

WT3: Profile

For WT3, you will be asked to create a social media profile for business. You have two options: you can either create a real profile on a space such as *Google+* or *LinkedIn* for this assignment, or you can use a Google Doc to create a fake profile. In either case, your profile needs to include all of the following:

- A professional picture
- The full name that you intend to use professionally
- A short bio
- Background, including education, skills, and experience
- Interests

Learning Objectives

- To begin reflecting on the process of “selling yourself,” that is presenting yourself and your accomplishments in a positive light
- To connect practices for making resumes and cover letters with an online profile
- To learn how to present yourself well on social media
- To learn the importance of networking

Length and Format Requirements

There are no format or length requirements for real profiles. Please follow the conventions of the site that you choose.

However, fake profiles must be:

- Be a minimum of **250 words**.
- Formatted to look like a profile.
- Submitted via Google Drive.
- Shared with your instructor
- Named appropriately. The file name must include:
 - Your name
 - The task
 - Your class day and time.
 - For example, “HyeSook Kim WT3 Monday 1:30 PM.”

Grading Criteria

WT4 will be graded on the following:

1. **Picture:** The picture is professional, clear, simple, and friendly.
2. **Bio:** The bio is clear and professional. The bio summarizes some information useful to readers such as relevant experience, education, and/or skills. It should also clearly state a purpose, such as to find a specific kind of job or internship.
3. **Background:** Background should include experience, education, and skills. Relevant information about these things is included.

4. **Interests:** Interests are listed. They are clear, professional, and easy to connect to.
5. **Use of Language:** The profile is formal and professional.
6. **Conventions:** The profile follows conventions of the site or general profile conventions.
7. **Attention to Assignment:** The letter responds to all of the requirements above.

Due Dates:

WT3 is due no later than the beginning of class time on Week 12.

Ryan Shepherd RPShep@yahoo.com