

# The Presentation of Self via Social Media

DECEMBER 21, 2015 | ISSUE no 1



## SELF-PRESENTATION

A "How to" guide for students to convey their best selves online using the social media platform LinkedIn or by simply using their school-generated e-portfolio

Photo courtesy Free Range Stock

# Strategically Presenting Yourself Online

By Folayemi Akinbolaji

Self-presentation is “the process of controlling how one is perceived by other people” (Rio & Stufanone 1). Online spaces or social media platforms centers around the presentation of self and impression management that users of the web want to engage with their online presence. In order to practice the effectiveness of self-presentation, I joined the social platform of LinkedIn to share what I've learned in presenting myself on this particular platform for my peers; to use as a guide so they too, can successfully present themselves online. I am a college student and college students alike are constantly making strides to obtain opportunities in their field of study, I believe LinkedIn is a great job-seeking tool used to present oneself professionally in hopes of receiving employment. LinkedIn is not your average social media platform; it may look like Facebook but the content shared on the site is far more relevant and significant to landing that dream job. Students are constantly struggling to find employment and LinkedIn is a great way to start as long as they present themselves in a professional manner.

Those who opt out of the LinkedIn route may find satisfaction in their e-portfolio where they can professionally present themselves by showcasing their academic work throughout their college career. With self-presentation comes strategies needed to be professional for both the real world and an online presence. Through utilizing my LinkedIn account, a social platform to get ahead in the professional world, I have found there are specific attributes that are linked to not only a professional profile page but the fortune to make connections with the right people and gain opportunities that may have once been out of reach. With my e-magazine, students are invited learn what it means to present themselves appropriately in a professional realm.



# What's this 'LinkedIn'? Is that like FaceBook for old people?



someecards  
user card

Photo courtesy-Free Images

## WHAT IS LINKEDIN?

LinkedIn is an often underutilized or overlooked social media platform unless you're in the professional phase of your life. It's about time that college students put Facebook and Instagram to the back burner and engage in a professional social network; create their profiles on LinkedIn and start to use this for connecting with professionals. If you prepare yourself as early as possible, you can easily stay ahead of your competition when it comes to landing a job of your interest before or after you graduate.

LinkedIn is the largest online social network for business because it's made up of real people with accurate profiles, and because it's all about business—you're guaranteed to find what you're looking for; a job, and internship, volunteer work and so on. But there are a few things you need to do before you begin to use LinkedIn to build your professionalism.

## LINKEDIN CHECKLIST

- Professional photo: With a smile and plain background
- Eye catching summary: Explaining what motivates you, what are your best skills/attributes
- Experience: With relevancy to previous jobs as well as current work
- Organizations: Any clubs inside or outside of school?
- Recommendations: Provides additional credibility to your professionalism
- Education: Beginning with college, List all education received
- Volunteer Experience & Causes: Is just as important as paid work
- Honors & Awards: Should be showcased too!

You may refer to LinkedIn's Student Profile Checklist here for a complete overview.



Photo courtesy Free Images

## MAKE A VISUALLY APPEALING PROFILE

Generally, a professional headline alongside your picture and your name is what people see first on LinkedIn. Things you need include:

1. A professional photo; meaning a headshot as professional-looking as possible and;
2. A concise, neat, and compelling headline; a 120 character description that is readable yet creative using keywords that emphasize your industry or field of study.

Your professional headline is a snapshot of you. It's an opportunity to capture the eyes of a potential employee so use the headline to your advantage. Therefore, be sure to say: **WHAT** you are, **WHO** you help, **HOW** you make your life/work better, & **PROVE** you are a credible professional.

## MAKING CONNECTIONS

The next step is to strategically connect with others once you're ready to show off your profile to the LinkedIn community. I advise connecting with pre-existing professional and personal contacts such as friends, classmates, former co-workers, and other people in a specific industry whom you know.

I recommend first performing a series of basic searches to find people you know by name. (You can find the search box at the top of each LinkedIn page.) Click the "Connect" button next to people's names to add them to your network. You can also send a custom message along with the invitation to make the connection more personalized.

Once you have made several connections, head to the "[People You May Know](#)" page.

Without users realizing it, LinkedIn's algorithm will likely have begun determining additional suggestions based on their connections' networks. These connections are labeled as a degree. If you click on the link, you'll be able to further understand the varying degrees and what they each mean to your network potential on LinkedIn. Head to "[Import Contacts](#)" and it'll allow you to connect your email's contact list to your LinkedIn too!



Photo courtesy Free Images

A large, black, stylized vertical logo of the word "LinkedIn" in a bold, sans-serif font. The letters are stacked vertically, with the 'L' at the top and the 'n' at the bottom. The logo is positioned on the left side of the page.

# CONTINUE TO ACTIVELY PARTICIPATE ON LINKEDIN

Unlike the content shared on Facebook or Twitter, LinkedIn updates are usually if not always industry- and professionally-focused content. Sharing updates is not limited to merely the platform of LinkedIn.com, but from a number of different sites. If you post a status update from the LinkedIn homepage, it will be shared as well as posted to your profile under the activity feed. Similarly, engaging in discussions on LinkedIn groups amounts to an update as well. Leading me to my next component of LinkedIn's professional and successful utilization.

## JOINING GROUPS

Don't just join groups, but participate in communicating with others who are also in the group with you. Joining groups shows that you are interested in participating in professional communities and becoming accepted or a member of the community. It's always good to start with school and groups pertaining to your field of study.

## SHARE YOUR WORK

Sharing your work is crucial to maintain an up-to-date LinkedIn profile. Remember, don't make the profile and have it lingering on the web for months. Show potential employers your actual work whether it be your writing, architectural design, or an article you published in your school's newspaper. Inputting relevant coursework you've done, will only aid in making your profile even better. With these tips and tricks, you're well on your way to a professional profile you'll be glad anyone can take a look at.



NOT INTERESTED  
IN LINKEDIN? TRY  
AN E-PORTFOLIO  
INSTEAD...

# Folayemi Akinbolaji's ePortfolio

“The question isn't who is going to let me; it's who  
is going to stop me.” -Ayn Rand

Menu



An e-portfolio is the electronic equivalent to the hard-copy printed version of a portfolio except, an e-portfolio comes with electronic files, images, multimedia, hyperlinks, and so on.

Higher education institutions or colleges/universities are starting to use electronic portfolios as a means to store and access digital information., utilize multimedia, accelerate their computer skills, and assess work over time.

When utilizing your very own e-portfolio, it is important that you practice good strategies to afford yourself the credibility that you are nothing short of professional. An e-portfolio was essentially created as another platform to showcase a user's professionalism and capabilities.

## About Me

Hello all! My name is Folayemi Alexis Akinbolaji, a Nigerian female who loves to read and write and also has a passion for fashion. My love for reading came at an early age when I started thoroughly reading at the age of four. It progressed significantly over the years and till this day, you'll always find a book in my hand. My love for fashion sprung about as I grew up with two older sisters and wanted to look good

⬆️  
top

## WHY USE AN E-PORTFOLIO?

There are a number of answers to this question because there are three types of portfolios: developmental, assessment and showcase. What you choose to portray your e-portfolio as, is completely up to you, the owner of the site.

Each specific type of e-portfolio has its unique purpose. Developmental Portfolios: demonstrate the progression and growth of student's skills over a period of time. You can call it a "works-in-progress" and embrace both your self-assessment and reflection/feedback elements in which communication between students and faculty, or simply the audience (readers) is being made. Assessment Portfolios: reveals a student's competency and skill for specific areas. These may be end-of-course or final projects to evaluate a student's performance. Showcase Portfolios: demonstrate representative work and student skills. This type of portfolio is created at the end of a program or semester to highlight the quality of a student's work. Students typically show this portfolio to potential employers to gain employment at the end of a degree program.

Most portfolios are all three types intertwined called as hybrids. Rarely will you find a portfolio that is strictly used for assessment, development or showcase purposes. As Helen Barrett, an expert in the field of e-portfolios, would say "a portfolio without standards, goals and/or reflection is just a fancy resume, not an electronic portfolio."

# Folayemi Akinbolaji's ePortfolio

"The question isn't who is going to let me; it's who  
is going to stop me." -Ayn Rand

Menu

Portfolio Profile

Home

About Me

E-magazine

Academics

Introduction to Language & Technology

Introduction to Professional & Technical Writing

Professional Editing & Revising

Writing with New Media

The Final Project

# Components Essential to a Professional E-portfolio

## WHAT TO INCLUDE IN AN E-PORTFOLIO?

- An up-to-date, employer-ready, professional-like resume.
- Artifacts (the work you've produced), such as a research paper or comparative essay that highlights your writing style, analytical skills, and your ability to form a cohesive argument..
- Multimedia content, such as, videos or presentations that show off your creative abilities.
- Photos of volunteer events you participated in or clubs/programs you are a part of with a brief description.
- Reflections of previous projects, work experiences or learning activities, that demonstrate skills that you are acquiring.
- Relevant achievements
- Anything else that you are proud of and shows that you're: professional, skilled, and hire-able.
- Contact information

Photo courtesy Free Range Stock





Photos courtesy Public Domain Archive

## INTRODUCE YOURSELF

In order to make a great first impression on your e-portfolio site, start off with telling your audience the basics; your name, who you are, and just enough about yourself to get them intrigued. Share something about yourself that makes you relatable to your audience (and it does not have to be work related). For instance, *Hello, my name is Folayemi Akinbolaji. I am a full time student at New York City College of Technology who has a passion for fashion but am an aspiring pediatrician.* If you want to read more, check out my About Me page on my e-portfolio.

## SHOW US THE WORK

Show off your work. Define the role you played in your piece of work whether it was a group project, an individual project, a reflection in one of your courses and make sure to provide links or any relevant information to your work if they are available.

where else can  
we find you and  
how can we  
stay in touch?

Do you have a Twitter,  
linkedIn , email, blog,  
instagram? Share it!



# Writing with New Media

[openlab.citytech.cuny.edu](http://openlab.citytech.cuny.edu)