discussed this on this blog post and this one. In a nutshell, the show depicted World War II memorabilia collectors and archaeological site looters digging through eastern European battlefields in search of war miscellanea that could be ~~sold for a profit~~ donated to a museum. The show's promo showed non-archaeologists digging up human remains and desecrating battlefield burials for viewers at home.

Obviously, this show had a lot of flaws and complaints on Twitter weren't the only thing that stopped the show from airing. Letters to the editor in newspapers-of-record like the New York Times, a proliferation of blog posts, and protests from some of the largest archaeological professional associations did much to stop the show from going live. But Twitter was one of the main platforms where archaeologists around the world connected for a common cause. This coordination for the cause was made easier because of the specific coded phases that Twitter is so famous for. In this instance, hashtagged phrases such as #naziwarhunters and 'at-signed' Twitter handles like @NatGeo made it easier for archaeologists to seek out like-minded individuals that would help get the show cancelled. Hashtagged phrases are also picked up by search engines like Google, which made it even easier to read up on the campaign to

end the show. In the end, the conversation and engagement by archaeologists and archaeology fans who rose up against the show on NatGeo was made much more effective because of Twitter.

This section discusses how you can leverage Twitter to help build your personal brand. Social media platforms like Twitter are becoming increasingly relevant in our interconnected world. Twitter is an excellent way you can become involved in archaeology conversations and activism as explained above. You can also use Twitter to add to different communities of practice and connect with like-minded folks from around the world.

Tweets aren't Just for the Birds

You probably know that Twitter is a social media platform. Here are some other things about Twitter I thought you'd like to know:

— Messages on Twitter, called tweets, are limited to 140 characters.

— It was launched in 2006 and had over 500 million users worldwide by 2013.

— In the United States there were over 100 million users in 2013, so Twitter is truly an international platform.

— It is the world's most popular micro-blogging platform. Users post 750 tweets per second!

— Conversations are happening in real time, which means your news feed is constantly unfolding.

— Most users are Millennials. Data collected in 2012 (http://www.beevolve.com/twitter-statistics/#a2) indicated nearly 74% of Twitter users were between 15 and 25 years old and almost

15% of users were 26 to 35 years old, which suggests nearly approximately 89% of users are young adults.

— Slightly more than half of all users (53%) are women.

— About 81% of users have 50 or fewer followers and are following fewer than 50 other individuals.

— Family and education are the most popular topics for users between 15 and 35 years old.

Most importantly: *Twitter is designed to be used on mobile devices*. This means messages and conversations on this platform need to be optimized for people that are on the go (either in their cars, waiting rooms, the bathroom, and anywhere except for sitting behind a desk), which means your message can and must be broadcast in such a way that people can check it out while they're on the go.

Twitter Basics for Personal Branding

The key to Twitter is leveraging the way the platform allows you to indiscriminately reach out to like-minded people in order to expand your network far and wide. Unlike Facebook and LinkedIn, Twitter allows you to "follow" people you don't already know which means you can read and comment on their messages even if you don't have any real-world connection to them. This is totally a plus because you can make your own introduction to role models without needing a prior connection. You can also use similar interests, as conveyed through hashtagged phrases, in order to connect with others and create a focused peer group.

While it's possible to reach out anonymously, *you need to understand how this social media platform works if you really want to connect with others in a meaningful way*. Remember, most users were born between 1979 and 1999 and they've been inundated

with commercials and advertisements for their entire lives. We loathe commercials. We can smell an ad from a mile away and, if you're messages are too self-centered, too "lookie at what I've done", we'll drop you from the conversation. Twitter is about conversations and nobody likes it when someone spends the whole time talking about themselves. Vaynerchuk calls it Birdiebragging, which is another form of bragging that nobody likes. Share. Contribute. Converse. And, you'll have no problem connecting in a meaningful way.

Here's what I have to say about Twitter:

It's a great way to stay current— Because the conversation is always unfolding, Twitter is a sweet way to hear about the current goings-on in archaeology.

Use hashtags but don't go overboard— Hashtagged phrases and word are Twitter's currency. Use unique, memorable hashtags so others can hear your voice among the crowd. You can also use common hastags to your advantage. For archaeologists, there are several hashtags we use frequently including #archaeology, #CRMarch, #freearchaeology, #historicpreservation, and #histpres. The goal is to use hashtags so you can stay relevant in the conversations about these topics because Twitter users search for tweets on these topics based on their hashtags. Also, you only have 140 characters so you need to use easily identifiable hashtags to keep your tweets relevant.

However, using too many hashtags can make your message too disjointed, unoriginal, and insincere. Other users don't want to retweet a tweet stuffed with hashtags because there's no content in these. They're sloppy attempts at trendjacking; i.e. a shitty commercial, and nobody wants to pass that message along (more on ***the Art of Trendjacking*** later in this eBook).

Use less than the minimum— The most retweetable tweets use less than the 140-character limit. You need to leave a little room in each tweet so your followers can add a short statement when they retweet you. I aim for only 100 to 110 characters in my tweets, including the URL.

Engage and converse with others— This can't be overstated. You should use the 24-7 newsfeed to enter into the conversations that are going down and help them continue. Feel free to re-tweet and "favorite" others' tweets. Respond when others retweet or comment on your tweets. Thank those that decide to follow you. Politeness and reciprocity goes a long way on Twitter.

Link to the internet— You don't have too many characters on Twitter, but you need to make sure to frequently insert relevant links to online content in your tweets. This allows you to connect your short messages on the platform to the larger universe of the internet. Don't worry about inserting long URL. Twitter automatically has a URL shortener so the link can better fit in the 140 character limit.

Connect with industry leaders— Twitter allows you to connect with archaeology leaders in several ways. You can follow their Twitter handle (it's the name they use on the platform that has an "at sign" in front of it. For instance, my handle is @succinctbill). You can also help further their conversations by re-tweeting their tweets. Or, you can be bold and offer your honest opinion of their tweets.

If you link first and keep posting relevant content, these industry leaders may just end up following you. I can't tell you how happy I was when Paul Mullins (@mullins_paul) and Timothy Pauketat (@TPauketat) followed me.

Promote yourself— Self-promotion is at the heart of personal branding. Twitter is a great way to spread the word about archaeology projects, articles, books, and other archaeology-specific topics in such a way that it adds to your online persona. For example, if you've just heard an awesome archaeology discussion by a famous archaeo, you can send out some tweets with the discussant's Twitter handle (if they have one) with a couple relevant hashtags. These hashtagged tweets will help connect you to archaeology, which helps build your brand as an archaeologist.

While you can use the platform to spread the message about yourself, be careful to not brag about yourself too much. Make sure most of your tweets are passing on the word about someone else and not just focused on what you're doing and what you like. Birdiebragging is offensive. Twitter rewards people who listen and give back, not those that ask for things and take up other people's time.

Be sincere— This is the number one most important thing to know about having a Twitter presence. Be yourself. Use tweets to tell the world about things you like and to give your own personal take on events. People under 35 years old can smell deceit, so don't be a faker. It's easy to make your life look like roses and chocolates on other social media (Facebook, your personal website, your blog, ect.), but in the constantly evolving world of Twitter, the people that are only talking about how great they are will be drown out and forgotten. Twitter is where you can add your two cents and connect with anyone who will listen.

Moving Past the 80th Percentile and Becoming your Own Brand Advocate

As I mentioned before, just over 80% of Twitter users have less than 50 followers and follow less than 50 other Twitter users. There are

thousands of other archaeologists on Twitter, but, if these calculations are correct, most of us aren't really participating in the conversations to our fullest because we have so few followers and follow so few others. There are several ways you can move beyond the 80th percentile and become a branded advocate on Twitter. My personal goal is to surpass 1,000 followers, which is really commendable for someone that's branding himself as an archaeologist on Twitter and isn't a university professor.

The following info comes from personal experience, dozens of blog posts, and a few select books including the following:

HubSpot, Inc.
n.d   *How to Get 1,000 Followers on Twitter*. (http://offers.hubspot.com/grow-your-twitter-followers-fast) HubSpot, Inc., Cambridge.

SocialChorus
2013   *Millennials as Brand Advocates: What you need to know to engage the Most Important Consumer Generation*. (http://www.socialchorus.com/resources/millennials-as-brand-advocates/) SocialChorus, San Francisco.

Vaynerchuk, Gary
2013   *Jab, Jab, Jab, Right Hook: How to Tell your Story in a Noisy Social World.* HarperCollins, New York.

(Full Disclosure: The eBooks with URLs are available for free download. I'm not getting a kickback for recommending them, but I really need to think about being an affiliate of their products because I truly endorse them.)

Tip 1: Create a professional-looking profile— As is the case with LinkedIn, you need to look professional if you're branding yourself as a professional. Your personal brand will be conveyed through your cover image, avatar, personal bio, and backlink to your LinkedIn profile or personal website.

Since you're trying to convey the message that you're a professional archaeologist, you're going to need to use a cover image that demonstrates that message in a sensitive way (BTW: The cover image is the picture behind your avatar [The avatar is the headshot of yourself that shows up next to your Twitter handle]). Don't use a cover image that shows you excavating a skeleton somewhere or shaking hands with a Native American dressed in powwow gear. Its good form to use a cover image that conveys the image of a professional archaeologist without being too cliché.

Some people recommend using a custom background, but I feel like this can make your personal profile look too busy. Nothing is more distracting than a bunch of gaudy fleur-de-lis doodles scrolling on the side of the screen whenever people look at your Twitter profile.

Also, use an avatar photo that shows your face because this is a way you can link with your Twitter activity in real life. You want people to be able to associate with the identity you've carefully crafted on Twitter by recognizing your face at a conference or meeting. That can't be done if your avatar is a cartoon trowel or fluffy kitty pic.

No matter what avatar picture you use, make sure people can clearly see your face or whatever it is that you're doing. *This goes for all photos on Twitter: make sure people can clearly see what you're trying to show them.* Use a high quality photo that is focused on the thing(s) you're trying to show. Remember, people are primarily using Twitter on their phone so a small avatar pic is made even smaller on a mobile device.

Tip 2: Write a great bio— You only have 140 characters, but make sure you describe who you are and what you do in a succinct way. Make sure to use keywords that target the personal brand you're after. I'm not saying my bio is the best, but it's short and to-the-point which is what Twitter is all about. Check it out: https://twitter.com/SuccinctBill

Tip 3: Just keep tweeting— You will need to stay active on Twitter if you want to stay relevant. This can be as easy or as hard as you want it to be. Because Twitter is constantly scrolling in real-time, you can reach a wider audience if you tweet a lot because your tweets, retweets, and comments will be at the top of your followers' news feeds. This can eat up a lot of time if you're not strategic about it.

The easiest way to stay relevant on Twitter is to tweet and re-tweet at the times of the day when Twitter users are most active. I've seen all kinds of blog posts about when users are most active, but I've realized most people are skimming the platform when they wake up in the morning (6—7 A.M.), when they're on their way to work (around 8 A.M.), during lunch (around Noon), on the way home from work (5ish P.M.), and when they're in bed before going to sleep (10ish P.M.). You can stay at the top of the news feed if you tweet and retweet content at these times.

Think about it, when are you most likely to be skimming your social media feeds? Probably intermittently throughout the day, but you're most likely checking out Facebook, Pinterest, and Twitter when you've got some down time— like when you're driving to and from work and when you're lying in bed underneath the covers. It's not rocket science. Either tweet hundreds of times a day or tweet when most people are listening.

Tip 4: Go to a Tweetup— Sending little messages back and forth on the internet is great, but sometimes you actually want to meet some of your Twitter followers in person. Tweetups are real-life meet-ups between Twitter followers. They're a great way to meet people that have similar connections and interests as you do.

The first tweetup I attended was at SHA2014 in Austin. At first, I was intimidated by meeting these folks that I'd been tweeting with for months because I was worried that I wouldn't meet their expectations or would say/do something embarrassing. It was a great experience. Tweetups are much better than a first date or going to a "networking event" because you are not meeting people without some prior interaction. It's not a cold call because you've already been messaging each other before you met them in real life. I ended up having a great time and solidifying relationships that were first nurtured online.

It may take a while on Twitter before you have the opportunity to attend a tweetup. Don't worry about meeting people you know from Twitter that you haven't "met" before. It's a lot less painful than you think it will be. And, you will probably have a lot of fun while linking your online persona to a real person.

Twitter Master Tips for Archaeologists

Okay, okay. I've explained the basics of how Twitter works and what you've got to do to get into the 80th percentile. But, if you want to go the extra mile and build your online brand as an archaeologist you're going to need to do even more than that. Here are some tips from social media professionals and my own personal experience that you can use to make Twitter more manageable:

Target your message— You are trying to build a personal brand, which means you're going to have to target a specific message that

tells the world about who you are, what you do, and your personal ethos for your profession. Search engines make this easy because you can target keywords in your tweets so that they're connected to your name and social media accounts. The key is to liberally use hashtags. I want the world to know I'm an archaeologist, so I've targeted keywords/hashtags related to archaeology in my tweets. This makes it easier for search engines and other archaeologists to find me when they look for archaeology related topics online.

Find relevant content created by others— Conversation is how Twitter works. This means you benefit by tweeting about the discoveries, articles, and blog posts created by other archaeologists as much as you do from archaeology-related content you've created.

Once again, search engines and social media platforms make it easy to find archaeology content to tweet about. One of the best ways to get tweetable information automatically sent to you is by creating a Google Alert for specific keywords delivered to your email inbox. I have alerts for archaeology, historic preservation, and cultural resource management sent to my email account every day. This gives me an endless supply of online newspaper articles and blog posts that I can share with my followers.

You can also search Twitter itself for trending tweets about archaeology and other topics by using the Twitter search function. Other excellent content wells include: feedly, StumbleUpon, and GoodReads. Integrating your other social media accounts with Twitter is also easy. Feel free to tweet about content from Facebook, LinkedIn, and Google+, especially if it's content you've posted there.

Automate your content posting— Here's a secret: *You don't have to tweet all day long. You can automate your tweets so they'll post when and where you want.*

There are a bunch of automated social media systems out there, but I use HootSuite for several reasons. Mainly because it's free. HootSuite also allows me to schedule my posts to multiple social media accounts using an easy and accessible desktop. I typically spend about 2 hours a week scheduling posts on Twitter, LinkedIn, and Google+. It wouldn't be much more effort to post on other social media accounts, but I like learning how each social media platform really works and I'm not quite ready to expand beyond those three (However, I am considering Pinterest. Can any of y'all show me a quality tutorial on that platform). Scheduling tweets is an excellent way to maintain your presence on Twitter and other social media platforms with minimal effort.

Use quality photos— Research has shown that tweets with awesome photos have a much higher response rate than tweets that are simply text. As archaeologists, we are particularly well-positioned to create bad ass photo tweets because of where we work, who we are, and what we work with. A photo tweet of a haboob encountered while working in the Sonoran Desert or a porcelain doll head excavated from a privy in St. Louis would get passed around further than if we just wrote about these encounters.

Some words of caution about using photos in archaeology tweets. First, make sure you don't offend someone. I always think social media photos of human remains are inappropriate and disrespectful (even if you're a bioarchaeologist). Second, don't lose your job over it. Spreading photos of working at clandestine locations can get you fired. I have a friend that was fired for using social media while

working on a mine site in Nevada. It can happen. (*Learn more about how to not get fired while using social media by reading Chris Webster's chapter in the FREE eBook Blogging Archaeology. Download it for free here.*) Third, don't give any information that looters could use to destroy sites. Do not tweet photos that could give away a site location.

Make your message authentic— Most people use social media to add to a specific image that they've created for themselves. Research has shown that the personal image people create using social media is authentic and remarkably similar to the personal image they use in real life. Even though people could be anything they want to be on the internet, *most individuals use social media to reflect the reality of who they actually are*.

Why do this? If you could be anyone you wanted to be, why would you choose to be yourself?

Because people are using the internet to create sincere connections with other human beings. We're comparatively honest on social media because we have the desire to honestly connect with other people.

Now, I'm sure anyone who has used a dating website would differ with this determination. But, it has been my experience that when I meet people that I've previously connected with on social media they look and act similar to how they behave on their social media accounts.

In order to participate in Twitter conversations in a meaningful way, you are going to have to stay true to yourself. Your tweets need to be authentic and honest because there is a whole lot of marketing and Birdiebragging going on. Authentic, sincere interaction cuts through this noise like a trowel through silty loam.

An Introduction to Trendjacking

You've probably never heard of trendjacking. I hadn't either before I read Vaynerchuk's most recent book (2013:88—89, 90—92). Trendjacking is the art of using hashtags related to trending topics in popular culture to extend your message to a wider audience. Expanding beyond archaeologists and archaeology fans is important because it extends your message to followers that may not necessarily listen to you. It also injects new content into your current following, which is probably quite insular because archaeologists tend to listen to, relate to, and befriend other archaeologists. Trendjacking gives you the capability to, *"…piggy-back on other people's content, giving you a reprieve from having to think up fresh creative* [stuff] *day after day. You'll still put out original content, but in this case, your content is the context you use to tell your story*" (Vaynerchuk 2013:88). For the purposes of this blog post, telling your story is synonymous to conveying your brand.

I'm still a novice at this, but I have recently gained quite a few additional followers and increased interaction with my tweets by infusing them with popular hashtags. Most of my tweets get few retweets and favorites, but I have seen increased interaction when I started using trending, non-archaeology related hashtags. The jury is still out on this one; however, it does appear to be increasing my followers and participation in conversations beyond archaeology.

How does Tweeting Increase your Personal Brand?

I can think of several ways:

— It allows you to connect with other archaeologists, including ones you've never met.

— You can keep up with current events in real-time.

— It allows you to participate in conversations in an authentic, yet, succinct way.

— The 140-character limit forces you to stay on topic and use unique, followable hashtags.

— You can engage and converse with industry leaders.

— You can expand beyond the insular universe of archaeologists and archaeology fans.

The benefit of Twitter is it allows you to connect with real-time, quick-fire conversations and exchange ideas with others. You can use the constant, 24-hour news feed to participate in communities of other young professionals. Brevity is one of its strengths because you don't get a chance to bore your followers with archaeospeak. You have to stay to the point and direct traffic to other places where you've gone in depth. Importantly, Twitter has the potential for engagement and community building unlike other social media platforms. We can use it to spread the truth about archaeology in a way that simply isn't available on Facebook, LinkedIn, or Pinterest.

Twitter is my favorite social media platform. There are some fluffy cat photos, but there's a lot more discussion about topics in my professional interest. If you are interested in connecting with me, feel free to send me a tweet: @succinctbill

Part IV: Control the Message: Build your Own Website

Who am I to talk about building and managing a personal website? I don't even have one myself.

KEEPING IT REAL NOTE #1: I just have to admit; I have a pretty basic understanding of how to build a website. I can dig shovel probes, draw planviews, navigate across mountain ranges with a handheld compass, and drink the coffee at some of America's worst gas stations, but the amount I know about website development and construction could literally fill a thimble. I can't code. I'm not the greatest with search engine optimization (SEO) and I have less patience for tech glitches than a Tea Partier does for single-payer health care coverage for all Americans.

Great news! You don't need to know any of those things to create your own personal website. You don't even need to know how to build a website in order to create one that will dramatically help further your personal brand.

Sure, it's really great to be good at web design and have a firm understanding of how the internet works with regard to the millions of websites out there. But, don't feel like you need to be a web designer in order to build your own personal website.

As an archaeologist, having your own site is one of the most powerful elements in your personal branding efforts. Few of us have our own website, including myself, but we all surf the net and use websites almost every day. A personal website is the hub of your online branding efforts. You can use it to divert traffic from your social media accounts on LinkedIn and Twitter to a virtual repository where you can demonstrate in much greater detail what you have to offer to the field of archaeology. The best part of having your own website is message control; You have total control over what is said and displayed on your site and you can use this power to fine tune, hone, and focus your personal brand to its essence.

The Power of Owning your Own Home

Until about 5 years ago, I was a renter. I lived in some of the nicest apartments I could afford and some pretty scrubby ones. These places served my needs: they gave me a place to sleep, somewhere to keep my stuff, and a space to share with others. I didn't care if something broke in my apartment because it was the landlord's job to fix it. I also didn't care if they did stuff to make the place look nice like planting new flowers or painting my building. It added curb appeal, but that didn't really change the way I felt about my apartment. If the place was a dump and they planted new flowers, it was like adding lipstick to a pig. A little paint and flowers wasn't enough to make me want to keep living in a pigsty. There's no problem with renting and I wouldn't mind doing it again someday. Owning your own home is a whole other ballgame.

When you're a home owner, you have to care about your house because there's nobody else in the world that will do it for you. When things break, you've got to fix them. If your house looks worse than the others on your block, you've got to make it look better if you want to benefit from your investment. You are directly responsible for the way your house looks and the way it makes you feel. Conversely, you benefit directly when you make improvements to your house. You feel better inside when you paint a room in your house or plant a garden out back. Your place looks better when you mow the lawn or buy and install a new front door. Those things make you feel good, but it also makes you feel good to get something back from your investment when you sell your home. If

you've played the real estate game correctly (purchased the worst house in the best neighborhood you can afford and fixed the place up), you're going to get a fat financial gain when you sell your place.

Building your own website is a lot like buying your own home. Using LinkedIn, Twitter and other social media platforms to build your own brand is great and it can get you far. But, building your own website and starting a blog (the topic of the next part in this personal branding series) will create a space where you can truly display yourself to the world. All the other branding work should direct traffic to your website, which is where you can connect with others on a unique, personal, and professional level.

While I don't have my own personal website, I use the Succinct Research website and blog as if it was my own website. I plan on setting up my own personal website in the near future, but, for now, I'll share the experiences I've gained building the Succinct Research website, my wife's personal website, and some other websites I've created in the past.

Why Should You Build your Own Website?

If Archaeology Projects are the New Resume, then personal websites are the new portfolio. A personal website allows you to display your work in an easily digestible format. You can upload PDFs of papers you've given, PowerPoints of presentations, or photostories of your most recent archaeological endeavors. If you've listened to my advice about using searchable keywords, you probably understand how search engines work and have some sort of idea how you can show up on the internet when people search for your name or your accomplishments (more on that later). The best thing about having a personal website is the creative freedom you have to let your personality shine through.

Here are some other compelling reasons why archaeology job seekers should think about creating their own personal website:

— 56% of hiring managers are more impressed by applicants that have their own website, but only 7% of job seekers have their own site.

— You have more flexibility and freedom to show your skills, experience, and expertise.

— You have excellent control over the content you display.

— Think of it as an online portfolio where you can tell the world a little more about yourself.

Getting Started Building your Website

Whenever I suggest my peers, co-workers, and acquaintances should get their own website I tend to hear the same things. To make it spicy, I've added my rebuttal after those responses:

"I don't know how to build a website. I'm not a techie"— Neither am I, but I've built over half a dozen websites in my lifetime. Most of them sucked and I let them go up to digital heaven, but I've got one website that at least 2,000 people visit each month. If I can do it, so can you.

"I've heard that takes a lot of work and I just don't have the time"— It does take some work, but you can put in as much or as little as possible. I'm a blogger, student, father, and husband, so my time is at a true premium. Nevertheless, I still find time to work on my site. You don't have to blog, which is where most of the time is spent. You can just create a website for yourself, add a little content and insert some examples of your work, and just let it slide. That would only take a couple hours. Then, you've just got to maintain and update it every month or so.

If you've got 5 hours to waste looking for the best swimsuit for your next vacation or researching your fantasy football draft picks, you've got the time to build a basic website.

"Doesn't that cost money? I'm dead broke"— There are a bunch of free website platforms that you can use. For example, Wordpress.com (which I discuss below) is free and easy to use.

"I don't even know where to start. Don't you need to hire or talk with a web designer first?"— No. You don't need to talk to a web designer, although, if you've got some money it sure wouldn't hurt. The best place to start is right where you're at. Now. Today. Don't delay.

I've covered creating a personal website in my eBook "**3 Elements to a Successful Job Search**" which you can get for free by subscribing to the Succinct Research Newsletter. I have only used Wordpress.org for all of my websites and used Bluehost for hosting, but there are tons of excellent other platforms out there. I have a fellow archaeologist and friend that uses Squarespace for his website. He really enjoys their services.

You can create your own website in less than 10 minutes. All you need is:

1) A domain name— This is like an address for your home. I strongly recommend purchasing your own name for your domain name. I would have bought www.billwhite.com or www.williamwhite.com, but they were both long gone by the time I thought about building my own website. Buying your own name as a domain is important because it will make your search engine optimization that much easier. When someone types in your name, it looks really good for them to see your personal website with all your own content.

There are a million domain search websites out there, but I think the best way to check and see if anyone has your name for a domain is to simply google "www.[yourname].com" and see if anyone already has it. If your name has already been claimed, think about buying a domain that contains your name with one of the keywords your targeting. For instance, my name has long since been gone but I could always buy the domain "www.billwhitearchaeology.com, www.billwhiteculturalresources.com, or something similar. I think -.com names are best because it's the best known URL suffix in the world, but I'm sure you could still promote your personal brand using another suffix such as -.org or -.net.

Even if you never create your own website, I suggest you buy your own name as a domain name (ex. www.johndoe.com if your name is John Doe). There are only a finite number of -.com website combinations out there and you should claim your name before someone else does (It's too late for me. www.billwhite.com was long gone before I started working online).

2) Hosting— This is like the street your website is on. Web hosting is the place where the digital content for your website lives. Hosting companies offers server space for you to store your digital data so that it can be openly accessed through the internet.

Most of the free website platforms like wordpress.com, squarespace.com, and weebly.com provide a certain amount of free hosting. They also allow you to obtain your own domain name for free, but it will oftentimes have the platform's suffix (ex. www.billwhite.weebly.com).

You can also spend a couple bucks and buy your own domain name and hosting. This is the easiest way to obtain your own specific domain name. It also gives you more freedom with your site, but

will require you to do some basic techie stuff. Usually, you can buy your own domain name through your hosting service which makes your annual payments easier. It typically costs about $10—15/ year to own your own domain. Hosting costs around $120—150/year but you can usually host a bunch of websites on one hosting account. I currently have 3 websites on my Bluehost account and it still costs me about $120/year.

Some people I've spoken with are slightly confused because there are two different wordpress platforms out there. Here's how I can tell them apart:

The Difference between the Two Wordpress Platforms

There are two kinds of Wordpress. http://www.wordpress.com is for bloggers and webmasters that want to make a quality, hassle-free website, with some limitations. Wordpress.com is simple to use and free, but you can't install all the plugins that allow you to sell stuff on your site.

Then there's http://www.wordpress.org, which is also free. This wordpress lets you to install plugins and widgets to your website that allow you to sell and endorse products including your own. However, you have to pay for hosting with-.org, which can run you between $7 and $12/ month. Most hosting companies charge you for an entire year up front (I use Bluehost and hosting for all my sites cost me about $120/year).

Personally, I have no experience with Wordpress.com because I didn't want to have limitations on my activities right off the bat. All of my websites are on -.org and, while you will have to learn how to do some slightly techie stuff, it's pretty easy to learn as long as you have a little patience. Check out this website if you want to know more.

I recommend using www.wordpress.org for your website and Bluehost for your hosting. I've used other hosting and website programs and I can tell you from experience that those two companies in conjunction are a killer combo. They're easy to use and allow you to do as much as you can with your own personal website, even try making money from it.

3) A template— Like I said, you don't have to be a web designer to make a reasonable personal website. Templates can make your site look pretty good even if you don't know how to code. I've used a number of templates on Succinct Research and recently switched to the free version of the Customizr theme.

There are dozens of free themes that you can download that will more than suffice for your personal website. I use Wordpress and have only used their free themes with decent success. They're easy to install and, oftentimes, you can find great how-to guides on YouTube that will tell you how to install and them add content.

In case you're still waffling about starting your own website, here are some YouTube videos that may convince you. Just click on the pictures to view any of the following YouTube videos:

I think you can see creating your own website can be pretty easy, free, and there's a ton of help out there on the internet that can help you navigate your way through any techie stuff you might encounter.

What do you put on your personal website?

You should turn your personal website a digital version of your professional portfolio. While you can upload some PDFs and PowerPoints to LinkedIn, your personal website is the best place for this kind of branding because you want it to be the hub of your branding efforts—THE place where you can showcase the things you've done that you are most proud of.

While I think it's a pretty good idea to bear it all online, professionally speaking of course, many archaeologists are rightfully concerned that the things they post online may be co-opted by other researchers before they've been properly finished. They worry that someone out there may mistake a blog post or working paper for a fully polished academic journal article and worry about the fallout associated with being "wrong". Others worry that some unscrupulous archaeologist may take their idea and run with it, beating you to the publishing finish line.

You need to know that *EVERYTHING POSTED ONLINE IS PRETTY MUCH FREE GAME*. You can request that the visitors to your site ask permission to reproduce your work and you can try and watermark your PDFs, embed code in your pictures, and try to make the things you post your own, but you can never be sure that your content will not be stolen. There are digital copyright laws but it's pretty hard to keep people from "stealing" the stuff you post online. And, it's hard to prosecute those that plagiarize your stuff. *If you're worried about someone stealing your work, DON'T POST IT ON THE INTERNET*.

You also need to remember that *EVERYTHING YOU SAY AND POST ONLINE WILL ALWAYS EXIST SOMEWHERE ON THE INTERNET*. The web is constantly archiving our every action online and it is extremely difficult to delete scandalous content once it's been posted. My advice: *ACT PROFESSIONALLY ON ALL MEDIA PLATFORMS AT ALL TIMES*, especially on your personal website.

At bare minimum, your website needs to have:

An "About" section— This is where you put your Bio (you can use the one from LinkedIn or Twitter) and some generic locational information (**DO NOT give out personal information** like your home address and phone number). Here is where you explain who you are, what you do, and what you think about archaeology. Make it keyword-rich (i.e. make sure you use specific keywords that are relevant to the professional brand you are crafting) because the "About" page is commonly indexed by search engines like Google. As with all things regarding online personal branding, you need to focus on associating your name with certain keywords commonly used by professionals in your field.

The About page can be the first page of your website (also called the landing page) or elsewhere on your site. But, you need to make sure visitors have an obvious place where they can easily click and find out information about you somewhere on the site.

Examples of your work— You need to have a place on your site that highlights your achievements and projects you've successfully worked on. Most websites make it easy to insert PDFs, PowerPoint or Slideshare presentations, photos, and videos. This is the principal space for you to demonstrate your creativity along with your skill.

A "Contact" section— While you never want to post personal information on the web, you will need some sort of way for site visitors to contact you. The easiest way is via an email address. I'm not sure about other hosting service companies, but Bluehost allows its customers to create personalized email accounts that can be accessed through Bluehost. That's how I got my

bill@succinctresearch.com email address. Feel free to use another email account if you prefer, such as your university or company email address.

It's probably best for visitors to have more than one location where site visitors can email you. On the Succinct Research Blog, you can connect with me through my social media accounts, an email that I include at the end of each blog post, or through a contact widget I've installed on the website's contact page.

Links to your social media accounts— Since your personal website is the hub of your branding efforts, it is very smart to include links between the site and your social media accounts. Most good website templates make this easy by having widgets for social media accounts that you can easily make your own. I have these prominently placed throughout the Succinct Research site. These social media widgets make it easy for site visitors to connect with you via social media and spread the word about your site to their online networks.

Those are the four things I think any personal website needs to have. Of course, you can add/support a blog on your website if you want to go the distance and build your online reputation but a blog isn't absolutely necessary.

How to get "Found" in Search Engines

So you've created your own website, it's connected to your LinkedIn and Twitter accounts, and you've uploaded some stuff that you feel shows the world what you can do. That's great, but you're not done yet. You're going to need some traffic to your site if you really want to solidify your professional identity and spread your message to the rest of the world. Getting traffic (i.e. people to visit your site) takes time, but it isn't necessarily that difficult for archaeologists

because there aren't too many archaeos with websites out there and there aren't too many people in the world searching the internet for information about archaeology. I mean, comparatively speaking. There are billions of English-speaking people looking for debt and weight-loss solutions. There are only a few dozen looking for information on Hohokam archaeology.

These two factors, few archaeo websites and few archaeo fans searching for specific topics in archaeology, make it easier for you to create a website that will rank high in search engine searches. Since most people do not look past the second page of Google search results, you need to get your name on the front page of the search engine results when people look for a certain topic on the internet. Getting to the top of search engine rankings, specifically Google, is an entire industry in itself. But the basics of search engine optimization (SEO) are generally the same.

In order to rank high in search engine results, you will need to identify a few keywords that you want to target and place those terms in prominent locations throughout your website. Using those keywords in the titles of the pages on your website, in the site's metatags, and throughout the pages on your site. I'm no SEO scientist, but with your personal website you are simply trying to associate your professional brand with your archaeological research interests, experience, and skills. Since there are so few people searching about specific topics in archaeology, it shouldn't be hard for you to rank highly for "Hohoham archaeology" or "Boise historical archaeology".

Finding keywords

In a Google era, long, long ago (2013), you used to be able to use a free keyword search tool provided by Google to see how many people around the world were searching for a given keyword.

Google used to also show you several related keywords that you could also use. This is useful because it allowed you to quickly identify relevant keywords that people were searching the internet for answers about, which gave you an idea of how fierce the competition would be if you wanted to rank high in the search results for those keywords.

Those days are gone. Now we have Google Keyword Planner, a "service" that Google provides as a means of selling advertisements through its AdWords service. I recently checked out the free keyword search landscape on Google and realized that you have to get an AdWords account if you want to do any sort of keyword research. AdWords is free for those that have a Gmail or Google+ account, but the keyword planner is much worse than the old keyword tool.

Anyway, if you want to figure out some keywords to target on your website you'll need to go through the Google Keyword Planner and disregard the AdWords suggestions. Here's a pretty good video that illustrates the basics of using Keyword Planner:

I'm not going to wade deeply into the waters of SEO because there are so many "gurus" and professionals out there that can better explain how to get your website ranked in Google. Just read a few blog posts online and stick to the basics. Keywords prominently used in your website is one way to carve out a niche. Blogging is another excellent way because it links your site to other websites, which helps convince Google that your website is more legit, but it also provides ample opportunities for you to create keyword-laden titles that, over time, will help prove your expertise.

There are also a lot of "black hat" ways to get your site ranked, so a simple YouTube search for "how to rank in Google searches" is going to reveal a lot of unsavory stuff that seems like it takes a lot more time and effort than its worth.

Another way to get your website ranked in Google searches, you need to identify some specific keywords with low competition. It would be great if you could find some keywords with low competition and a high number of monthly searches, but, let's face it, this is archaeology. A couple hundred Google searches each month is pretty good for most archaeology related keywords.

Now that you've identified a couple keywords you want to rank for, you should employ some sort of strategy for dispersing them throughout your website. I've spent a little bit of time researching how to spread keywords throughout your site in a way that will get you ranked highly for your particular field of interest. This is one of the best videos on SEO for beginners:

There is a whole lot more I could say about keyword research and search engine ranking. If you want to know more about this topic, please email me or write a comment below.

I know I've gone a little into the weeds on the whole keyword stuff, but I feel like it's important for you not only to create a website but to make sure people see it. There are millions of sites floating throughout cyberspace and most of them have little to no visitors each month. If you're going to go through the effort of making a website, why not create one that people actually see when they're not just vetting you before a job interview.

Putting it All Together

Creating your own website can be as easy or as difficult as you want it to be. You can simply reserve your own domain from a free web hosting platform and start building from there. Or, for the price of a couple week's per diem, two pairs of Carhartts, or a Munsell book, you can buy your own domain name, grab some hosting, and start a wordpress.org site that you can make look as professional as you want. Or, if you want to demonstrate true expertise in a certain aspect of archaeology, you can do some keyword research and focus your site on that particular niche. Either decision is going to take a couple hours of your time to start up. Most of my websites were built (domain purchased, added to Bluehost, theme downloaded, and populated with content) in less than 5 hours; although, I've spent considerable time nurturing them since then. The choice is yours, but I strongly suggest getting on this one today.

While researching and writing this post, I realized my website has been slipping in the Google rankings for my primary keywords: cultural resource management jobs, historic preservation jobs, jobs in archaeology, and cultural resource management jobs. Looks like I need to work on my website a little more.

Are you motivated to use a personal website to help build your personal brand? Do you need any help, tips, or advice?

Part V: Blogging your Way to Infamy

In late 2013, I was asked to contribute to a landmark book dedicated to the emergence and proliferation of archaeology bloggers around the world. The book, *Blogging Archaeology*, was based on a symposium at the SAA2014; however, the resulting publication expanded beyond the symposium presenters. It was an international collaboration between 16 archaeologists that actively maintain blogs. I had no idea what to expect from this project, but the result was truly astounding. The editors of *Blogging Archaeology* penned this excellent summary of our efforts:

"What resulted is one of the most unique pieces of writing the field of archaeology has seen in a long time, and we would argue has ever seen in such a formal publication as a book. When have you seen an author alternate the language a section is written in? Each author presents a style of writing that is uniquely their own. You will find some papers used footnotes to express additional ideas in sentences, (while others used brackets) -- or dashes --. Each of the author's voices comes out in unique and very discernable ways, like what one would find on archaeology blogs. Essentially, all of the authors were given the subject of blogging and social media and asked to present to us how they wanted to." Doug Rocks-Macqueen and Chris Webster, Introduction to Blogging Archaeology (2014:7).

Blogging about archaeology has become somewhat mainstream. It is an excellent way for us to express ourselves in a dynamic and engaging way. Archaeology blogging is also an effective way to reach out to the rest of the non-archaeology world. It is a means for us to collaborate, connect, and form communities of practice that have a very real way of changing the way the world thinks about human pasts.

I honestly feel like archaeology blogging is changing the nature of how we convey what we know about the past. It's also changing what it means to be an archaeologist. Of all the previous topics in this personal branding for archaeologists series, using LinkedIn, Twitter, and maintaining a personal website, I believe archaeology blogging is the most fruitful and beneficial way to tell the world who you are, what you've done, and what you think.

What Can a Blog Do for Your Personal Brand?

While I firmly believe blogging is one of the most powerful tools archaeologists have at our disposal, this blog post series is about personal branding online— crafting a professional identity using the internet. Here are a few of the ways blogging can increase your notoriety on the internet:

Creation of a strong personal brand— I've been going on and on about keyword targeting because it's important to the way search engines and social media platforms index digital content. But, it's extremely easy to start treating your LinkedIn, Twitter, and personal website like an online resume where you continue harping on a few themes. Blogging allows you to add substance to the key topics you've been focusing on.

Blogging is also one of the best ways to solidify your personal brand because it gives you a chance to express your thoughts and feelings in a sincere, connectable way. Hope Jensen Schau, Associate Dean of the MBA program at the University of Arizona's Eller College of Business, recently informed me that **branding is a PROMISE**. A promise of a certain values and/or characteristics that need to be reified all the time. Maintaining a blog is one way you can keep reminding people what you're all about.

Brands use their name, keywords, logos, and symbols to convey a promised identity that is conveyed through their marketing and behavior as corporate citizens. For instance, what do you think of when you hear the words North Face? Or, Carhartt? What about Disney? It's difficult to explain but these branded companies have a certain, finely tuned persona that instantly enters your mind the minute their company name is said out loud.

Personal branding works the same way. Of course, we don't employ actual commercials or marketing plans, *per se*, but your online branding efforts should be designed so that your professional identity is easily known to anyone who follows you on social media, visits your website, or subscribes to your blog. Blog posts are an excellent way to create a distinct persona because, online, other people think what you say and do is who you are. Your actions and words are evidence of your promise to others.

Allows you to explain your skills and experience in a more detailed way— You can't go into too much detail about exactly how you've used your skills and experience to complete projects on a LinkedIn profile. A Twitter post gives you even less of an opportunity. A personal website gives you a slightly larger chance to fill in the details, but a blog allows you to really dig deep and give explicit detail. You can use your blog posts to really demonstrate mastery of your craft— something that can't be done in most other digital mediums.

Build a cadre of true followers— People will read your blog because they're interested in what you've got to say. They may read your posts because of who you are, as in a student reading the prof's blog, but most readers actually care about your perspectives because they find them interesting or entertaining, or both. These readers may be different than your Twitter followers or LinkedIn

network, although they may also be part of both spheres. Blog readers feel a connection with your work, your thoughts, and your ideas. They care because you've connected with them in a special way.

Improve your search engine optimization (SEO)— As I mentioned in the post on building a personal website, a blog gives you a constant opportunity to associate your name with the keywords you're targeting. Your blog posts, tag cloud, backlinks, and other digital crumbs are eagerly lapped up by search engines that are hungry for data. This gives you an unparalleled opportunity for SEO that will rise your name to the top of search engine results.

Gives you Reach— Do you want other people to know about your research or project results? How about your ideas? Wouldn't it be nice to spread information around the globe in an effort to initiate meaningful dialogue about relevant topics in archaeology?

Guess what? You probably won't do that through an academic journal article. Your voice will definitely be muffled if you publish a book with an academic press? But, you can easily reach thousands of like-minded individuals in a meaningful way through your blog.

Why does blogging have the potential to have a greater impact than traditional publishing?

There are almost too many reasons to list. Your blog is freely available via the internet. A blog post about your most recent theory can be penned on lunch while sitting next to your excavation unit. By the end of the day, a half dozen fellow archaeologists could have already given you useful critiques and insights about your thoughts. Journal articles take much longer to get to press (we're talking months to years). Journals are also hidden behind paywalls and other barriers that limit the circulation of your work. Book

publishers are even worse. Who pays $150—200 for an archaeology book? A couple university libraries, that's who. And, in order to access this breaking news, you've got to be either a professor or university student. Over 90% of archaeologists are CRMers who have to pull jack moves to access journal articles or get books through interlibrary loan.

Finally, most academic press books have a print run of 1,000 or fewer. There are over 17,000 professional archaeologists in the United States and I can almost guarantee they don't read even 1% of the archaeology books or journal articles published each year. Doug Rocks-Macqueen wrote a blog post that revealed, between 2011 and 2013, paleoanthropology professor John Hawks was reaching over 21,000 blog subscribers with each post he wrote. Conversely, the most often downloaded article in the journal *World Archaeology* had only 1,200 views in 12 years. I don't have anywhere near as many subscribers as Dr. Hawks or Mr. Rocks-Macqueen, but my most frequently read blog post, "When archaeology field techs have to teach PhDs how to do archaeology", got over 4,000 page views in 2 weeks! That's way more than the most popular article in *World Archaeology* got in a decade.

Blogging is the best way to spread information about archaeology throughout the industry. If you write an oft-quoted post, you will probably be getting more attention than your best academic journal article ever will.

You can get a book deal— Writing increments of your next book is another way to think about blogging. You won't get much money from publishing a blog post-based archaeology book, but you will get prestige, which is pretty much the only reason any archaeologist should publish with an academic press or in a journal. I know at least one archaeologist that got published simply by submitting a

blog post series he'd written. I also know a well-known, widely published and well-respected professor that recently got two book deals based on blog post topics. Polishing up blog posts is an excellent way to get published.

Not only can you turn posts into books, you can also get an excellent idea of what your followers want to read based on the page views and comments to your blog posts. Based on my most popular blog posts, I'm pretty sure archaeology students are interested in learning CRM skills so they can get jobs after graduation.

It's an awesome way to improve your writing skills— Even if nobody ever reads your stuff, blogging is an awesome way to improve your writing capabilities. This is important because technical writing skills are the number one most desirable skillset for young CRMers and archaeology academicians. The writing style is different for blog posts than it is for archaeology technical writing or journal articles, but the act of frequently writing makes it easier for you to be able to write on demand and turn your thoughts into words. Blogging is important exercise for your body and mind.

Where to start? What to do?

I'm not going to lie. *Blogging is one of the most time consuming paths of personal branding you can embark upon*. I spend anywhere from 2 hours to 10 hours a week writing blog posts, some of which have only been read by 10—20 people! It can be a thankless job until you hit a home run with one of your posts that resonates with people around the world. Writing a blog post that gets covered by other bloggers or a news outlet is an exciting experience that only bloggers know about.

There are almost as many different ways to blog as there are types of people in the world. What works for me may not necessarily work for you. Blogging is also a skill that changes over time, so it's best to jump in the water and start writing in order to see what works for you and your readers.

If you want to become a blogger, you will need a website and you will need a template that has some sort of blog component. As I mentioned before, I've only used Wordpress themes that had easy to use blog pages. (Check out section on creating your own website to learn more.)

Despite the variations in blogging styles, written blog posts have many similar characteristics. Once you've gotten your website up and running, you're in business to become a blogger. Here are some things I've learned during my last 3 years as an CRM archaeology blogger mixed in with some tips discussed in Darren Rowse and Chris Garrett's influential "how-to" blogging book "*Problogger: Secrets for Blogging your Way to a Six-Figure Income*". I know the title's a little shady for most archaeologists, but Rowse and Garrett have some very good tips for building your blog:

Tip 1) Focus, Focus, Focus— Remember those keywords I've been harping about for the last couple weeks? Those are the terms and concepts you want to highlight in your blogging. In addition to creating a personal brand, you're demonstrating proficiency in a certain niche within archaeology. Maintaining a focused blog is also important for your SEO and it makes it easy for your readers to know what you're all about.

The Succinct Research blog is focused on disseminating information about cultural resource management archaeology and historic preservation to practitioners and students of those fields. I target some specific keywords in my blog posts that help searchers find me in search engines. Focusing on keywords also helps distinguish the Succinct Research blog from other archaeology blogs because its niche is cultural resource management archaeology. The keywords not only help differentiate this blog from others, but it also makes it unique within the blogosphere.

Tip 2) Know your audience— Your blog may be the lynchpin in your personal brand; however, it is very important to think about who your readers will be. *Who are you trying to reach? What are these people's interests? What is their demographic* (professors, CRM principal investigators, archaeological technicians, community activists, ect.)? Most of us will blog about aspects of archaeology that interest us and that we have experience with, such as forensic anthropology, classical archaeology, prehistoric North America, or, in my case, cultural resource management. *Think about the concerns of practitioners of those fields and address them with your blog posts.*

Tip 3) Provide unique, useful information— People use the internet because they are looking for information and entertainment. The easiest way to write posts that other people want to read is by creating useful information in your own unique way. This may be easier said than done, but it should be the goal of every post you write. Also, if you're using your blog for personal branding, you should be doing the writing. It's more than okay to have guest posts on your blog (see below), but you need to be doing most of the writing unless your blog is a collective.

Unique content means stuff you thought up or your take on things you've heard about. Google and other search engines hate plagiarism and will sandbag (bury your site out of web search results) if you copy and paste stuff from other blogs.

Tip 4) Know how people consume online content— Very few people will ever read every single word of your blog posts because people scan online content. We fast forward videos past the opening and ending credits. We skip songs we don't like. And, we skim online articles, including blog posts.

You need to create skimmable posts in order to make things more digestible for your readers. Use **bold**, *italics*, ALL CAPS, and dash marks to separate sentences and themes in your posts. Use plenty of different headings and subheadings. Readers love numbered and other segmented lists, so feel free to use them liberally. White space is one of a blogger's best friends. Make sure to use ample white space between ideas in order to give the reader a break and encourage them to read on.

Tip 5) Use titles to entice and for SEO— Blog readers have a lot on their mind and too much information constantly flooding in through their phones, tablets, email inboxes, and computer screens. *It's a noisy jungle out there and you have to find a way to cut through the haze.*

The best way to grab attention is through the titles of your blog posts. You already researched your blog's focus and audience, now you've just got to get them to click on your stuff. There are dozens of "how-to's" on blog title writing, so I recommend you just Google it. But, I've learned that short, somewhat provocative titles grab attention best.

Tip 6) Tell a story in the first 200 words— Human beings love storytelling. Opening up your blog posts with short stories that may interest your readers is something I firmly believe in. I most enjoy reading posts that start with a quirky tale or interesting aspect of life. The best bloggers skillfully employ this technique.

Your readers not only want information but they also want to be entertained, so give them what they want.

Tip 7) Put keywords in your post's title, first 100 words and last 100 words— Somewhere in that story should be one of the keywords you plan on targeting for your SEO efforts. In the old days, keywords in the title and first and last 100—150 words made your blog posts easier to index. Engines do a better job of scanning the whole post, but it's still a good idea to make it easy for Google and put your keywords in prominent places.

With keywords, the adage: "*Say what you're going to say. Say it. Tell them what you said,*" still rings true.

Other Blogging Tips and Hints

There is no right or wrong way to blog as long as you're connecting with your audience and providing useful information. There are, however, tips you can use to better connect with your audience and sharpen your blogging skills.

Post frequently— At least a couple times a week.

Write posts of different lengths— The most easily digestible posts are between 500 and 1,000 words. However, make sure to write longer posts whenever you want to really demonstrate your expertise. You should also think about turning your longer posts (2,000—5,000+ words) into white papers that can be available for download. Or, submit a long series of posts to a publisher as an eBook or paper book.

Write all blog posts on a word processing program and back them up— Bad things can happen with computers, websites, servers, site themes, and other technogadgets. That's why it's best to write your blog posts in Microsoft Word or some other word processing

software and back them up to an external hard drive or cloud drive. If your website gets taken by the internet gods, you need to have a way to recreate your blog.

Backup your website— As with your blog posts, you want to have a backup of your website's content. How you do this depends on the website platform you've chosen, so you're going to have to search the internet for a tutorial on how this should properly be done. Basically, don't trust the internet. Have your data backed up in multiple locations.

Don't forget other posting formats— Human beings are very visual creatures. Photos inserted strategically throughout your post can really add to reader engagement and make your writing more palatable.

Slideshows on Slideshare and PowerPoints are also a great way to mix up your blog posts and connect with different segments within your niche. Conference presentations are awesome material for your blog.

You can also turn your posts into a short video or screen cast. YouTube, Vimeo, and Metacafe in conjunction with computer webcams and smartphones make it very easy to create an informative video based on a blog post. In fact, the most popular bloggers utilize a diverse strategy of content creation that takes advantage of the different capabilities offered by pictures, slideshows, and videos.

Make sure to insert Google Analytics code— Google is collecting data about your site all day and night. Fortunately, there is a free way you can access the information the search engines are amassing about your blog and website. You can insert a small line of code in the administration dashboard of your site that allows you to

access some of this information. It'll cost you nothing but a little time.

(FYI: I only know how this works for Wordpress. Maybe one of you could fill me in on how it works for other blogging platforms.)

It sounds somewhat threatening, but it's much easier than you think. You will need three things:

1) A website

2) A Google Analytics account (watch the video below to learn how to sign up for Google Analytics)

3) A few minutes to add the tracking code to your website in the proper location (Watch the video below and learn how).

It may take a few days for Google to recognize that you've added code and start collecting data on your site, but, once it starts happening, you will be able to access a wealth of data. Adding analytics to your website gives you some pretty interesting information that you can use to better target your posts. You'll learn which posts are most popular, what parts of the world your readers are from, what cities have the most readers, and how long site visitors spend interacting with your content. This is great stuff and it's free.

Link to previous blog posts— This makes your site look more robust to search engines. It's also a good way to introduce new readers to things you've already done.

Link to other websites/blog posts/articles— Connecting to other points on the internet makes your blog look more legit to Google. It also makes other bloggers aware that their content is valued, or, at least being read.

Comment on other blogs and include a backlink to your blog— Backlinking (writing a guest post or comment on a website that has

a URL link back to your site) can really help your blog rise in search engine rankings. Of course, there are a lot of bloggers that put senseless, backlinked "Great post!" comments on well-trafficked blogs but you don't want to be one of those guys/gals. If you're commenting for backlinking purposes, make sure you're sincere and are helping further the conversation about that blog post. This common courtesy will be acknowledged by bloggers and it will go a long way toward establishing a relationship with the blogger and his/her audience.

Make sure your blog posts have a widget that allow them to be shared on social media— Make it easy for your readers to share your work with their networks.

Spread the word about your blog posts on social media yourself— If you aren't already using HootSuite or another social media scheduling platform, you're going to have to toot your own horn. Just make sure you're advertising the documents you spent all that time creating.

You can't please all of the people all of the time— Sometimes you are going to write things that people do not want to hear. In fact, if you blog for any significant period of time, you are going to write something that offends someone. It's up to you how you want to deal with it. You can aggressively lash out (not recommended) or you can try and divert criticism into a productive dialogue (the preferred technique).

Be the bigger person— If you've given inaccurate information, misquoted someone, or done something else wrong, be the bigger person and admit your mistake. You don't have to write a whole new blog post, but you can easily add a note admitting that you were wrong and add the correct statement. Newspapers do this all the time. Bloggers should too.

Courteously respond to comments— Make sure to *always present yourself professionally on your blog*. This means you may have to turn the other cheek when someone makes an unsavory comment about your blog post. Make sure to thank the commenter for "reading" your post, even if they didn't actually read it. Never get into an argument in your comments with a "troll" (someone that writes provocative comments on blog posts and online articles just to get a rise out of people). Fighting with trolls never ends up well.

MOST IMPORTANTLY: Don't be shy. Do not be ashamed of your work— Tell others about your blog if the conversation ever gets around to it. Remember, you're simply giving your perspective and insights on a niche that is particularly close to your heart. Don't be ashamed of what you've written. In fact, be proud that you're dedicated enough to even write about what you feel.

There is a huge segment of the archaeology industry that is afraid of criticism. This is mostly an outgrowth of our culture of being the ultimate arbiters of the past— experts in past human behavior— and the fact that many archaeologists feel like public criticism and comments are thinly veiled attacks on their qualifications. We are all "A-students" and we hate being proven wrong, so many of us are afraid to risk making a mistake in public.

Other archaeologists believe blogging some form of lesser communication; it's not as relevant as a journal article or book chapter. Well I'd have to say that archaeology blogging is MORE relevant than academic technical writing because it conveys messages in a vernacular style that is more appealing to almost every segment of society. Even professors read blogs, although they're reluctant to actually write them. Archaeology blogging has taken the place of the working papers of yore. It's not an inferior style of communication. It's just a different, more real, sincere form.

This is one area where archaeology blogging can really have an impact because blog posts are "off the cuff", informal, and should make archaeologists think. They are your gut reaction— the way you feel BEFORE you formally hone and present your final interpretation. The best blog posts incite criticism and comment. That should be your goal.

Building your Audience through Guest Posting

You can use all the tips and hints I provided above and it may take months or years for a significant number of people to read your blog. Why? Two reasons: It takes Google and the other search engines time to index your site and it takes time for the word about your blog to spread.

One easy way to spread the word about your blog is by guest posting on older, more established blogs. This is called guest posting and it can really raise awareness of your blog because you are being given an opportunity to access the audience of another blogger with more readers and more authority. While this is a great way to build your audience, it has really been abused in the past and some of the biggest archaeology bloggers no longer accept guest posts. Guest posting is done on a case-by-case basis and it all depends on the blog manager as to whether or not your guest post gets accepted.

With guest posting, it's important to remember that *you are being given a gift— the privilege of presenting your ideas to an audience that another blogger has spent years building*. Bloggers really care about their audiences. They want posts that will inform and entertain their readers because it helps build their own personal brand, so any invested blogger will reject a blog post that diminishes the prestige of their blog.

Also, as with most things in life, the internet/blogging game can be somewhat like a popularity contest. Bloggers with large audiences are usually not interested in guest posts from bloggers with smaller audiences because your post is not likely to attract many additional readers from your audience, because you have no audience. The most influential bloggers have dozens of guest post offers each month or week. They are most likely to accept guest posts from other bloggers with similar sized audiences or individuals that submit awesome material. This is not necessarily the case with archaeology blogs because our audiences are comparatively small, but my guest posts for certain sites have been turned down many times. Sometimes it was because of my style. Other times it was because my post didn't fit the demographic of that site. But, I'm fairly positive that other times my post was refused because my blog audience was too small.

Here's a major strategy you can use to make guest posting work for you. As long as you know the audience of the blog where you want to guest post and you write a killer, interesting, unique, informative, and entertaining post, this technique works like clockwork.

This strategy was originally revealed by Grant Hensel on the Writers In Charge website (http://www.writersincharge.com/guest-posting-strategies/)

Guest posting depends on several elements in addition to the strategy posted above. Here are some tips I've used to land guest posts on various blogs:

Remember, guest posts make things easy for bloggers— It takes some significant effort to create quality posts, so a great guest post is a total gift. Most bloggers like and dream of guest posts. They want you to write for them.

Bring your A-Game— High quality articles are more likely to be accepted for guest posts than ones you didn't really put much effort into. So, put some effort into the work you do for others.

Write to your host's audience— You may have an excellent idea of what your readers want to hear, but you really need to pay attention to the blog posts and comments on the website where you're pitching your guest post. What are their questions and concerns? What do they want to know? What are the most frequently discussed topics on that blog? Your guest post needs to address those questions.

Be aware of your host's blogging style— What is the length of post they tend to publish? Do they enjoy videos or slideshows? Do they like funny posts or write in a more formal, academic style? Is this blog conversational, informative, or totally random? These are important questions to answer. Don't submit a 5,000-word post to a site that typically publishes posts that are usually only 750 words long. Know your host's style and you have a better chance of landing a guest spot.

Include the entire post's text in your email solicitation— The most influential bloggers get a lot of guest post offers, so you need to make things easy for them. They are unlikely to open a Microsoft Word document from someone they don't really know, which means you should insert the entire text to your guest post when you email them asking to be a guest on their site. They're more likely to accept if they can see you've already written the post and it looks appealing to them.

HOW TO GUEST BLOG YOUR WAY TO THE TOP

Introduce yourself to Blogger A and mention your backlink on Guest Post #1

GUEST POST #1
small/medium-sized blog

Post includes a reference link to Blogger A and Blogger B

Originally reported by Grant Hensel at http://www.writersincharge.com/guest-posting-strategies/

Introduce yourself to Blogger B and mention your backlink on Guest Post #1

GUEST POST #2 w/BLOGGER A
small/medium-sized blog

Post includes a reference link to Blogger C and Blogger D

Authority/ Audience

Continue aiming for blogs with larger audiences and more authority within your niche. Then do the same thing with blogs outside your niche.

GUEST POST #3 w/BLOGGER B
small/medium-sized blog

Post includes a reference link to Blogger E and Blogger F

BLOGGER C
Med/large blog

BLOGGER D
Large blog

RINSE AND REPEAT

BLOGGER E
Med/large blog

BLOGGER F
Large blog

Surrender creative control— Your post is a gift to this blogger with whom you're trying to establish a relationship. Don't be surprised if they do some limited edits to your submission. *It's their blog and you are a guest*. Now, it's not okay for them to totally change the whole document to the point where it's no longer your creative work. If that happens, ask them to take it down. But, don't be surprised if they make some minor edits.

ALWAYS INCLUDE A BIO WITH A LINK TO YOUR BLOG— The main reason you're writing guest posts is to get people to read your blog. That's why it's absolutely imperative to create a short bio about yourself that includes a backlink to your blog. And, until you get a sizable audience, don't guest post on websites that don't allow backlinks. It's a waste of time if you're trying to grow your blog.

To Blog or Not to Blog

Blogging is the centroid in my personal branding campaign. I have been able to connect with a number of other archaeologists, students, and avocationals simply through the posts I write here and on other websites. Since the goal of personal branding online is to define your reputation as a professional, blogging provides unparalleled opportunities to do exactly that. This is a space where you can share your thoughts, ideas, and theories in your own voice. You can connect with others in a person-to-person way that isn't possible using most other formats.

Most importantly, blogging allows archaeologists to convey complicated ideas in a language that everyday laypeople can understand. This is crucial because our science has suffered from a lack of connection with the outside world. People use the internet and the information contained on blogs supplements the news media and academic journals, which have previously been the official channels through which information is conveyed. Blogging

should be embraced by cultural resource management archaeologists, especially, because it enables us to explain exactly what society is doing to commemorate the past. This connection with the public is a value-added product that we really haven't been selling to our clients. Blogging takes time and only time can tell whether blogging is worth the investment to CRM companies.

For individual archaeologists, blogging is definitely a benefit. It provides an almost real-time venue for you to share your thoughts and get feedback. Working papers and comment sections in academic journals are old hat. Blogs give us the chance to say what we're thinking and receive feedback at a rate unthinkable for previous generations of archaeos. The importance of blogging for individual archaeologists will only increase in the future.

Part VI: If a Picture Says 1,000 Words, What does a Video Do?

Social media and the whole of the internet is being winnowed down to the truest essence of human experience— we know the world based on what we've seen. We are visual beings. Our eyes are essential to the way we learn. This is something archaeologists have long understood; however, the field of archaeology has been slow to adapt to the way this is evolving in today's rapidly changing society.

Archaeology, especially cultural resource management, needs to take heed of how information is conveyed today. Years ago, in the 1980s and 1990s, online information was spread primarily in written format. We used to take the time to read articles, even long ones. As the internet started getting more crowded, the articles and blog posts we consumed got shorter and more easily digested. Then, came social media in the early 2000s and our attention shifted from reading articles created by bloggers and the news media to reading messages sent by our friends, families, and peers.

We really weren't completely ready to leave the text world when YouTube (2005) and other video sharing sites hit the scene, primarily because most of the videos sucked in the early days and didn't even come close to television-quality. Text-based social media was distilled to its essence when Twitter was launched in 2006. By then our attention only had to be kept for 140 characters. It has been distilled even more down since then.

Sharing pictures is even better than reading text. Photos shared on Twitter and Facebook get much more interaction than written posts. Instagram (2010) and other visual-based social media platforms have seized upon the visual nature of human beings, creating streamlined means of sharing visual information. We all know a picture says a thousand words. These platforms give us that chance.

Twitter, Pinterest, and Instagram play perfectly into human attention spans. These days, they are very, very short. By the mid-2000s, television viewership and cable subscriptions were threatened and, today, we are rapidly defecting from cable T.V. We are choosing how we entertain ourselves and these choices are increasingly found online. People are cutting the cable cord and finding ways to entertain themselves on YouTube, Vimeo, and other video-sharing platforms. We are also skimming Facebook, Twitter, Instagram and the newest social media of the day while we watch video streams. We are also using all of these platforms to connect with each other, rally around common causes, and as substitutes for the flesh-and-blood communities we used to inhabit.

Rather than being tied down by a power cord, people are interacting across a variety of media at the same time, all day long— just like we always have.

This post series has spent much less time on the myriad other social media platforms that you could possibly use as part of your personal branding toolkit. This is primarily because I have much less experience using them to help define my professional persona. This post will discuss some of the other most-relevant social media platforms today (2014): Facebook, YouTube, and Instagram. Each of these platforms have unique attributes. If used correctly, they all have the potential to further your branding campaign.

While visual- and video-based social media platforms are relatively new, I feel they have great potential to tell the world who you are, what you can do, and how you feel about archaeology as a

profession. These four platforms have particular potential because they are relevant, have a large audience, and are frequently crawled by search engines, which are important for building your brand online.

KEEPING IT REAL NOTE #2: I've saved these other platforms for last because I really haven't researched them thoroughly and am not particularly proficient in their use…yet. The following tips are pretty brief, mirroring my novice status.

KEEPING IT REAL NOTE #3: You do not need to use every single major social media platform to build your brand. This is professional branding for archaeologists, not movie stars. You really only need LinkedIn and one other platform to get the ball rolling. Creating a website and maintaining a blog are good suggestions but they're optional. I feel like it's best to choose one social media platform, in addition to LinkedIn, that you really enjoy using and learn it inside and out.

Trying to keep track of dozens of social media accounts will eat into your blogging time, will ensure you never really master any of them well, and may well make you go crazy.)

Tell Stories to Friends on Facebook

I was determined to be the last person in the world without a Facebook (FB) account. I felt like it was for children and I wasn't (and, generally, still am not) interested in what other people have to say. But, I was always secretly jealous when my wife was able to reconnect with old friends and find out what they were up to. I'd been estranged from most of my friends for years and had always wondered what'd happened to them.

The final straw was when my wife and then teenaged sister had an intervention. They told me they were sick of passing along messages from my old college and high school friends. Soon after that intervention, my mom called and told me she wanted me to make a Facebook account. "It's the only way I get to see pictures of my little grandkids," she said.

With my wife, my mom, and my sister standing over me, I logged onto Facebook and made an account. That was a couple years ago. I can't say I'm a super fan of FB, but it has allowed me to reconnect with old friends as well as fellow archaeologists. I primarily maintain my Facebook for personal uses and rarely discuss archaeology or my blogging activities. However, I have connected my Facebook to Klout so the interactions I get on there do contribute to my overall social media influence.

Facebook is so ubiquitous I don't really even need to tell you what it is. There are over a billion users worldwide. I'm not unique in the fact that my entire family (wife, siblings, mother, uncles, cousins, and friends all have profiles). It has revolutionized the way we communicate mainly because it's one of the biggest communication arteries in the world. We used to email, which has almost annihilated the venerated U.S. Postal Service, but, today, the world sends more Facebook updates and Tweets than it does emails.

Also, FB did not originally start out focusing on videos and photos, but it has increasingly become a major delivery vehicle for these forms of media. A huge number of videos and pics are shared each day on Facebook, which has greatly enhanced the storytelling efficacy of this platform.

Does anyone care why you just got kicked out of your apartment?

Facebook is full of gossip because it's a platform that is all about telling stories. Ever wonder why you stop for even a millisecond

when a master "status baiter" posts some crap like this; "*I hate getting kicked out of apartments. Why does this keep happening to me?*"

It's a trap. We all know it is, but so many of us feel compelled to click on the comments and read about what's going on or write our own comment to get some answers. We all want to know the backstory. Why did this friend get kicked to the curb? Suspense kills.

Few people ever think about the reasons why we should care if some old high school amigo said they just got evicted? Unless it's a family member or really close friend, this person's loss really doesn't affect us. We care about it because all human beings have an innate desire to hear a good story. We want to know what happened. Most of us thrive on mindless daily drama and that's the real reason why Facebook exists.

If you think about it, 90% of FB status updates are mindless chatter that we don't care about. I'd estimate another 3% is ads from companies that clearly haven't read "*Jab, Jab, Jab, Right Hook*" by Gary Vaynerchuk or any of his books for that matter. This means we only stop to read about 7% of FB updates. And, what are those posts about? *Major events in your friend's lives and* <u>*interesting stories that caught your attention*</u>. My FB activities can be limited to thumbs-upping someone that just had a kid, commenting on a news article somebody posted, or writing a little something about what's going on in my life (mostly rants against "the Man"). It is the desire to participate in storytelling that actually occupies my time.

With regard to personal branding in the very public Facebook newsfeed, the main limitation we face is conveying our personal stories in a way that helps build our personal brand. There aren't too many people that care about archaeology. Few of your Facebook friends are going to comment on or "Like" an archaeology article. But, they will be interested in seeing a photo of your blistered hands after digging 50 shovel probes in a day or how you had a "World War Z-Day" and almost got bit by a homeless junkie while monitoring a fiber optic cable repair. That's news. That's a real story. But, that's not necessarily going to build your professional brand because most of your FB friends aren't in your profession.

Facebook Groups are Professional Branding Platforms

The best way to build your professional brand on Facebook is to create a group that focuses on the niche in which you are trying to demonstrate proficiency. For example, if you want to show the world you're a great 3-D artifact scanner you could create a group dedicated to artifact reproductions or something like that.

I don't have my own FB group, but I am a member of several and I've noticed that the dialogue on Facebook groups is different than it is in the general feed. There are a ton of sales pitches in FB groups mixed in with a few links to current events, so, I'd say, these groups are high on branding *attempts* but low on engaging content that actually helps build anyone's brand. I think the best way to make these groups engaging is to establish a firm set of rules to help guide activity. Here are some suggestions:

Clearly state the group's focus— Tell everyone what the group is about and who it is for. This will cut down on the number of trolls that will attempt to join.

Ban spam— Clearly state that anyone caught dropping spam into the chat room will be purged. This should be an attempt at keeping the group more focused on archaeology and less distracted by sales pitches for books and archaeology tools.

Use a compelling title— As with anything on the internet, there is already a bunch of it. Facebook groups are no different. You're

going to want to cut through the haze with a title that piques interest. Regarding the 3-D artifact scanning group, you could call it "Artifacts in the Third Dimension" or "Artifacts: Scanners-style". People will click on things they think are interesting just to see what it's all about.

Start with your current friends— You're going to need to tell others about your group somehow. It's easiest to start by inviting your current friends.

Mention the group across the internet— You should also mention the group in your blog posts, your LinkedIn profile, LinkedIn groups, Tweets, and other digital dwellings.

Do a launch— Another strategy is to start mentioning the group in public and online for a few weeks before you actually create it. This may build buzz and increase membership.

MOST IMPORTANTLY: Keep it fresh— Starting a Facebook group is going to take time and effort. You're going to need to make sure there is stuff for your members to read and discuss. You're going to have to take the lead if your group members are not posting enough. Here's where a Google Alert for your topic comes in handy (Check out Part III in this blog post series if you want to know more about how you can get Google Alerts sent to your email box.)

What about a Facebook Page?

If you're doing the social media work for a company or university department, a Facebook Page is another suitable alternative to creating a Facebook Group. FB Pages are primarily used by businesses, non-profits, and other organizations in the same way individuals use their personal pages. I'm not too familiar with FB Pages (feel free to illuminate me on this subject), but I believe

individuals are limited to personal accounts; although, they can create a FB Page highlighting their business.

For this personal branding series, I think you're better off working your own group on Facebook than trying to build a Page unless you want to highlight your business' activities.

Use a YouTube Video to Demonstrate your Skills

As I mentioned earlier, fewer and fewer people watch cable. We either stream shows over Netflix or Amazon Instant Video, or check out shows on [YouTube](#), [Vimeo](#), [Metacafe](#) or the many other video-sharing websites out there.

To be honest, I really don't see many huge differences between YouTube and the other major video sharing sites Vimeo and Metacafe. Vimeo appears to have a higher caliber of video and more instructional videos. Metacafe seems to be an international version of YouTube with an "18+ Only" option. I only have experience posting videos to YouTube and have focused most of my efforts there, primarily because it's the biggest of them all. YouTube is also the world's second biggest search engine, following Google, so having a presence on "the Tube" is another excellent way to improve your search engine optimization (SEO). I've focused on creating videos for YouTube in this post because it's what I know; however, I'm sure you could further your personal branding efforts just as well on Vimeo or Metacafe.

Reasons for Archaeologists to Use YouTube

In my experience, creating videos takes about as much time as writing a blog post. I spend anywhere from an hour to three hours creating most of my blog posts (1,000 to 2,500 words). It would take even longer to make superb, professional-looking videos. While you

won't be saving much time using YouTube vs. blogging, creating online videos have certain strengths over creating text content:

1) It's fully visual—A short YouTube video is much easier to consume than a blog post. As I mentioned before, humans are visual beings and we really love watching videos.

2) You can actually SHOW what you know—Creating a screencast of a conference presentation or demonstrating how you use a computer program with efficiency is a super-powerful way to tell the world what you know.

3) People readily share videos—Videos demonstrating your expertise will be shared far and wide more quickly than your blog posts. Why? See reason #1 above.

4) It helps your SEO—Videos with great, SEO-optimized titles and tags rank high in search engines and, I believe, they rank faster than text. Also, Google and other search engines allow you to single out videos from search results which means, if you've created the hallmark video on a specific topic, your content can remain relevant for many months to come.

5) It's fun—Creating a video can be a welcome break from writing, which is something every archaeologist could use.

6) Everybody's watching—YouTube gives you a chance to reach an enormous audience, including individuals that consume all of their video content over this platform.

Creating Rad Content that Furthers Your Personal Brand

There really is no right or wrong way to create a video that resonates with other archaeologists. Some of the most popular archaeology videos are wholly amateur affairs created by individuals with little cinematography experience. Unfortunately,

the internet is rife with "how-to" articles, podcasts, and videos that will tell you how you "must" create videos for YouTube. Most of these are just useless ads for marketing companies. This makes it difficult to find reliable, functional information that you can use to further your personal brand via online video.

I'm no YouTube video expert, but I do believe the following advice is important if you plan on adding video to further your personal branding efforts:

1) Make sure your videos are fully branded—You need to include your website URL and create a title that jives with the keywords you're targeting (Learn more about targeting keywords in Post IV of this series).

2) Use a photo of the video when sharing on other social media—YouTube videos posted directly to a Facebook or Twitter feed can get transformed into a simple URL, which makes it less likely that your followers will click on your content. Rather than inserting your video directly into the post, insert a screenshot of the video with an attached hypertext link to your blog post. You should also insert a text link to the video in text of your social media post.

Why double up on the links? Photos are less likely to get reduced to a URL in the social media feed. Also, people are more likely to click on a picture than a random URL. When your followers click on the picture, they will be redirected to your blog where you can tell them more and provide a better link to the video.

If you're lucky and they click on the URL text, they'll be directed to your YouTube video. Either way, your video will get seen.

3) Make sure your video is keyword optimized—If there's anything I want you to know about online branding it's this: *Keywords are*

everything. If you don't use the proper keywords, you'll never get found.

Here is the best recent video that describes techniques to SEO optimize your YouTube uploads (Click on the picture below):
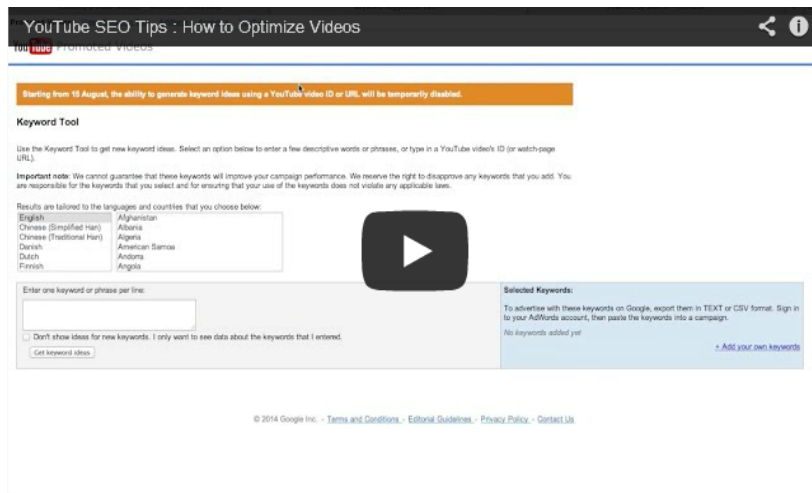
4) Cross pollenate with other social media—In addition to search engine benefits, YouTube videos are easily shared on other social media platforms. Make sure you create a blog post describing the video on your website or blog and spread the word about your video on your social media platforms.

5) You can go as deep as you want with this—YouTube is a relatively unscathed segment of the internet for archaeologists. There are few archaeology vloggers out there, so you have a great chance of being a trailblazer if you decide to go the video route.

If you decide to base your online personal brand primarily on video, you're probably going to want to create a higher caliber of content than most of the YouTube videos out there. Here's a pretty good

podcast episode that will help you along the path toward creating excellent videos:

Smart Passive Income Podcast #095: The DOs and DON'Ts of Online Video with Caleb Wojcik

http://www.smartpassiveincome.com/spi-095-the-dos-and-donts-of-online-video-with-caleb-wojcik/

You might also want to check out the Vimeo Video School. Here, you'll learn how to refine your cinematography, sound work, and video editing. Enjoy.

http://vimeo.com/videoschool

Share those 1,000-Word Photos with Instagram

I've had an Instagram account for months, but really only started using it while I was writing this blog post series. It is really easy to understand why Instagram can help build your personal brand. First, the platform is focused on mobile upload and viewing. You can upload content anywhere, anytime as long as you have cell reception. Second, it's really good at making your crappy cell phone pictures look really good. Third, its main demographic is Millennials and the unnamed generation that is currently in elementary school— the population of people who are most likely to be paying attention to personal branding online anyway. Finally, it's on the upswing. There are over 300 million registered users (in mid-2014) who have uploaded over a billion photos so far. Over 2,000 photos posted each hour on Instagram and almost all are shared on Facebook, Twitter, and other social media platforms. Interestingly, Instagram is primarily used by women. Nearly 70% of accounts are held by women. I'm not sure how this effects personal branding, but that might be because I'm a man.

Although I'm an amateur Instagrammer, I can easily see how this platform is similar to Twitter. It also seems like many of the same recommendations for Twitter might apply (see the section dedicated to Twitter tips to learn more about hashtags):

Similarity 1) Instagram is fuelled by hashtags— Your posts are mainly seen by others interested in the same hashtags you're using. This means Instagram is susceptible to trendjacking (see Post III for an introduction to trendjacking).

Unlike Twitter, however, you're free to overload your Instagrams with hashtags. Five or six hashtags are not uncommon on Instagram.

Similarity 2) You can build followers by searching for hashtags in your niche— Look for the hashtags others are using and follow Instagrammers that frequently use those hashtags.

Similarity 3) Follow active users to build followers— As with Twitter, the people you follow can see what you post. If they find you interesting, they'll follow you too.

Similarity 4) Go native—Nobody skims Instagram looking for stock photos and ads. They're on there to see cool vignettes of other people's lives. Give Instagrammers unique, native content (unstaged, natural with or without filters) and you will be seen as more sincere.

Similarity 5) You can cross-pollenate—Instagram allows you to simultaneously post to multiple social media platforms. This is huge if you're working multiple platforms because you can knock out two or three birds with one stone.

Similarity 6) Stories still matter—Although you're just filtering photos and posting them on a social media platform, telling stories

through your pictures is still relevant on Instagram. People love stories and the right pictures can tell a tale better than hundreds of words of text. Ask any 4-year-old son. If it doesn't have pictures, it gets no play before bedtime.

While Twitter and Instagram have parallels, there are some huge differences too:

Difference 1) It's a closed loop—While you can cross-pollenate from Instagram to other social media platforms, your photos redirect viewers back to Instagram instead of your website. This makes it more difficult to use Instagram images to drive traffic to your website or blog.

Difference 2) No character limit—Instagram allows you to add much more than 140 characters to your posts. In addition to hashtag-bloating your Instagram posts, you can also write a short blog post describing them. You can add URLs to this post, which allows you to link with your website/blog.

Difference 3) It's for the pretties—This platform is all about creating pretty pictures for the world to see. There is a particularly artistic aspect to Instagram that you will need to harness if you want to build a following.

Difference 4) Difficult to schedule posts— You can add your Instagram account to your HootSuite, but it does not look like you can schedule photos on Instagram the same way you can on other social media platforms. You still have to go into HootSuite, search for the hashtags you're targeting, and comment or repost them one-by-one. (You can schedule Instagram posts on a pay program called ScheduGram, but that costs money and requires you to manage a separate scheduling program. Lame.) The fact that you can't schedule Instagram posts can turn it into a time slurper.

You've gotta post Instagrams in real-time, which opens you up to the time suck that social media is well known for.

The best thing for archaeologists interested in using Instagram is: *Our profession is highly visual*. The places where we work and the things we recover are fascinating to a lot of people. This makes archaeology uniquely positioned to leverage this social media platform. (WORD OF CAUTION: Make sure you aren't breaking any company social media rules or posting site locations through the photos you upload. I'd hate to have to help you find a new job because of something you read on this blog post).

As with all social media platforms, you need to stay active. Try to post at least one photo every day of something related to your niche. You need to be posting things about archaeology and stay active because that's the personal brand you are trying to self-identify with.

What about Pinterest?

I'm very ambivalent about how Pinterest can help further one's personal brand as an archaeologist. In case you didn't know, Pinterest, founded in 2010, is a virtual bulletin board where members can share links and images (i.e. "pin" them) on thematic pages. It is smaller than the previously mentioned platforms with 70—80 million users and is also dominated by women (70 percent of users are female). Finally, Pinterest's goal appears to be so similar to creating an online scrapbook, which I really don't care about.

Basically, I don't get Pinterest. I understand the ability to pin stuff from your personal and professional life in order to round out your professional brand but I think the other social media platforms I featured in this blog post series can do a better job of defining your professional brand. Most of the Pinterest accounts I've seen look like a hodgepodge of food recipes, cat photos, and things somebody

wants to buy. I really haven't seen too many boards that were loaded with usable information.

Instagram uses images too, but it's a lot easier to skim other Instagrammers' feeds without feeling like you're in a knick-knack emporium. Instagram pictures also have the power to convey the feel of a place or event in a manner Pinterest just doesn't seem to have. I'm allergic to cats and don't like cooking so pictures of kitties and gourmet meals just don't resonate with me.

I understand how it can be fun and entertaining to stroll through Pinterest, but I do not see how it can further an archaeologist's personal brand. ***Please, somebody tell me I'm wrong about Pinterest (write a comment below or email me).***

Part VII: Crafting a Social Media Campaign

"Nobody ever said success was going to be easy. If success was easy, everybody'd be doing it." Anonymous

I never cared about personal branding, online networking, or any of the stuff I've been writing about until the last time I was laid off from a cultural resource management archaeology job. There I was, a husband and father without a job staring at a mountain of bills waiting to be paid. I'd already done everything my mentors and advisers told me to do—get a graduate degree, give conference papers, write articles, over-deliver on my CRM archaeology projects— and I still got laid off.

The biggest problem was; *I wasn't the only archaeologist looking for work*. There were dozens of other archaeos with more experience than me all trying to get the few open positions. After a few weeks of searching, I realized the biggest difference between the archaeos that were getting jobs and those of us that weren't was our professional networks and how we presented ourselves as professionals.

I got laid off from a company that was still actively hiring former employees. These were primarily principal investigators (PIs) that knew every archaeologist in Arizona and had been doing the job for decades. They made it look like they knew what they were doing even if their professional persona couldn't be further than the truth. These men and women were keyed in to the industry. It never took much for them to get a job. When they got fired, they just worked their Rolodex. Past performance was no indicator of future gain, but they knew people in high places and worked their network with great success.

The other thing I learned is *it doesn't take decades to build a robust professional network*. In today's digital world, you're only a LinkedIn introduction, a Twitter follow, or a blog post away from connecting with some of the biggest hiring managers and companies in cultural resource management. You can create my own introductions and simultaneously show them what you can do in the time it takes to click a mouse on a URL. Not only that, anyone that's interested in working with you should be able to see dozens of endorsements and recommendations from people that have worked with you in the past, including people they may know personally.

While we can't always talk shop over a beer with every archaeologist in the world (even though I want to), we can connect with them on social media and exchange thoughts that way.

I wonder: Would the prehistoric chronologies in Arizona would be as atomized as they are today if Haury, Sayles, DiPeso and those other patriarchs had had access to the internet?

Personal Branding can Take as Much or as Little Effort as You Want

This is the final section of the Personal Branding for Archaeologists book. I've discussed an array of platforms and techniques you can use to further your own personal branding efforts. Archaeologists are in desperate need of branding ourselves, not only to craft a positive personal image for our profession but also to help us get jobs. You will be building a robust professional network if you take the steps I've proscribed in the previous posts.

I'm also keenly aware that most archaeologists aren't remotely interested in anything called "branding". Sales, marketing, and any other form of commercial is swiftly shunned by the archaeological

community, which is why we're so sh*tty at promoting ourselves and our trade.

Fortunately, you don't have to be a social media guru to craft an online branding campaign that will make you stand out from the crowd. There are an infinite number of paths you can take toward branding yourself on the internet. You can embrace social media or keep it streamlined down to a simple website and a robust LinkedIn profile. While I can't tell you exactly how to build your online identity, I've created a great eBook explaining the basics of online branding: "*Social Media Strategy for Archaeology Job Seekers*", which is included as an appendix at the end of this book

Warning: Do Not Try ALL of This at Home

This book has presented a wide range of online pathways to personal branding, but I must reiterate: **Do not try to use each and every one of these at the same time.** You will spend too much time spinning your wheels without gaining traction. Also, it is difficult to convey a succinct version of your professional brand across these different platforms because each of them have different attributes, users, and memes. Plus, creating content on all of these platforms would take serious time and effort. It is only recommended for someone that is interested in Archaeology Niche Domination—A topic I will describe in the next post.

I use all of the aforementioned social media platforms, but I do not try to use them all at the same time and I'm not very good at using them all. Blogging mixed with Twitter and LinkedIn is the backbone of my social media strategy and I use HootSuite to schedule my posts throughout the week. Even still, a significant portion of my time is spent managing all this content creation/posting (about 2—4 hrs./week writing blogging and 2 hrs. scheduling social media posts). Unless you're willing to spend at least that much time

working on your online branding, I'd suggest you start slow and ease your way into it. To start with, just create a completely filled-out LinkedIn profile and connect it to your personal website.

Using video and photos to further your personal brand is the future. Blogging can be fruitful and rewarding, but the archaeology blogosphere is getting crowded. I believe it is easier to cut through the online haze by blazing a new pathway using photos and videos.

Three Social Media Campaign Strategies to Fit your Lifestyle

The book highlights three strategies you can take toward building your brand: **the Bare-Bones Basic Strategy, the Archaeology Careerist's Strategy,** and **the Archaeology Niche Domination Strategy**. Read on and learn more.

The Bare-Bones Basic Strategy—*AKA Set it 'n Forget it*: This is the easiest online branding strategy you can follow. Just build a personal website that highlights your skills and accomplishments, and connect that to a complete LinkedIn profile. It will take a few hours to create the LI profile and website, but after that all you have to do is try and connect with other archaeologists on LI and pay attention to a couple archaeology LinkedIn groups. You also need to maintain your website.

This shouldn't take more than a couple hours each month to maintain after you've got it up and running. When people Google your name, they'll see good stuff.

The Archaeology Careerist's Strategy—*AKA Have trowel, will travel*: This strategy will take a little more work, but has the potential to help you build a robust network that will help keep you employed and your career moving forward. As an Archaeology Careerist, you are actively connecting with other professionals using social media

and are using your website and social media platforms to participate in relevant conversations within the industry. If you want to go the extra mile, you can write a blog, vlog, or start a podcast.

The Careerist is using social media to move their career forward. You are creating content, participating in online communities, and helping others solve current problems. In the process, you will be earning the respect and trust of others that have the power to help keep you employed.

The Archaeology Niche Domination Strategy—*AKA I'll show you an expert*: The goal of this strategy is to use keywords and your expertise to dominate search engine results for a particular aspect of archaeology. I do not mean Domination in the traditional sense of the word. You are not subjugating others, but, rather, using the internet and other media to collaborate with others with respect to a particular niche within archaeology in such a way that your professional brand and this aspect of archaeology become synonymous. Helping others is integral to this plan because they will, hopefully, acknowledge your expertise in their work. You are trying to demonstrate yourself as an expert and are using social media to convey this expertise to the rest of the world.

Not only are you harnessing social media, the Domination Strategy frequently expands beyond the confines of the internet. You will also leverage articles, press releases, news stories and other traditional media platforms to spread the word about your knowledge, skills, and expertise. It is a full media onslaught that is accelerated by social media.

Putting it All Together

There are many ways to build your social media branding campaign. I have included some ideas in the *Social Media Strategy for Archaeology Job Seekers* eBook. I believe the most important step is the first one; Start managing your online brand today. Build a complete LinkedIn profile. Create a personal website and connect it with your LI profile. After you've done that, feel free to master a social media platform and connect it to your LI and website. The sky is the limit from there.

The world is hungry for information. You have the power to fill that hunger by creating content for the world to consume. In the process, you can use the power of keywords to craft a professional brand that can make you world renown. Start today!

Conclusion

I was initially reluctant to devote so much text to the various social media platforms that are popular today because the online landscape changes so quickly. As I write in late 2014, Facebook is on the decline in the United States and Twitter membership has leveled out. These two platforms have been very influential in our world in the last few years, playing major roles in the Obama election campaigns (2008, 2012), the Arab Spring Movement (2011—Present) and Ferguson, Missouri Race Riots (2014). People of the world are getting their news through social media and we are getting it from non-media entities. The repercussions of this are yet to be known.

With so much emphasis on data sharing and community on the internet, there is a nearly unlimited potential for archaeologists. We have dozens of online tools we can use to spread the word about our work and galvanize public opinions in order to achieve our goals. We can also use the internet to craft a positive image of ourselves, our industry, and our individual careers.

The internet is branding you whether you're ready or not. If you have an email account and use Google, you are providing the internet with information that it is readily collecting. This is unavoidable. Fortunately, you can do your best to ensure the internet collects only the most positive data about you and your career. This is important because what human beings know about the world is increasingly being gathered from the internet. You need to make sure the internet accentuates the positive about you and your career.

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Appendix A: Social Media Strategies for Archaeology Job Seekers eBook

Social Media Strategy for Archaeology Job Seekers

By
Bill White
Research Publications Director
Succinct Research

Succinct Research

LEARN WHAT YOU NEVER LEARNED IN COLLEGE

What is Personal Branding?

Personal branding is simply *the act of taking control of the image you project to the rest of the world via the internet*. This is difficult to do in real life, but it's relatively simple to do online because of the nature of online interactions. Programs (Google, LinkedIn, Facebook, ect.) thrive on new tidbits of information. All day and night, these programs are searching for new bits of data, categorizing, and archiving it. *Personal branding is simply the act of feeding these programs the types of information you want them to digest* (stuff that showcases your expertise and skills) *and starving the internet of things that make you look unprofessional*.

Your personal brand is:

-- Who you are and what you are or want to be known for
-- What makes you stand out from the crowd
-- A public demonstration of your experience, skill, and career motivations

In the past, personal branding was done through face-to-face interaction with other professionals. Today, much of this interaction is facilitated by the internet and social media.

"Create something people want to share," John Jantsch

This is a continuation of the blog post series "Personal Branding for Archaeologists". It was focused on harnessing the power of the internet and social media to craft a professional brand as an archaeologist– a task nearly every Generation-X or Millennial in archaeology should be doing.

Succinct Research

Connect with us if you find the following tips useful or want to know more:

www.succinctresearch.com

Why should you care about personal branding?

Archaeologists, generally, are like young-old people (unless, of course, you're already old, which would just make you an old person). We tend to shy away from "technology" and "change" in order to embrace what already exists. I know many younger archaeos (Millennials) have already embraced social media and are fairly savvy with this stuff. But, a huge number of archaeologists over 35 years old do not see the ways social media can augment and further their careers.

Here are some alarming statistics from the Pew Research Center that may demonstrate the importance of online personal branding:

-- 39% of companies use social network sites to research job candidates (This is probably a conservative estimate)
-- 43% of hiring managers who researched candidates via social media saw something that caused them NOT to hire a candidate (hard-core politics Facebook posts, anyone?)
-- Surprisingly, only 19% saw something that caused them to hire a candidate; however,
-- 56% of hiring managers are more impressed by candidates that have personal websites, while only 7% of job seekers have their own site.

Social media and the internet is part of our generation's communication style:
-- Most Twitter and Instagram users are Millennials. Recent data indicated approximately 89% of users are young adults.
-- The most expensive DIY website costs less than $175/year– less than most archaeologists spend at the bar in a month.
-- Networking with other professionals via social media is easier than ever given that Facebook has over a billion users, 300 million are on LinkedIn, and over 255 million are on Twitter.

Personal Branding can Make the Difference

Whether you're ready or not, *hiring managers are looking you up on the internet* when you apply for a job. I've even heard that [universities are checking the Klout scores of their professors for hiring and honors](). Luckily that's probably not happening in cultural resource management archaeology, which appears to be averse to allowing their employees to have any voice online.

It is important to actively develop and promote your personal brand, especially for people working in the 'feast or famine' world of CRM archaeology. Potential employers and peers need to know what you've been up to, your capabilities, and your career goals. All of these can be discerned from your online activities

You also want to have a clear association between you as a human being and you as a professional archaeologist. If in doubt, help the internet sort it out.

While you need to manage your personal brand online, there is no one path you should follow, no precise toolkit of advice or social media strategies that are sure to improve your online brand. Just as we all follow multiple paths in life, there are multiple strategies you can use to let the world know about your professional identity.

One thing is sure, though:

It is much better to do something than it is to do nothing.

Lets. Get. Started!

The Bare-Bones Basic Strategy

AKA: Set it 'n Forget It

Who's this for: People who don't like doing "computer" stuff, undergraduate students, well-networked, seasoned vets, people that don't want to put too much into this whole "branding" thing

The Goal: Create a simple online presence

What do you need to do:
1) Create a complete LinkedIn account
2) Build a basic personal website
3) Populate the site with content (examples of previous work, contact info, a short bio)
4) Connect the LinkedIn profile with your website

Activity Level: Low (1—2 hrs./month)
-- Keep the website updated/backed up
-- Try to connect with a few acquaintances on LI every few weeks

Personal Website

The rest of the internet
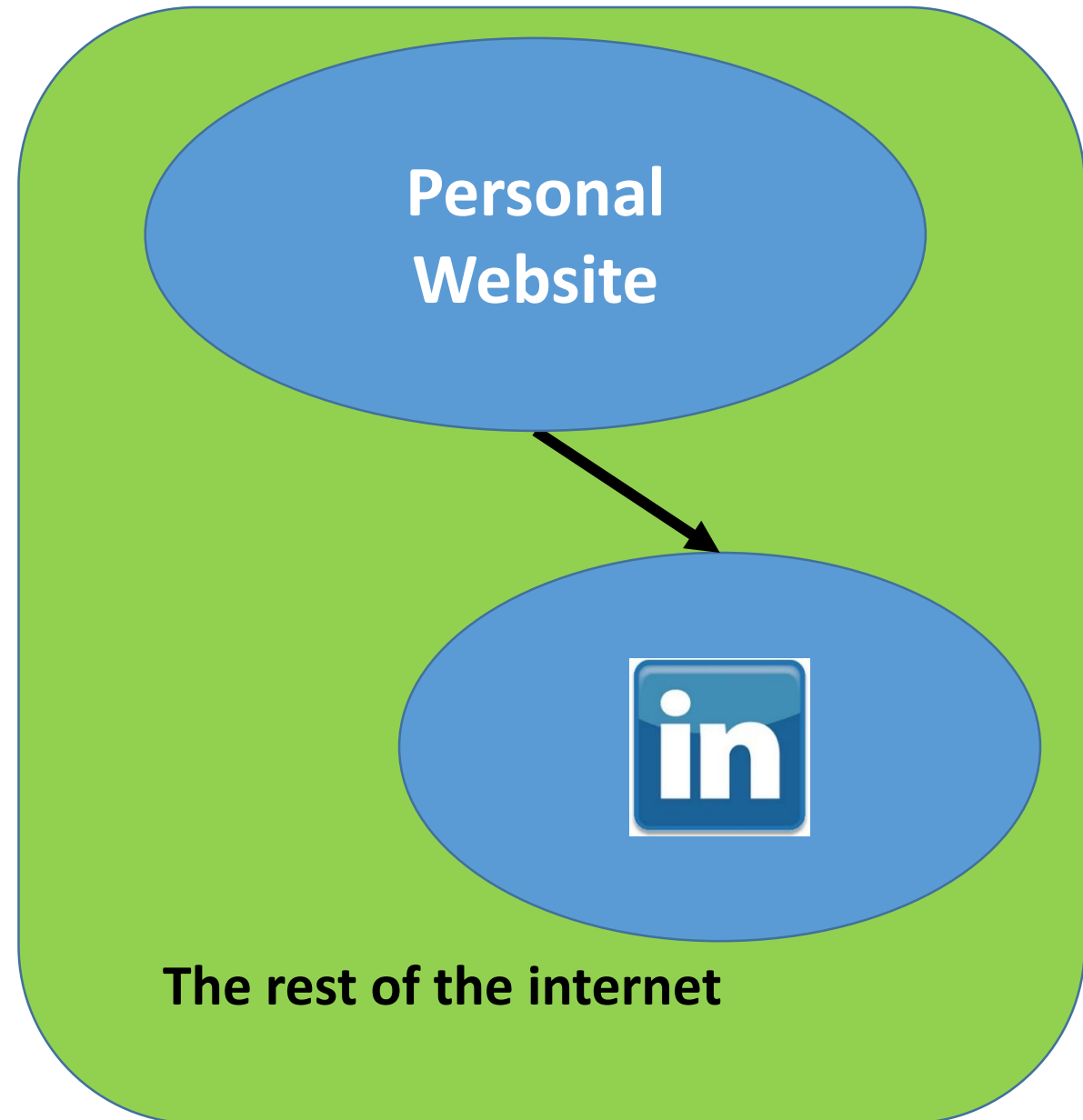
In the Bare-Bones Plan, you're just trying to reserve your place at the table. You've got a LinkedIn profile and have created a personal website so that, when the time comes for somebody to Google your name, they're going to see some good things.

GREAT JOB! You've taken an important step to create your own personal brand.

"Start where you are. Use what you have. Do what you can." Arthur Ashe

The Archaeology Careerist's Strategy

AKA Have Trowel, Will Travel

Who's this for: Young professionals, archaeology students, upwardly mobile crew chiefs, field directors, young PIs, and field techs that hate unemployment

The Goal: Craft a personal brand and network with others in the industry

What do you need to do:
1) Follow all the steps in the Personal Branding for Archaeologists blog series <u>except blogging</u> (unless you want to go the extra mile, of course)
2) Actively maintain at least one social media account and your LinkedIn profile
3) Engage with other professionals, archaeology fans, and the general public

Activity Level: Low to Moderate (2 to 5 hrs./week)
-- Use keywords and differentiate yourself within a niche
-- Optional: Maintain a keyword-optimized blog

A careerist is *actively trying to shape their personal brand* in order to define themselves as a professional and connect with others in order to move forward in the field. The idea is to create content (*tweets, blog posts, comments, ect.*) that people are willing to share and that demonstrate your competence. In the process, you're introducing yourself to people that may help you get or keep a job someday.

The ultimate goal is to cut through the din on the internet and let your persona shine.

Blog

LinkedIn

Twitter

Guest Posts

Personal Website

The rest of the Internet

"We're not that much smarter than we used to be, even though we have much more information -- and that means the real skill now is learning how to pick out the useful information from all this noise." Nate Silver
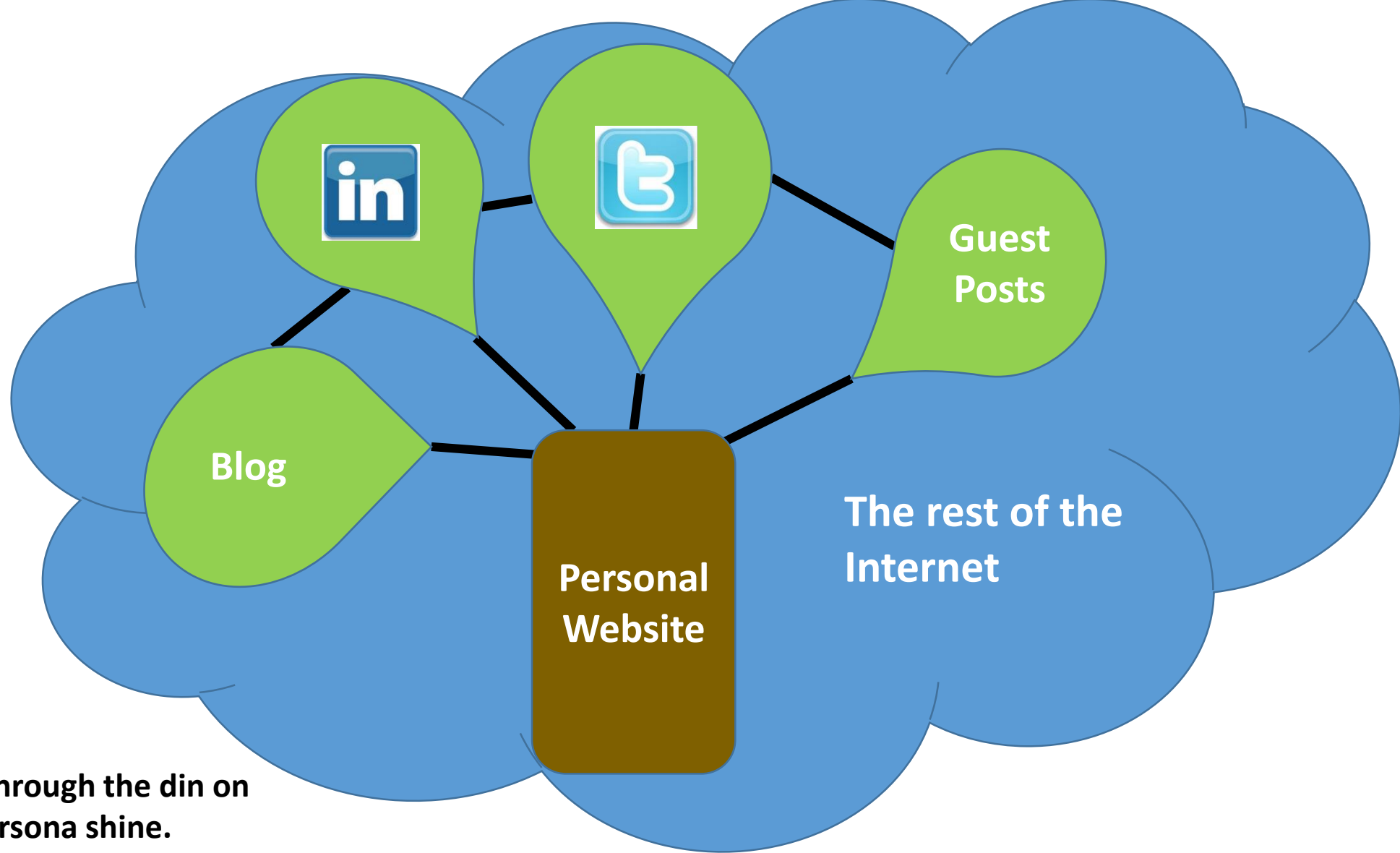
Social media and the internet is central to the careerist's branding efforts because it allows them to connect with individuals and publics around the world.

It's not good enough to discuss your blog posts and advertise yourself on the internet. You need to use these online interactions as a means of making meaningful contact with potential collaborators. Your work should demonstrate your expertise while also addressing problems/conundrums that other archaeologists may have.

Be of service to others. *Give, give, give, give, give, give, give, and give before you make a sales pitch for yourself.*
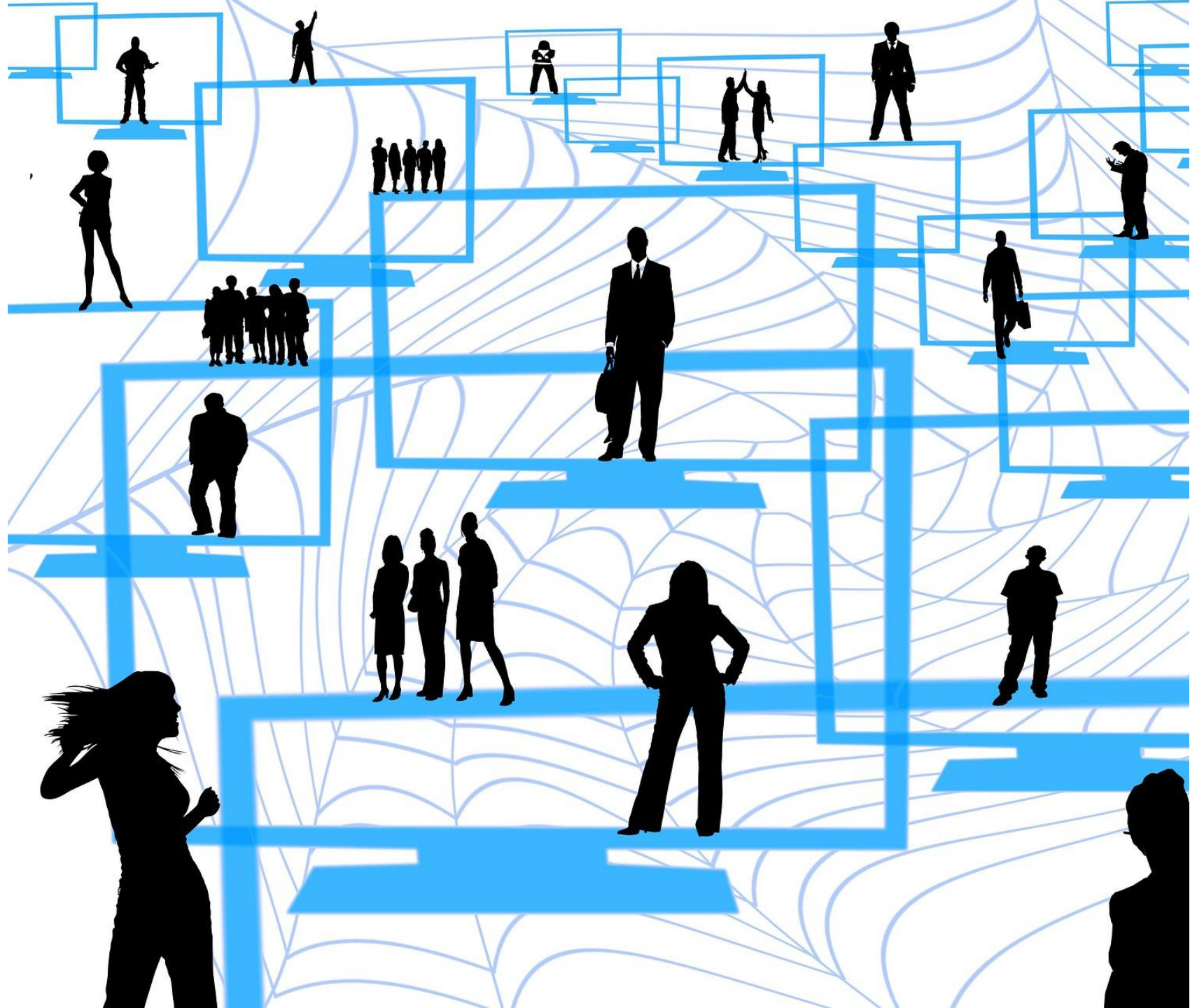
The Archaeology Niche Domination Strategy

AKA I'll Show you an Expert

Who's this for: Archaeology grad students (especially PhDs), CRM companies, University anthropology departments, and anyone else crazy enough to try it

The Goal: Use keywords, social media, and your professional work to dominate online search results for a niche within archaeology while simultaneously connecting with other archaeos to promote dialogue within this niche

What do you need to do:

1) Follow ALL the steps in the Personal Branding for Archaeologists blog series
2) Create and maintain multiple, branded social media accounts
3) Publish eBooks, white papers, journal articles, book chapters ect. related to the content on your online platforms
4) Use your personal website/blog as "authority site" for targeted niche
5) Collaborate with other archaeologists to disseminate and fine-tune information

Activity Level: Extreme (5—10+ hrs./week)
GOAL: Do everything you can to dominate the internet for a specific, targeted aspect of archaeology, cultural resource management, or historic preservation
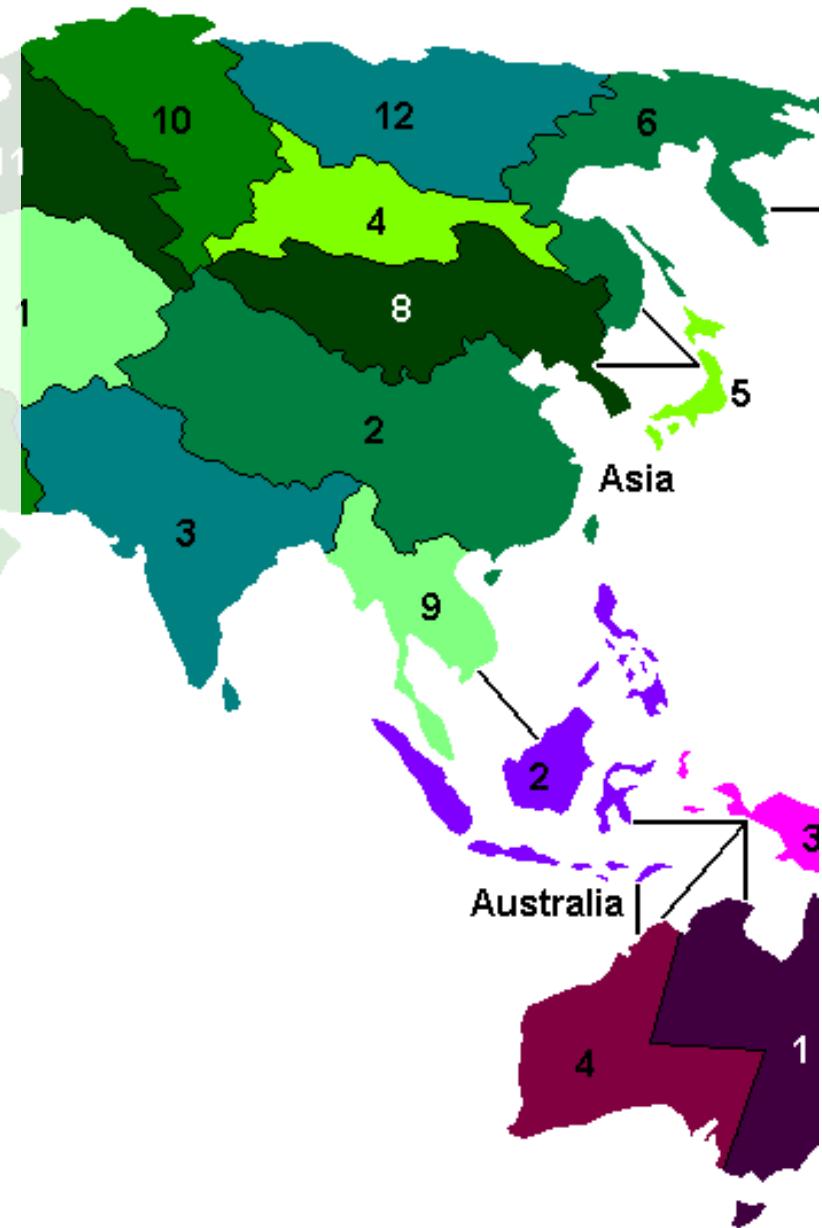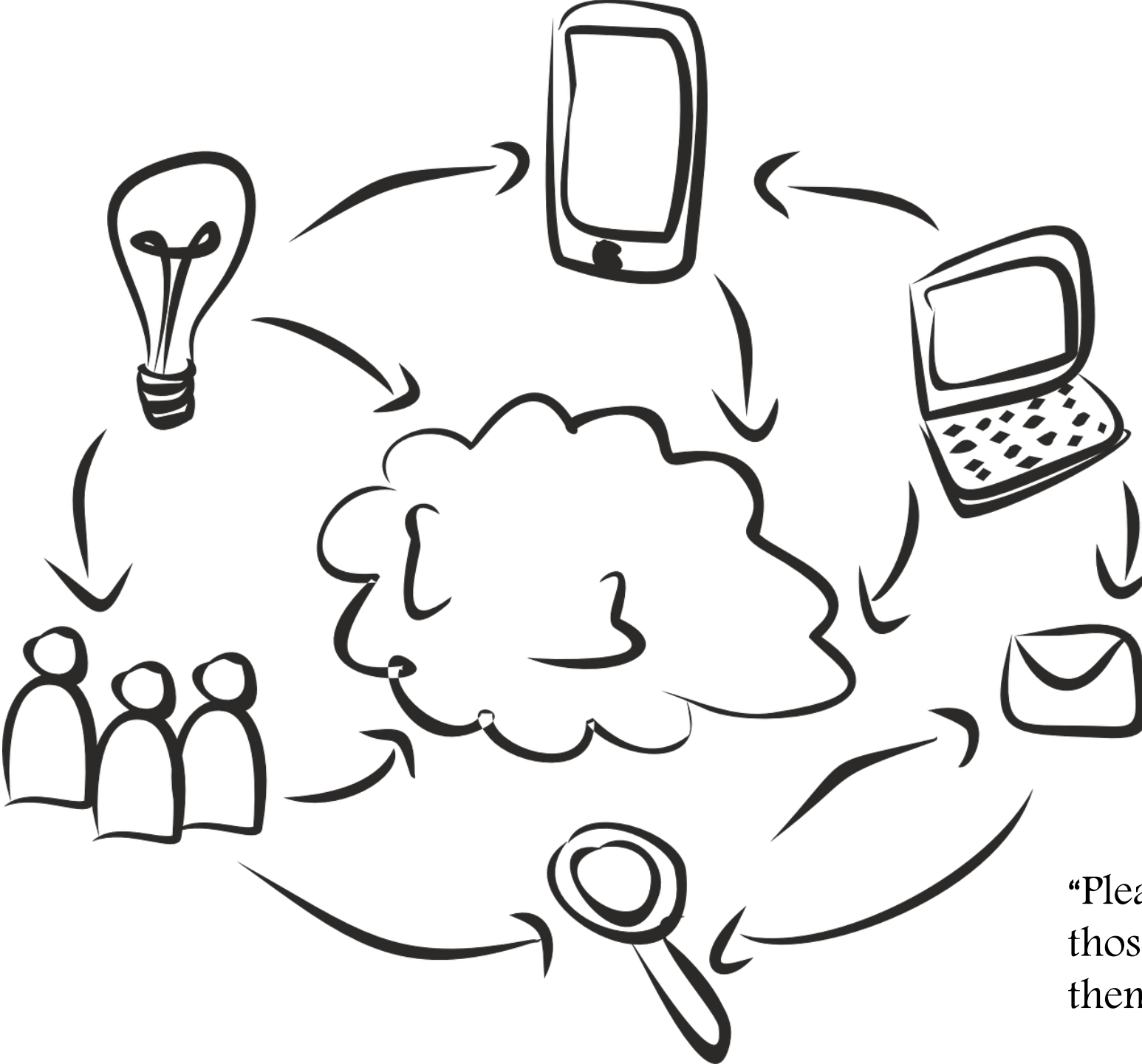
This strategy uses the internet but extends far beyond that. *The goal is to become a thought leader* with regard to a specific facet of archaeological method, theory, and practice. It is an old concept pioneered by academicians that can be vastly expanded upon using the internet and social media.

I do not mean domination in the literal sense. This strategy involves creating valuable content in collaboration with others that has been scrutinized and commented upon extensively. The idea is to make your name synonymous with concepts you've pioneered/seized upon/investigated and make sure your affiliation with those concepts is widely known.

"Please stop waiting for a map. We reward those that draw maps, not those who follow them." Seth Godin, Poke the Box

Diagram of Archaeology Media Cell Network

This concept goes far beyond personal branding and can evolve into an entire media network that promotes your professional brand and work to a much wider audience.

It involves accessing online and traditional media as seen here. *The best known archaeologists have long been crafting networks like this.* Today, we can augment them with social media and other internet communication platforms.

http://www.succinctresearch.com/why-do-archaeologists-care-about-looters-part-2/

Other Media Cells

Other Media Cells

Academic Articles, Dissertations, Books, eBooks

Social Media Platforms

Public Workshops and Presentations

Mainstream Media
•TV
•Radio
•News
•Internet

Videos
•YouTube
•Daily Motion
•Vimeo
•Short Films and Documentaries

Personal, Website and Blog

General Public

Archaeological Community

Podcasts

Federal, State, and Local Government

Guest Posts/ Articles

Blog Posts

Local Advocacy and Preservation Advice

Other Media Cells

Other Media Cells

DOMINATION IS NOT FOR EVERYONE

It takes time and a lot of effort. It also opens you up to scrutiny and judgment by others. Also, *you will make mistakes, lots of them*, and not everybody is going to let you forget them.

However, you will be well on the pathway to creating a solid personal brand because you are parting with convention and moving away from the game as it's now played in archaeology. *There will be both rewards and penalties for going an unconventional route, but the rewards will outweigh the penalties.*

"Organizations that destroy the status quo win. Whatever the status quo is, changing it gives you the opportunity to be remarkable." Seth Godin

When Should you Start?

"The cost of being wrong is less than the cost of doing nothing...Today not starting is far, far worse than being wrong. If you start, you've got a shot at evolving and adjusting to turn your wrong into a right. But if you don't start, you never get a chance."

Seth Godin, Poke the Box

The Best Time to Start is NOW!!

Pick a strategy and start taking control of your personal brand online

Here's how you can get started today!

PHASE I
1. Read the Personal Branding for Archaeologist blog post series
2. Create a completely comprehensive LinkedIn account
3. Using your name as inspiration, start your own personal website and connect it to your LinkedIn profile
4. Learn everything you can about how LinkedIn works; connect with as many archaeologists as you can

PHASE II
1. Get at least one social media account
2. Connect with as many archaeologists as you can on that platform
3. Learn everything about how that platform works
4. Start a blog; start guest blogging

PHASE III
1. Use your blogging and social media to connect with others that can help further your research
2. Use your online activity to help address the problems faced by your peers
3. Use your online activity to create communities of practice that contribute to the wider field of archaeology
4. Connect with others in a sincere, honest way that helps improve other people's lives and careers
5. Go beyond the internet into the academic press and mainstream media

PHASE IV
1. Go where no one has gone before…
2. Use archaeology, the internet, and social media to spread world peace…

There is no better time than the present. No better day than today. What are you waiting for?

Learn more about the cultural resource management archaeology industry

Keep reading the **Succinct Research Blog**– weekly insights into archaeology and cultural resource management.

Or, check out our social media sites:

About William A. White, III

William A. White is the *Research Publications Director* at **Succinct Research**, a company dedicated to disseminating information about cultural resource management archaeology and historic preservation to practitioners and students of those fields. The ultimate goal is to help heritage conservation professionals better serve their communities.

For over a decade, Bill has worked on archaeological fieldwork projects in some of the most remote locations in the United States including the temperate rainforests of Washington State, at high altitudes near Great Basin National Park, and in the Mojave and Sonoran Deserts of the American Southwest. As a cultural resource management archaeologist, Bill has played an integral role in helping others develop their professional skills and use their experiences to find gainful employment. He has helped numerous students and co-workers on their career paths.
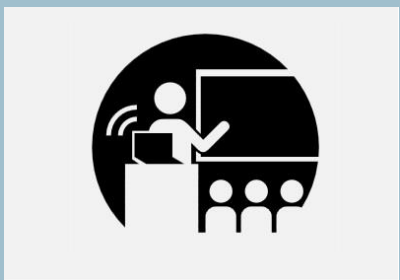
An innovative, thorough archival researcher, field scientist, and author, Bill has participated in over 100 historical, archaeological, and anthropological research projects across the United States. He has written or co-authored over 50 research reports and given presentations to diverse audiences across the United States, in Canada, and the United Kingdom. A lifelong student of human cultures and practices, Bill graduated from Boise State University with a B.A. in Anthropology and a Native American Studies minor and earned his M.A. in Anthropology from the University of Idaho. He is currently a PhD student at the University of Arizona.
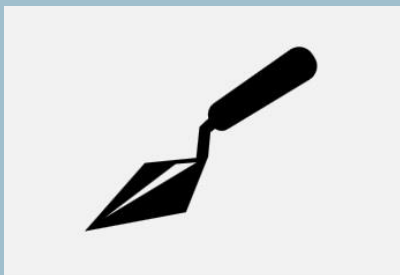
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