

Be strategic about your digital presence!

Set Your Goals for Social Media and Technology

Directions: Using technology and enhancing your digital presence is extremely important in today's job market. This sheet is focused on helping you to establish your goals for technology use in your career and professional development.

What are your career goals?

How does your digital presence (social media, person site, etc ...or lack thereof) affect your career goals?

List the topics that you discuss on social media or your personal website. What are you known for? What would you like to be known for?

Evaluate Your Presence

Step 1. & Step 2.

First, you discuss your goals with your partner and then you will search each other on the web. Next you will evaluate your partner's digital presence. What did you see that is effective or ineffective? Are their goals being met by what they currently have? Make notes of what you find below.

Step 3.

Next, you will provide constructive feedback to your partner about what you found. Please write down the feedback that you're receiving below. Take time to also search yourself after today!

Develop Your Brand Part 1.

This sheet is for you to brainstorm the experiences and skills that you have cultivated throughout your career. On this sheet of paper, there are various stages of academic and career development. Jot down a few ideas about skills, knowledge and expertise, and general experience that you have accumulated thus far.

Bachelor's degree and master's Degree:

Doctorate:

Professional Work Experience (Gained after or before PhD):

Additional Questions to Consider:

What are some aspects of your story or journey that make you unique or valuable? Where does your expertise lie? What type of projects do you enjoy working on?

On the next page, you will discuss your specific goals for content on digital platforms, and who your audience is.

Develop Your Brand Part 2.

Platform	Who is Your Audience?	What're you trying to communicate or accomplish?
LinkedIn		
Instagram		
Facebook		
Snapchat		
Pinterest		
Twitter		
Youtube		
Twitch		
Personal Website		

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Homework: Additional Questions to Consider

Instructions: Build off of the previous pages to evaluate your digital presence. Walk through the questions below to gauge your effectiveness in using digital platforms to advance your career.

On what platforms do you have the most followers and connections?

Where do you have the most engagement?

How often do you use each? What for?

Where do you see the most opportunity to advance yourself professionally?

Where do you see the most risk to your professional advancement?

Homework: Action Steps

What platforms, profiles, or sites do you need to clean up or improve?

List 2-3 action steps that you can take to improve the platforms, profiles, or sites.

Where do you need to increase your engagement (your use, or level of followers/connections)?

List 2-3 actions steps that you can take in increase your engagement.

Find examples:

Step 1. Find 3 - 5 nice influencers and examine how they manage their brand and engagement on social media.



Step 2. Observe imagery and branding on each of their profiles. What is effective? What is ineffective?