Digital Profile or ePortfolio

Vocabulary

Digital Footprint: Any information online about you.

Digital Profile: sometimes used synonymously with digital footprint. We use the term in this course to mean an organized professional online profile (e.g. LinkedIn, Handshake, etc.) used for purposes of networking, controlling the sharing of your information, and finding jobs.

ePortfolio: Digital collection of documents, photos, articles, creative works, videos, etc. that showcase your education, experience and skills. Access to these files can be controlled by the owner. May be referred to as: portfolio, ePortfolio, digital portfolio, or electronic portfolio.

A very effective way to network and share your information with potential employers and other contacts is to have a professional, sharable digital profile or ePortfolio. It is important to have one even if you are not currently an active job seeker. Below are some ideas on how you can build and manage a digital profile or an ePortfolio.

First, who are you – according to your digital footprint?

Your digital footprint is anything online about you. Professional sites like LinkedIn or Handshake help to organize your important information to better control it, share it and network with others. However, in order to control your digital footprint, you first need to know what's out there about you. Follow these quick tips:

1. Google yourself.
    a. What information do you find out there about yourself?
    b. What information do you want to have public for networking and potential employers or contacts to know about you?
    c. What information do you want private?
2. Keep your apps and information up to date and secured:
    a. Update passwords regularly and use strong passwords.
    b. Check the names and photos in all of your profiles.
    c. Delete unused apps or site profiles.
    d. Do not use your birth date, government IDs or other secure information in passwords or other places where numbers are required.
3. Separate private from public. Anything that is public automatically becomes part of your digital footprint and, therefore, should be appropriate for your professional image:
    a. Use a professional email name and address for your professional digital profile. Try to use some version of your first and last name or initials (e.g. - JohnDoe@email.com, JDoe@email.com, JDDoe@email.com, JohnDDoe@email.com).
    b. Be sure that all public information presents you in a positive way to potential employers and professional contacts.
    c. Keep your private social media private. Check privacy settings on all social media sites and other apps. Be sure your private posts really are private and don't allow "friends of friends" to see it or share it.

Digital Profile or ePortfolio

There are many resources to create and manage a professional digital profile or ePortfolio. The quick tips and resources below will help you create and/or polish your profile or portfolio.

Quick Tips:

1. **Identify the right sites** for you in your industry and region.
    a. You must first research the best sites and resources to use in your industry and region. See the [Research Area-Specific Strategies](#) help page.
    b. Use the [Digital Profiles](#) site at BYU-Idaho Career Services to find links and instructions to create a good profile or portfolio on LinkedIn, BYU-I Connect, Handshake and Portfolium (ePortfolio).
        - If you are using Portfolium for an ePortfolio, here are some [sample portfolios](#).
    c. Consider setting up profiles on [Monster.com](#), [Indeed.com](#) or other job search sites that are best for you in your industry and region.
    d. For a professional ePortfolio, here are a few other options:
        - Specifically for general ePortfolios: [Foliospaces](#) | [foliotek](#)
        - Website builders: [Wix](#) | [Squarespace](#) | [WordPress](#) | [Weebly](#)
            - 8-minute video on [How to Make an ePortfolio on Wix](#)
        - For photography: [Viewbook](#) | [Flickr](#) | [Zenfolio](#)
        - For creative works: [Coroflot](#) | [Behance Network](#) | [IMCreator](#)
2. **Build it** (profile or portfolio) on at least one site but multiple if possible. The more sites you have a profile on, the greater chance you have of finding a job and of potential employers finding you.
    a. Your profile/portfolio should have at least the following resources in it:
        - [Résumé](#)
        - Summary or description (a form of your Me in 30 Seconds)
        - Supporting resources that demonstrate your expertise and experience: testimonials of your work, recommendations, creative works, project artifacts, articles/papers you've written, photos of your work, news articles demonstrating your success, etc.
            - *Important: choose professional photos and artifacts to represent you, that are appropriate for your industry, region and the job you hope to get*.
    b. While not required, you can change your LinkedIn [URL to match your name](#).
4. **Share it!** Set the proper share/privacy settings so the people you wish to be able to see it, can see it. There is a share link on most ePortfolio sites where you can send access to an email address of your choice.

Additional Tips

- Search your name (and previously used names) to see what comes up about you.
- Keep your private information private and public information professional and visible. Check security settings on all of your social media, *often*.
- Avoid rants in site comments and social media. You do not want to appear inflammatory or difficult to work with. If such things are actually desired in your career or the jobs you want (i.e. - journalist, radio host, etc.), remember that civil society is the best society and being a disciple of Jesus Christ in all our actions and words can help change our world for the better.

- Think before you post! Once something is out there, it is published to the world forever. You can't take it back. If you might want to take it back, do not put it in writing—even if you think it is in a private network.