Activity Exemplar: Create or update your professional social media profile
Here is a completed exemplar along with an explanation of how the exemplar fulfills the expectations for the activity.

Completed Exemplar

To view the exemplar for this course item, click the link below and select "Use Template."

Link to exemplar: Professional profile⤢

OR

If you don't have a Google account, you can download the exemplar directly from the attachment below.

Activity Exemplar_ Professional profile
DOCX File

Assessment of Exemplar

Compare the exemplar to your completed profile. Review your work using each of the criteria in the exemplar. What did you do well? Where can you improve? Use your answers to these questions to guide you as you continue to progress through the course. Let's review each of the profile elements:
Photo: Your profile photo should be professional, well-lit, and approachable.

Headline: Use your headline to highlight your skills or describe your professional passions. In our exemplar, Sophie uses, "Program Management Wizard." How creative you can get varies by industry, so be sure to do your research!
About/summary: Similar to a resume summary, this section should showcase your passions and skills. In our exemplar, Sophie writes, "I enjoy finding creative solutions" to highlight their out-of-the-box thinking.
Experience: A list of past positions, responsibilities, and accomplishments that tell recruiters what you can do. At the bookstore, Sophie "coordinated weekly readings and events, including author communication, marketing and social media, stock ordering, event setup and breakdown; events increased our visibility in the community, and increased store revenue 27% per event day." Experiences like these often translate to project management, so don't forget to include them.
Education: Any degrees you hold, including institutions and graduation dates, if you choose.

Skills: A list of skills that demonstrate your strengths, talents, and proficiency in specific tools. Sophie lists skills like innovation and problem-solving, along with WordPress and SQL.
Credentials and certifications: Remember to include your Google Project Management Certificate!

✓ Completed