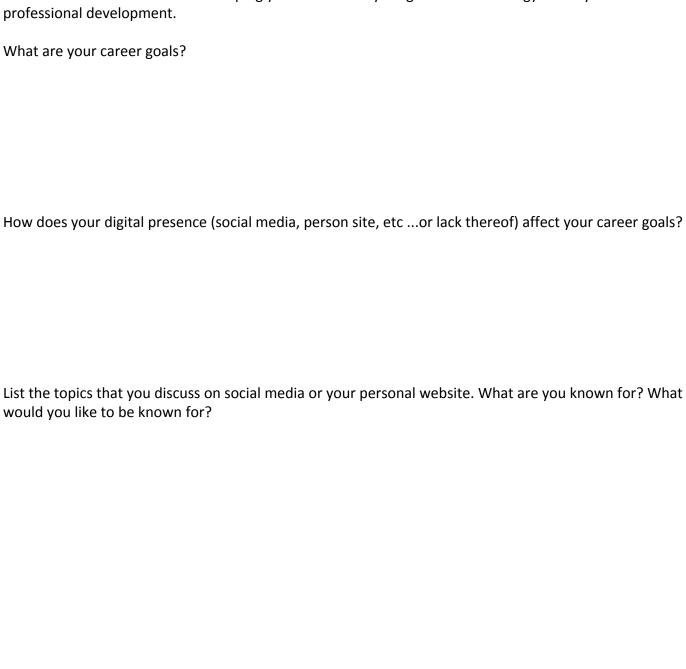


# Be strategic about your digital presence!



### **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.





### **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		



Home	ework: Additional Questions to Cons	sider
<b>Instructions:</b> Build off of the previous below to gauge your effectiveness in		
On what platforms do you have the m	nost followers and connections?	
Where do you have the most engager	ment?	
How often do you use each? What for	r?	
Where do you see the most opportun	nity to advance yourself professionall	y?



media.

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.	Tech (Center
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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.	
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List 2-3 actions steps that you can take in increase your engagement.	
List 2-3 actions steps that you can take in increase your engagement.	
List 2-3 actions steps that you can take in increase your engagement.	
	Where do you need to increase your engagement (your use, or level of followers/connections)?
Find examples:	List 2-3 actions steps that you can take in increase your engagement.
Find examples:	
This examples.	Find examples:

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



