# **Digital Footprint Memorandum**

TO: Professor Joseph Veryard

FROM: Jordan Meade

DATE: February 7th, 2022

SUBJECT: Digital Profile Improvement

Summary  
Your digital footprint can be the difference between obtaining a job or not. I will be advising you on how to improve your online profile. We will be working towards your goal of securing a position as professor of communication at Algonquin College.

Background  
You plan on obtaining a job offer for professor of communication at Algonquin College. Having great interpersonal skills, leadership, empathy, and compassion will be instrumental to your success. Having a degree in a related field and education experience will be beneficial as well.

Details  
Two aspects of your current digital footprint that are assisting you in reaching your goals are your vast list of experience and volunteer work, and your education. Having so much experience and volunteer work will show your prospective employer you know your way around the industry already and that you’ve been quite successful in your career to date. You have also obtained a Doctor of Education, which is an extremely valuable asset. This should show your prospective employer that you are able and willing to solve any problems that may come your way.

Two aspects of your current digital footprint that might be considered either neutral or negative are your picture quality or lack of pictures, and your inactivity on some platforms. By upgrading the quality of your pictures or adding a display picture where there is none, you give your digital footprint more personality. This will be attractive to your potential employer because it will show that you know how to visually represent yourself online and that you are confident. By increasing your activity on large platforms such as twitter, it will show your employer that you are able to stay up to date with social media and maintain an online presence. This will exemplify your ability to communicate and relate to students.