
PERSONAL ONLINE PRESENCE

WHY?

- **Personal Branding**
 - **Showcase of projects**
 - **Because...The Internet**
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WEBSITE THEME

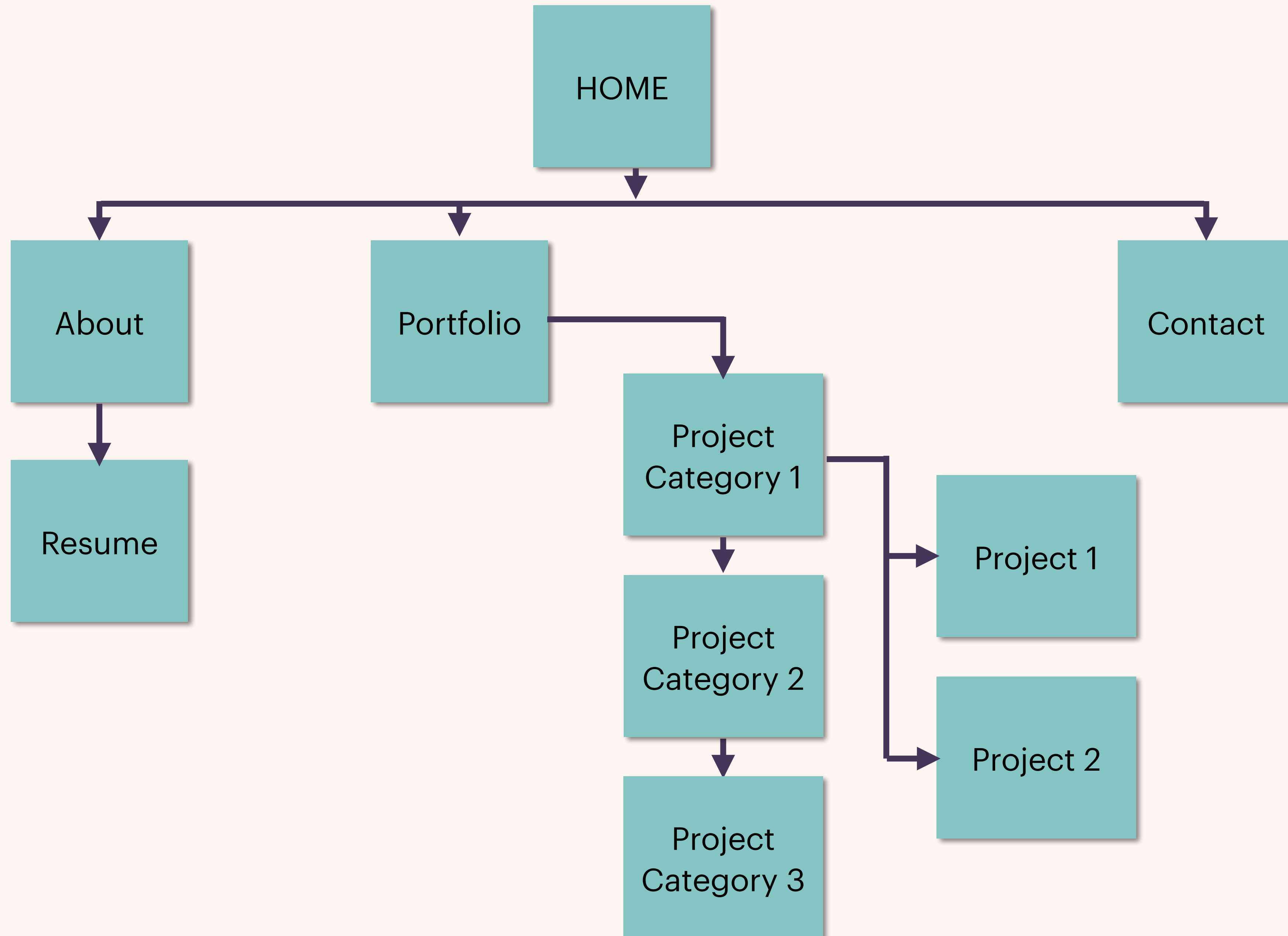
- **Select a theme that can enable Portfolios**
 - **Select a relatively simple looking theme**
 - **You may not use a “one-page” theme**
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BASIC CONTENT

- **Home**
 - **About**
 - **Résumé**
 - **Portfolio**
 - **Contact**
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RULES OF THE ROAD

- **Create Pages not Posts/Blogs**
 - **Add a blog for Posts if you want**
 - **Keep writing simple and conversational**
 - **Keep sentences short**
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HOME PAGE

- **Very short description of site**
 - **Links to other pages (Navigation menu)**
 - **Links to social media**
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ABOUT

- **Short paragraph about you**
 - **Let the visitor know who you are**
 - **How you approach your work**
 - **Link to your *Résumé* page**
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RÉSUMÉ

- **Embed a PDF in the page**
 - **Make it downloadable**
 - **Do not use an image**
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PORTFOLIO

- **Display your work**
 - **Embed Videos or Playlists**
 - **Embed podcast player/playlist**
 - **Embed documents (with download links) as PDFs**
 - **Display images or graphics (screen grabs of social posts)**
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PORTFOLIO

- **Categorize by type of project**
 - **Video, audio, writing, graphics, etc.**
 - **Create an “index” page for each category**
 - **Create individual project pages**
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CONTACT

- **Use a Form**
 - **Prevents email spam**
 - **Output goes to your email**
 - **List your social media accounts**
 - **Use icons as image links and include your handle**
 - **Do not list your phone number**
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EMAIL

- **Email Etiquette**
 - **“Subject” should be a short description of the topic**
- **Create a separate account for “work” stuff**
 - **Don’t use your school email**
- **Create an Email signature**
 - **Include a salutation, Name, Email address, Social Media**

Cheers!

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SOCIAL MEDIA



SOCIAL MEDIA

- **Separate accounts for “work” stuff**
 - **...or clean up your current accounts**
 - **Include profile image and background on all accounts**
 - **Complete the “About” section on all accounts**
 - **Post regularly about the industry, new technology, etc.**
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QUESTIONS?
