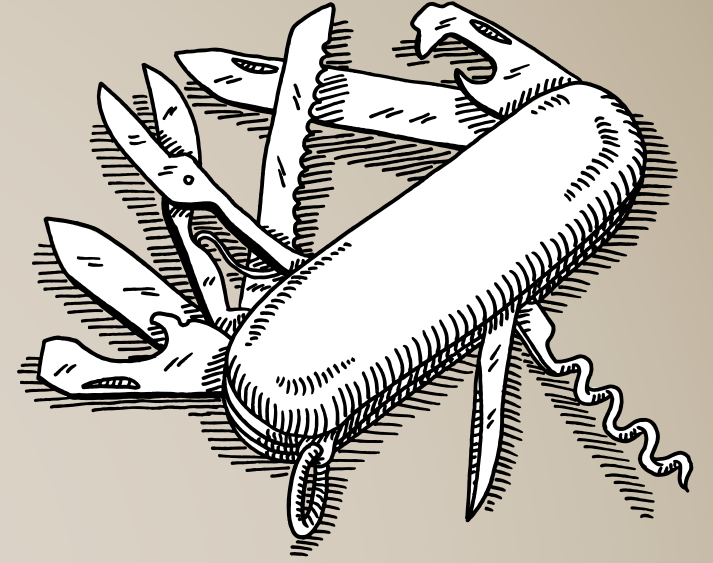


**BUILD
YOUR
DIGITAL
PORTFOLIO**





IT'S A NEW APPENDIX TO YOUR RESUME

The competitive nature of the employment market means individuals need to find ways to stand out and 'sell' themselves.

This is nothing new, it's just that the ways in which you can do this have changed—and mostly they've moved online. However, you don't need to be a tech genius to sell your skills online. There are many simple and free tools you can use to get started that are no more difficult than building an animated PowerPoint presentation. (And there are plenty of tutorials and tips online to help you if you get stuck!)

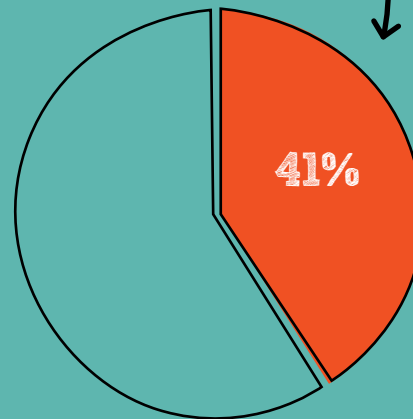
Whether you're in a creative field like marketing, or any other field like science or finance, the same rules for creating a digital portfolio apply. To begin, you should start to think of your online presence as another kind of resume, or a kind of appendix to your existing one.

Ideally, building a digital portfolio is about demonstrating your 'brand' through online activity. It shows employers what you're passionate about and driven by; how you communicate and engage with others, as well as leadership or innovation in your field. Don't just blog or post, start building an online portfolio that employers can use to connect with you, understand you and identify the right opportunities for you.

If there is one golden rule when it comes to building your online portfolio it's this: brag as much as you like, but be honest and get ready to back it up. Here are our tips to getting started and making it work.

SOCIAL MEDIA IS BECOMING A BIGGER PART OF THE EMPLOYMENT LANDSCAPE

**Do you use your social media network when making career/employment decisions?
(% Yes)**





WHAT DO YOU NEED TO PROVE?

Candidates have always been required to prove that they can do what they say they can.

Now, by building an online portfolio, you can do this in new and creative ways. Your resume will still be the starting point for employers, but after they read it, they'll now move online to find out more about you. If you don't do it, proving that you are a strategic thinker, are passionate about a particular subject, or that you're an excellent communicator, is going to be that much more difficult.

There are four basic steps to building an online portfolio that will promote your employability, and help you make the case to land a job you really want:

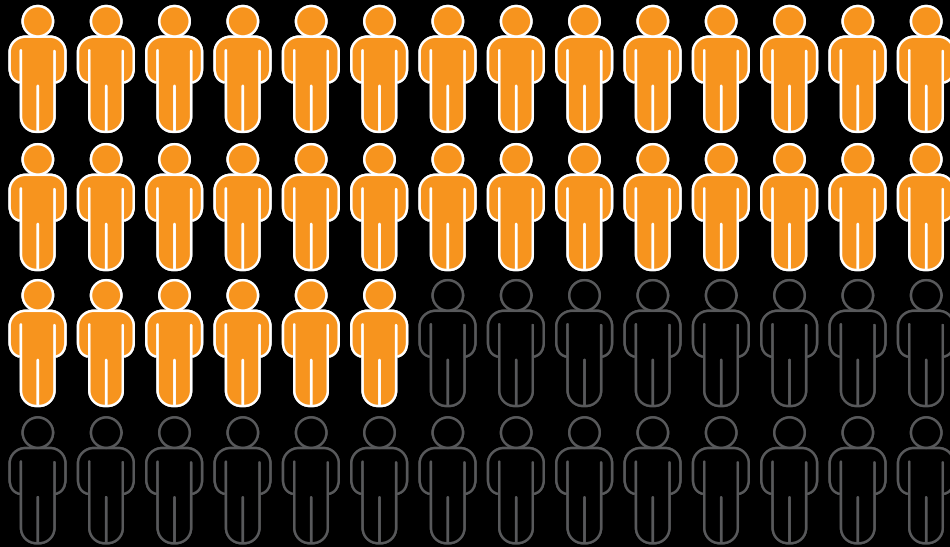
- 1 Be proactive and accessible
- 2 Understand what your personal brand is, and what it is not
- 3 Build trust
- 4 Show depth of experience and thought in your area of expertise

A portfolio doesn't replace your resume, it adds to it. You can take your digital portfolio on a laptop into your interview as a visual aid, or share it online for a phone or video interview. It will make the discussion more interactive, and instead of just telling an employer what you do, you can show them.

If you're still not convinced that this is something you need to do, take a look at university websites such as Penn State <http://portfolio.psu.edu/>. Many courses now require graduating students to build a digital portfolio of their work to show their learning and development over time, and to demonstrate their skills to future employers. Digital portfolios are becoming part of the education and recruitment process, and more employers are using them to find the right people for specialist roles.

A great first step in building your portfolio is to take a look at the competitive landscape. Search for individual profiles in your industry, take a look at how other people are using their LinkedIn profiles, or see how others have built their own pages by searching online and visiting sites like this: [30 Inspiring "About Me" Pages](#).

GOOD CONTENT CAN WIN YOU THE JOB



65%

**OF EMPLOYERS PERSUADED TO
HIRE BY GOOD ONLINE CONTENT**

BE PROACTIVE AND ACCESSIBLE

Getting started with your digital portfolio means getting ready to be found online.

A LinkedIn profile is a good start, but this won't provide the diversity of content required to demonstrate all your skills, interests and an insight into you, the person. You will need to be present across all relevant platforms, and to cross-promote these platforms wherever possible.

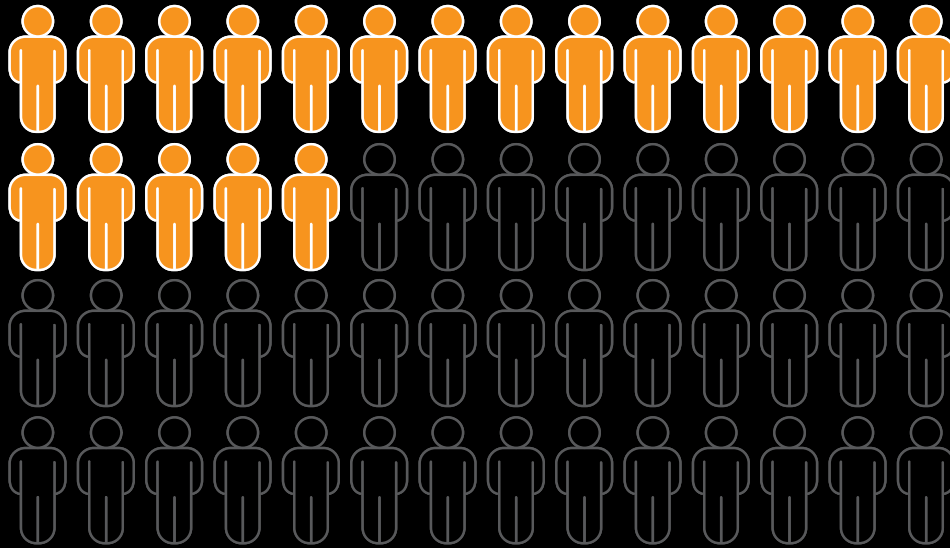
To do this, it's best to build a "catch-all" site that hosts everything from your social networks, your resume, samples of your work, references, and your blogs, as well as any links you want to share in one place. You will still need your professional social networks, but your catch-all portfolio site fill in any gaps and provide employers with all the relevant information about you.

There are many free tools available to build a portfolio such as Weebly, Wix or Drupal, and other tools such as about.me, which will help you build simple landing pages. Even if you're not an active job seeker, having these pages assists with career development and may bring future opportunities your way with less effort. Whichever tool you choose, be sure to:

- Customize your site as much as possible

- Include a text version of your resume and a pdf download link too
- Make it easy for people to contact you. Most tools allow you to create a form for people to email you personally and insert any comments they have. You can even add a Google map for your location.
- Use the blog features if you can, this allows you to keep information fresh and engaging.
- Make it mobile friendly: Weebly automatically creates a mobile version of your site when you publish it!
- Optimize the page for search engines: Weebly allows you to add keywords for each page, which make it more likely to show up in a search result.
- Set time aside to do this proactively—you don't need to be a technical expert to use these tools, but give yourself some time to give it your best.

Don't forget to register your site once you're published. Submit your site URL to Google, Yahoo and Bing. This will improve the chances that search engines will crawl your site.



34%

**OF GEN Y BELIEVES THAT USING
SOCIAL MEDIA IS ESSENTIAL TO
THEIR CAREER DEVELOPMENT**



WHAT IS BRAND 'YOU'?

Once you've set up your digital portfolio, the hard work really begins.

Now, you have to consistently engage in the online forums you've signed up for and that are right for your industry or skill-set. And, you need to consistently update and refresh your content to ensure it reflects your most up-to-date learning.

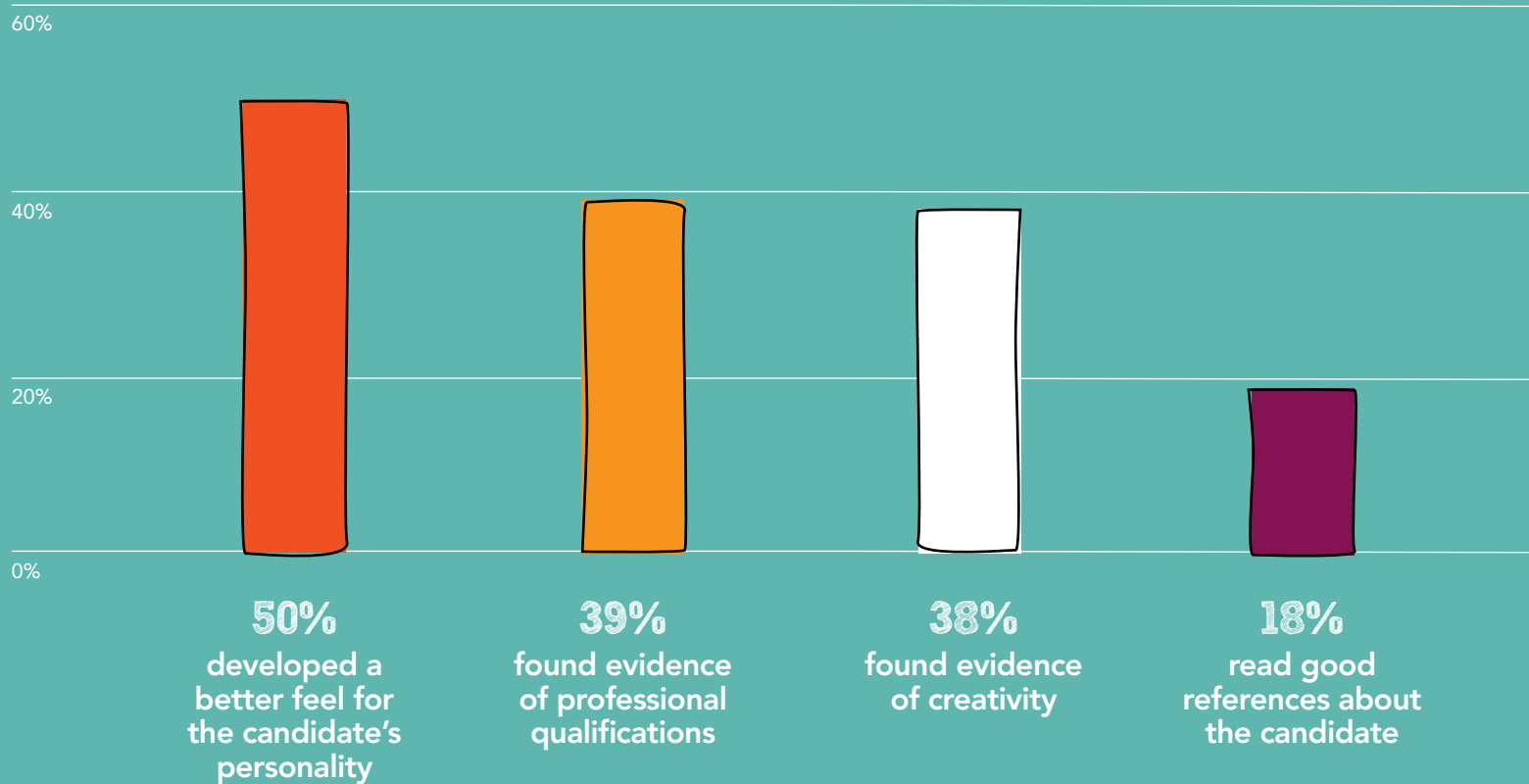
It's not just about setting up a site and posting content online, it's about being strategic about what you post, where you post, and with whom you share it. Building, managing and promoting yourself requires you to be active in the right ways—and in the right places, both on and offline.

Concentrate on placing positive (but true!) information about yourself in industry-specific professional forums, and plant yourself in social spaces where recruiters and hiring managers can find you.

Do:

- demonstrate effort, progress, and achievement
- document your learning and achievements over time
- provide evidence of your work, attitudes and standards
- demonstrate reflective self-inquiry
- celebrate your accomplishments
- add the link to your digital portfolio/landing page to your email signature and social media pages

WHAT YOUR SOCIAL MEDIA ACTIVITY SAYS TO EMPLOYERS



BUILD TRUST

Once you're active and accessible online, you need to start the longer-term process of building your networks and bringing in new opportunities.

It's important to remember that you're not a one (wo)man show in achieving this. The whole point of online content is that it's interactive and collaborative. You can build relationships, share content and insights, as well as demonstrate your abilities and work-style with the help and input of others. To do this, you must build trust with your audience, which means:

- **Give credit where credit is due:** if you use someone else's idea, be sure to tag or link them in your posts so that their work is fully recognized and rewarded.
- **Do not plagiarize content or photography:** if you cannot afford to pay for something you like, get creative and try to do something similar yourself, find cheaper stock photography options, or ask the author/photographer if you can use their work if you provide appropriate recognition and links about them.
- **Post and create content with the reader in mind:** give your audience a reason to engage with you. Provide them with something they need or want, don't make it all about you and what you want.
- **Make it personal:** don't automate or repeat your replies or posts. Responses like this will turn people away: *"Hi, thanks for following me! Visit my website! Read my book! Like my Facebook Page!"*

If you work with these principles in mind, you'll be able to demonstrate many critical skills that organizations seek, including negotiation, teamwork, communication skills and a collegial attitude.

Do not:


- **Use Groups for your sales pitch:** join social media groups to chat with people and ask questions or provide answers to others, but don't always try to sell this audience (or ask them for a job).
- **Label yourself without evidence:** you can call yourself a "guru" or "game-changer" if you must, but have some humility too. It's ok to brag a little, but let your work and content do (some of) the talking for you.



READY TO GET STARTED?

The time to begin building your digital portfolio is right now. Here are our tips for taking the next step.

- 1 Use a website building platform such as weebly.com, wix.com or drupal.org, and start building your digital portfolio.
- 2 Make sure your LinkedIn profile page is current. Be active on LinkedIn Groups to build connections and presence among others in your target industry or geography. Add your portfolio link in your profile.
- 3 Place your resume on CareerBuilder (and other key/similar sites) with a link to your digital portfolio
- 4 Contribute to industry blogs and participate in discussions
- 5 Share your presentations and ideas on SlideShare.
- 6 Create an about.me profile page and link to your social sites, portfolio and company page
- 7 Join webcasts from your favored employers
- 8 Download and comment on presentations and whitepapers from your target employers
- 9 Read, like and share articles/content related to your field.
- 10 Write a blog that demonstrates your skills, shows your personality and your career objectives
- 11 Wherever you're active, demonstrate a strong and positive communication style
- 12 Ask others to refer you
- 13 Engage in conversations that demonstrate your ambitions
- 14 Make sure it's not all about work: do you volunteer, play sports or have interesting hobbies? These things create a personal touch and will help build a unique brand for you.
- 15 Use tools like Klout.com to measure and track your influence in key areas, as well as to find other key influencers in your field.
- 16 Set aside time in your calendar each week to keep at it.



Did you know that Kelly Services hires 9,100 new STEM (Science, technology, engineering, math) contractors every year? Last year alone, 28,700 science, engineering and technology contractors worked for Kelly at 98 percent of the Fortune 100 companies. Visit our job search site now: www.kellyservices.com

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