

Personal Digital Strategy & Digital Resume

Total points: 300

As we have discussed in class, having a digital strategy is essential in this day and age.

Part 1: Submit an essay outlining your plan for your digital footprint. Essays will use standard formatting (12pt standard font, 1 inch margins, double-spaced) and will include a bibliography citing multiple sources.

Essays will be long enough to fully explain your strategy, as well as *assess* the specific technologies/programs/platforms you will use and why.

Part 2: Complete a draft digital resume using Wordpress on your website. You should reference your decisions regarding this in your essay. Do you think that you will move to another platform in the future or keep up with wordpress? Cancel the digital resume altogether? Remember to explain your reasoning. There will be samples of professional history websites on AsU Learn. Your website should include, at minimum, a page/area dedicated specifically to your resume, samples and information about the relevant work that you've done so far, and an appropriate number of images.

Considering the following questions may help you craft your essay:

*What do you want to show when potential employers google or otherwise search for your name online?¹

*What social media do you use? How much "searchable" information do they share?

*Do you prefer using aliases? Why or why not?

*Do you prefer to share your image? Why or why not?

*What social media might you want to use to change your digital footprint?

*How does your digital footprint affect your employability?

*Why are the programs that you did not choose poor fits for your goals?

Our class readings may inspire you to address further issues. These are merely to guide your thinking and may not all be relevant for you.

You are free to include images in your essay, including screenshots of websites—either your own or those that inspire your process. Links and hyperlinks are also welcome additions.

Essays will be submitted as google docs. Share them with me directly.

¹ A note of caution—Google is now so smart that googling yourself may not return representative results. Consider asking a friend in another part of the country to look you up on a clean browser (history & cache cleared, and not signed in to any services) and to send you screenshots of the first 1-3 pages of results.