Promoting Yourself Online

__Google Yourself often!__ Make sure the content you want to be visible is most prominent in a Google search. Utilize online career portfolios and LinkedIn to start taking control of your online brand.

Online Career Portfolios

- Online career portfolios are websites that highlight your qualifications, relevant work, and experiences for an employer to review. Hiring managers view a large number of resumes daily, so an online career portfolio is an eye-catching tool that can assist you in standing out from other candidates.
- Once an online career portfolio is created, the link should be placed on your resume. (This link is commonly placed below your email address).

WHO CAN BENEFIT FROM ONLINE CAREER PORTFOLIOS?

It is not true that only IT, Marketing, and/or Graphic Design related professions can benefit from career portfolios. Job seekers, in most career fields, can utilize career portfolios to market themselves creatively to employers. Examples can include, but are not limited to, the following:

- *A Teacher could create a career portfolio to show his/her lesson plans, example syllabi, and presentations.*
- *An Engineer could create a career portfolio to highlight his/her major projects, including those projects created in the classroom and those developed through internship/co-- -ops experiences.*
- *A Nurse could create a career portfolio to elaborate and provide specific details regarding his/her community engagement activities and specific projects and outcomes from those experiences.*

HOW CAN I CREATE AN ONLINE CAREER PORTFOLIO?

What platforms could I use to create a free online career portfolio? *(Click on each button to see a sample of a real person's career portfolio)*

www.wix.com   www.wordpress.com

What to know about both career portfolio platforms before you get started?
- Wix
    - Designed for non-website developers to easily drag and drop text, videos, images, and more into a user-friendly website builder.
    - Hundreds of themes to use when building a portfolio, including those that are mobile-friendly.
    - Suggested majors to use this platform: Any major excluding the programs listed under WordPress*
- WordPress
    - Basic coding skills are needed to make a customized website.
    - Hundreds of themes, including those that are tablet and mobile-friendly.
    - Easier to embed multimedia and offers creators the ability to develop their own unique sites.
    - Steeper learning curve.
    - Suggested majors to use this platform: IT, Engineering, Graphic Design, and Marketing*

*Note: No matter your major, you can try either platform if you so wish. These suggestions are meant to provide a framework when making a decision that will best highlight your work and time involved in portfolio development.

What general types of content should you include?
- The content you include will depend on industry expectations, but you should always include this basic content for your portfolio:
    - A Homepage introducing your portfolio is essential. Your Homepage should also have navigation directing the user to the other content on your website.
    - An "About Me" section briefly introducing yourself. Avoid listing your personal contact information.
    - An updated, and career field specific, resume.
    - Samples of your work. *Note: Samples of your work and/or projects will differ depending on your career field.*

What are additional types of content could you possibly include?

Volunteer Work/Community Engagement	Professional Presentations
Professional Affiliations	Awards and Certifications
Relevant Class Projects/Research	Recommendation Letters

WHAT ARE EXAMPLES OF ONLINE CAREER PORTFOLIOS?
(Click on each button to see a sample of a career portfolio)

http://map08g.wixsite.com/eportfolio

http://jjenkins0083.wordpress.com

samjshahportfolio.wordpress.com

http://wmc0005.wixsite.com/eportfolio

http://www.mattwyatt.org

http://www.jrauch64.wix.com

http://hannahlynnes.wixsite.com/hannahsims

http://www.megangtalley.com

http://www.logandelabarrehays.com

LinkedIn

WHAT IS LINKEDIN AND WHAT ARE ITS BENEFITS?

What is LinkedIn?
- LinkedIn is the world's largest professional networking site.
- Users are able to connect and network with professionals in their industries.

What are tips to help you get started?
- Consider what qualities and skills you want contacts to see (i.e. what you want the employer to know about you) before you begin.
- Upload a quality profile picture against a clean background that is professional.
- Include a headline, or tagline, with key words and phrases from your desired career field.
- Ensure that your resume, and any additional information, is up-to-date and current.
- Customize the URL provided to you and make it easily recognizable, such as a version of your name.
- Include a link to your career portfolio in your contact information, if applicable.

What are key features to maximize your LinkedIn success?
- Recommendations: Request contacts to write recommendations for you that will show up in your profile.
- Endorsements: Ask contacts to endorseme skills you have included in the "Skills and Endorsements" section.
- Updates: Include relevant and current information specific to your industry.
- Groups: Join groups and network with individuals who have similar career interests.
- Connections: Find people you already know and frequently search for new connections.

QR Codes

WHAT IS A QR CODE AND WHAT ARE ITS BENEFITS?

- A QR Code is a 2 dimensional bar code that contains a set of data (text, numbers, or a hyperlink). This data can be decoded by QR Readers.
- Simply take a picture of the QR Code with the smartphone's camera and the embedded information instantly appears.
- Place the QR Code on the top of your resume.

WHERE CAN I CREATE A QR CODE?

You can create a free QR Code at the following sites:

qrcode.kaywa.com

www.qrstuff.com