

Invited talk

**Beyond Birth, Marriage, and Death:
Women's Self-Promotion in Academia**

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VOGUE'S
BOOK OF
Etiquette

"A woman's name should only appear in print three times in her life: at birth, at marriage, and at death."

BY MILLICENT FENWICK
ASSOCIATE EDITOR OF VOGUE

Tips for Graceful Self-Promotion

- Recognize and praise the accomplishments of others
- Be sensitive to timing
- View talking about yourself as educating others, rather than selling yourself
- Communicate about how your success brings value to your unit and make sure key people know what you have done for them lately
- Remember you serve as a role model, therefore when you communicate about your accomplishments, you show others what is possible
- Take credit gracefully – do not diminish it by minimizing

Recommended Reading

- Connelly - The Value of Self-Promotion
- Lang - Shameless Self-Promotion
- Vaillancourt - Visibility vs. Shameless Self-Promotion
- Morahan - Graceful Self-Promotion - It's Essential
- Shaikh-Lesko - Self-Citation Gender Gap
- Kelsky - Ignore the Haters and Toot Your Own Horn
- CUNY Hunter - Self-Promotion and Building a National Reputation
- Racusin and Rudman - Disruption in Women's Self-Promotion: The Backlash Avoidance Model
- Smith and Huntoon - Women's Bragging Rights: Overcoming Modesty Norms to Facilitate Women's Self-Promotion

- Thanks to Prof. Maddie Simon (School of Architecture, Planning & Preservation, University of Maryland) who compiled a lot of the original material this presentation was built on!
- Reach out to me if you'd like!
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