



DIGITAL PRESENCE FRAMEWORK

This is a process for telling your story in the digital space.

What's Your Story Now?

1) WHAT'S YOUR STORY NOW?

Your online presence is made up of all your digital traces, including social media, personal websites, articles that mention your name, and more! In order to more perfectly curate your online presence, you must understand what is already out there about you.

Purpose & Audience

2) IDENTIFY YOUR PURPOSE & AUDIENCE

After investigating your current online presence, you should ask yourself, "Who am I curating this for?" It may be for a specific customer base, future employers, family and more! You have many purposes and audiences and can begin to identify them here. Survey your audience as you build your digital presence to integrate their feedback.

Story Building Blocks

3) CRAFT YOUR STORY

Why is a story important? When we pair data with stories, they resonate with audiences because they are memorable, impactful and personal. There are several storytelling strategies that you can mix and match to help you develop an overall headline in your digital presence.

Evidence

4) CURATE YOUR EVIDENCE

Curate your evidence to represent, contribute, and relate to supporting your story. Make it visual. This could be posters, presentations, projects, research papers, evaluations, activities/assignments, photographs, testimonials or something in a multimedia format.

Choose Channels

5) CHOOSE YOUR CHANNELS

What fits for reaching your audience? What's being used in your profession or industry? What's doable for you? This could include LinkedIn, an online portfolio, and other social media.

Customize & Share Your Story

6) CUSTOMIZE & SHARE YOUR STORY

Make a plan for getting your story out there, then make a plan for keeping it updated - maintaining it, and keeping it sustainable.

For more information, visit eportfolio.stanford.edu