

WT5: Profile

For WT5, 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 *Facebook*, *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
- Interests and/or background (at least education)

Learning Objectives

- To begin reflecting on the process of “selling yourself,” that is presenting yourself and your accomplishments in a positive light
- 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.
- Have a file name with your name and the task (i.e. “Ryan Shepherd WT5”)

Grading Criteria

WT5 will be graded on the following:

1. **Bio:** The bio is clear and professional.
2. **Picture:** The picture is appropriate for a professional audience.
3. **Interests and Background:** The interests and background are professional. Education is mentioned.
4. **Use of Language:** The profile is formal and professional.
5. **Conventions:** The profile follows conventions of the site or general profile conventions.
6. **Attention to Assignment:** The letter responds to all of the requirements above.

Due Dates:

WT5 is due no later than the beginning of Class 15.