

Using Online Portfolios and Social Media channels for building a professional profile

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Outline

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- o From portfolios to ePortfolios
- o Building an online presence
- o Using Social Media channels effectively
- o Creating your portfolio online
- o Examples: Portfolios of UL students and alumni

1.The role of a portfolio

Definition:

“a collection of authentic and diverse evidence, drawn from a larger archive representing what a person or organization has learned over time on which the person or organization has reflected, and designed for presentation to one or more audiences for a particular rhetorical purpose” .

- o National Learning Infrastructure Initiative US (2003).

Learning and professional portfolios

While learning, a portfolio supports:

- o Collecting and selecting.
- o Sharing.
- o Reflecting.
- o Collaborating.
- o Annotating.
- o Presenting.

As a practitioner (or fresh graduate, or student applying for an internship), it displays evidence for:

- o Professional skills
- o Quality and standard of work
- o Experience acquired in past projects
- o Preferences and interests

2. From portfolios to ePortfolios

- o “An electronic portfolio, also known as an e-portfolio or digital portfolio, is a collection of electronic evidence assembled and managed by a user, usually on the Web. Such electronic evidence may include inputted text, electronic files, images, multimedia, blog entries, and hyperlinks.
- o E-portfolios are both demonstrations of the user's abilities and platforms for self-expression, and, if they are online, they can be maintained dynamically over time. Some e-portfolio applications permit varying degrees of audience access, so the same portfolio might be used for multiple purposes. “

(Wikipedia on ePortfolios)

The advantages of having an online portfolio

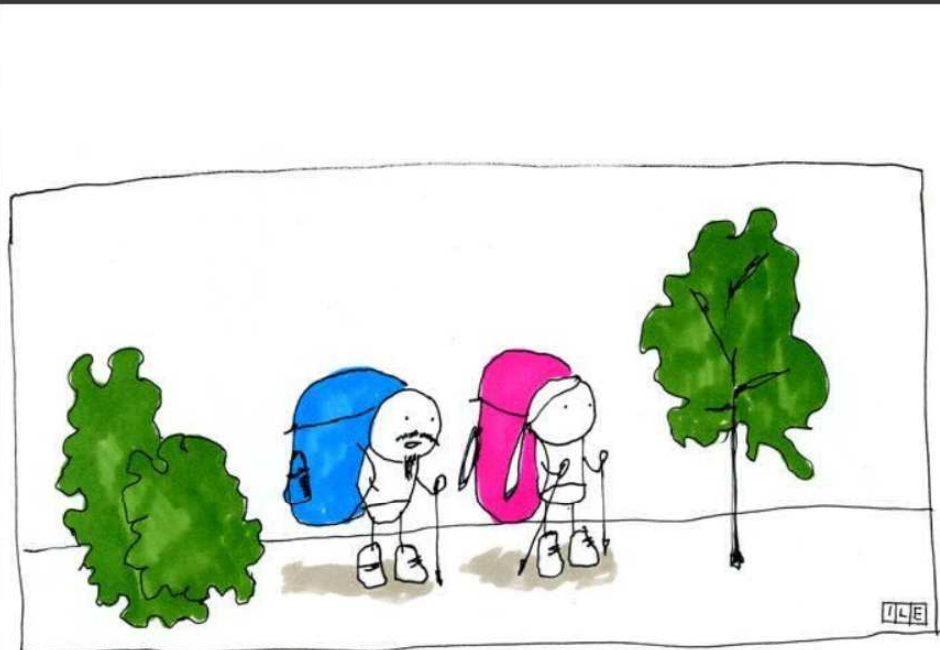
- o Accessibility
- o Storage (not only text, but also video, audio, photos and sketches)
- o Easy to create
- o Easy to share
- o Sociability (harnessing the power of Social Media)
- o Gives a boost of professionalism to one's online identity
- o Allows for more freedom, creativity and breadth than just a cover letter and resumé

Why maintaining a portfolio?

- As learning diary
- For marketing and self-promotional reasons- while looking for a job
- For professional and creative self-expression
- For networking with peers and establishing a professional identity
- For performance appraisal and promotion in an existing job



3. Building an online presence



"It feels so good to get away from it all and just think about how to revamp my online identity."

Isaac Littlejohn Eddy

Be conscious
of your
digital
footprint.

Search
for
yourself
on a regular
basis.

Take charge
of your
online
identity.

What would Google expose to a potential employer?!

Searching for your own digital traces on the web- a must!

- o Do you blog?
- o Do you tweet?
- o Do you have your own domain/website?
- o Are you on Facebook?
- o Have you a LinkedIn profile?
- o Are you on Plaxo, Xing? Academia.edu anyone?
- o Scribd? Slideshare? YouTube? Soundscape?
- o Flickr, Diigo, CiteULike
- o How are they connected? Are they connected at all?

4. Using Social Media channels effectively

- o Creating an online presence – a website, a blog; buying your own domain name
- o Creating a LinkedIn profile
- o Joining professional communities: LinkedIn groups, Academia.edu
- o Joining Twitter
- o Joining Facebook and becoming a fan of specific Pages and Groups
- o Joining delicious or Diigo, CiteULike
- o Joining YouTube, AudioBoo, SlideShare

Giving/sharing before you get anything!

- o Share content on your blog, YouTube, SlideShare, Quora
- o Tweet about the new post, so that people know it's there!
- o Answer questions, leave comments, participate in debates
- o License your work under a Creative Commons license, so that others would be able to re-use it
(Check <http://creativecommons.org/choose/> to choose the license that suits you best! Alternatively, you can keep the copyright for your content simply by mentioning it on your blog.)

Branding

- o Try to use the same name and profile picture everywhere
- o Don't join unless you're planning to use it!
- o Decide what's your favourite channel and make content flow through it (this might change over time!)
- o You can't be everywhere, 24/7
- o Be good at one thing at the time!
- o Network, network, network!

Challenges

- o Information needs to be kept up-to-date
- o Relationships have to be maintained
- o Having a coherent online presence requires spending time – finding the right balance
- o Embarrassing information can be discovered by potential employers
- o Any little mistake in an online artefact can have huge implications!

5. Creating your portfolio online

Sites that could host your portfolio, providing both the software and the hosting space for free:

- o Google Sites (10Mb)
 - o (<http://sites.google.com/>)
- o Blogger.com (1Mb)
- o WordPress.com (3Mb)
- o Weebly.com

If you want to buy your own domain and host it yourself, WordPress can do this. (the software can be downloaded from www.wordpress.org)

Examples: Portfolios of UL students and alumni

- o [Karen Kiely](#) – Digital Media Design, 2010, currently doing an MA in Social Media in Birmingham
- o [Shane Flynn](#)- Millhouse- MMPT, 3rd year, built an online portfolio as part of his cooperative education project
- o [Liivi Murumets](#) – 4th year Multimedia and Computer Games (Wordpress)- portfolio posts as part of blog
- o [Michael Shaw](#) – 4th year Multimedia and Computer Games (Wordpress)- portfolio posts as part of blog
- o [Olivia Kennedy](#) – 4th year DMD (old portfolio, illustrating Weebly)
- o [Lette Moloney](#) – Interactive Media master, 2010 (Wordpress)
- o [Beata Zujewska](#) – Interactive Media Master, 2010 (Blogger.com)

ePortfolio Resources

- o A presentation on Classroom 2.0- Helen Barrett
<http://www.slideshare.net/eportfolios/classroom20>
- o A TEDx talk by Dr. Helen Barrett
<http://www.youtube.com/watch?v=ckcSegrwjkA>
- o Using Google sites for building a portfolio
<http://www.slideshare.net/gaofei9/google-sites-tutorial>
- o <http://www.slideshare.net/smarkgren/polishing-your-online-portfolio-using-free-web-tools-for-self-promotion>

Social Media resources

- o “Putting your best foot forward”- by Jen LeeReeves
<http://www.slideshare.net/jenleereeves/putting-your-best-foot-forward>
- o “How We All Became Elvis: A Note On Online Personal Branding” by Ben Grossman
<http://www.slideshare.net/bengrossman/how-we-all-became-elvis-a-note-on-online-personal-branding>

Thank you!

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