Webfolio or LinkedIn Assignment

Description: In a final culminating project, you will choose between creating a professional website (i.e., a webfolio) or developing a professional social media presence (i.e., through LinkedIn).

Goals: This project will allow you to curate a professional digital identity to help market yourself as an emerging scholar or professional in your field. This project will help you:

- Learn how to work with digital composition technologies,
- Compose for an online audience and its unique expectations,
- Engage with the discourse of digital presence, and
- Determine how you want professionals in the field to see you online.

Assignment Details	
Due Dates: Rough Draft: Week 15 Final Draft: Finals Week	**Final Grade Percentage:** 15%
Webfolio Format: The website itself will vary according to taste; however, you will use a web creation program (like Wix or Wordpress) to develop content, add images for rhetorical effect, and incorporate hyperlinks.	
LinkedIn Format: LinkedIn has a set format for all users, and you are free to develop various sections based on preferences. However, details about what you *need* to include for the purpose of this assignment are listed below.	

Assignment Requirements
Grading: Each option will be graded according to the following requirements. Check out their corresponding grading rubrics for more insight.
Webfolio Requirements: The webfolio can include a variety of content, depending upon your field and how you wish to market yourself. Minimum requirements include • At least three separate webpages (e.g., About Me, Resume, Contact Me, Writing Portfolio, etc.), • An updated resume/CV, • A specific blurb about how you position yourself in the field, • Professional images, and • Details about your research or professional interests. Optional content to include: a writing sample, a portfolio of your field-specific work, links to multimodal content you've created, and any other information related to your professional identity.
LinkedIn Requirements: In addition to creating a detailed profile on the site, you will need to actively engage with social networking. Minimum requirements include • Two forms of contact (including the LinkedIn profile), • A professional profile picture and background image, • A fully developed "About" section, • Three fully developed sections (e.g., work experience, education, licenses & certifications, etc.), • Three professional skills and five endorsements, • A meaningful professional recommendation, • 10 professional interests, and • Current activity on the site.

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Additional Details and Tips:
Website Option: Your webfolio will serve as a professional web presence for yourself. If you choose this option, try to work with a website creator that fits with your style. (Wix is my favorite to work with, but Wordpress or Weebly are also good options.) When choosing a theme, adding pictures, and incorporating text, always keep your professional identity in mind. While it is tempting to create a fun website with informal pictures of yourself, focus on prospective employers as your primary audience.
LinkedIn Option: While a professional website can be useful for nearly any job search, some fields rely more heavily on social networking sites like LinkedIn. If you already have a website or simply prefer to work within a social networking site, you can create a *thorough* LinkedIn presence. If you choose this option, you will need to go beyond the basic profile details. For instance, you will need to include a detailed About section, comprehensive experience and education sections, and a list of professional interests. You will also need to have connections, recommendations, and endorsements. The best way to approach this option would be to actively participate in the LinkedIn social network for a few weeks as you curate your identity and learn how to share and like posts and follow organizations that align with your professional goals.