

When looking for a job, first impressions are everything. But nowadays, your employer's first impression of you often comes from what you've put online. For this assignment, you'll take a thorough look at your digital identity and what other's find when they search for you online.

1. Search Yourself

- a. *Google your name and see what pops up. Be thorough. Search websites, images, and videos and write a summary of what you find. Are you on the first page of results? If not, what page of results do you show up on? Is there anything public that should be private? Are the images your or someone else? Are they professional or personal images? Is there anything that needs to come down - how would you go about getting it down?*
 - i. *When I Google "Stephanie Lopez," the first websites and photos that pop up are about a woman who was sentenced to prison for abusing her child. Because I have a common name and tend to not put my full name on my social media, I could not find myself on the 21 pages I looked through. When I go to the images tab, the majority of the images are not of me. However, when I scroll down to about the 45th row of images, I see my profile photo for my Medium account. I also can see a few of the photos I took in high school for my school's photo team that were posted on their Flickr account. There were very little photos of me that I could find on Google, but the ones I did find are considered professional. When I search "Stephanie Lopez photography," my YouTube channel is on the second page of results. When I search "Stephanie Lopez YouTube," my channel is the second result.*
- b. *Part of living in the professional world today is accepting you won't have 100% control of your image online. Organizations like UGA and your future employers will post about you online. How do you embrace/use this to your benefit?*
 - i. *Even though I have not had UGA or any of my employers post about me online, if they did in the future I could use it to my advantage by sharing their posts on my LinkedIn page.*

2. Social Media Assessment

- a. *Take a look at all of your social media. For each platform you're on, give a brief summary of your presence (How do you use that platform? How often do you post? How many photos are you tagged in - are they professional or personal? What topics do you talk about?) and determine whether that platform is helping you or hurting you in your job search and why you think that. If it's hurting you, what steps could you take to fix it? (4-6 sentences per platform)*
 - i. *On Instagram, I have a personal account and a photography account. I do not post that often on either of them, but I do utilize the stories feature more than the feed feature on my personal Instagram. The main topics I post about on my personal Instagram are events in my personal life, UGA, and photos with my friends. I am tagged in about 200 photos on my personal Instagram. The most recent ones are more professional since the majority of the photos I tagged in are not of me but photos that I have taken for other people. I use my photography Instagram to post examples of my photo work. I think my photography Instagram helps me the most since it is similar to a portfolio.*
 - ii. *I have a Twitter account, but I do not post much on it at all. My most recent posts are me promoting my YouTube videos are posting examples of my photo work. The tweets I like are usually from my friends or tweets that I find funny. I do not think my Twitter account is helping or hurting me since I do not post that often on it.*
 - iii. *I think my LinkedIn profile is the one that helps me the most in my job search since it is an extension of my resume. On my LinkedIn, I have listed my certifications, job experiences, and I engage with my friends and peers by congratulating them on their accomplishments. I can make my LinkedIn even better if I were to post on it regularly with my own accomplishments and projects I am working on.*

3. Portfolio Presence

- a. *Find 3-5 portfolios websites for people in your intended field. For each site, list the things you like and dislike about the layout and content.*
 - i. Hanh Nguyen: <https://vhanhtnguyen.wixsite.com/hanh>
 - I really enjoy the simplicity of Hanh's portfolio—it is very appealing to look at and easy to navigate. However, I think it would be better if the landing page was her about page instead of her works page. I also would have preferred to have been taken straight to her projects when clicking on each example under her works section. I also do not like how her URL contains "wixsite."
 - ii. Alycee Byrd: <https://www.alyceebyrd.com/>
 - I really like the landing page of Alycee's portfolio and how there are two photos from each of her photoshoots and the background is a color from the photos. However, I do not like how the header of her website is organized. I wish her portfolio section was broken down into the different types of photography she does. I also would have liked to see her portfolio or a link to her LinkedIn.
 - iii. Tevon Knight: <http://tevonknight.com/>
 - I really like the layout of Tevon's portfolio. I love the photo on his landing page because it is a behind the scenes shot of him working. I also like how the landing page is also his about page. I like how his website's header is broken down into his videography work, photography work, resume, and NMI portfolio. The one thing I do not like though is that his social media is not listed under his about or contact page.
- b. *Tell us how you can incorporate the aspects you liked into your portfolio (whether it already exists or not)*
 - i. The main thing I need to change of my portfolio is my domain name. I currently have a free website with Wix, so I have not been able to upgrade my domain name. This is an easy fix because I just have to purchase my domain. I also want to incorporate a better landing page and have my about page on my landing page. I also would like to organize my website's header better and include my resume on my website.
- c. *If you've taken NMIX 4110 or 5110, you should have a portfolio website. Tell us: Is it up to date? Does it show work specific to the field you want to be in? Do you have a resume and contact information? What message are you sending with your website?*
 - i. *If you don't already have a portfolio: What's your plan to create your portfolio? What work do you plan to showcase? Do you have a resume and contact information? What message do you plan on sending with your website?*
 - I have a portfolio for my photography and video work, but I have not made one yet for my school/advertising work. When I take NMIX 4110, I plan on redesigning my website completely, so it appears more professional. My current website is not up to date, and I need to upload my most recent photo and video work. I have a contact section on my portfolio with my contact information, but I do not have my resume. I plan on sending the message that I am a professional photographer and videographer.
- d. *What work/lessons from this class would you include in your portfolio and what would be the best way to show them? (whether it already exists or not)*
 - i. I would include the projects I work on in my classes as well as the projects I work on in Talking Dog. The best way to show my work is by having an organized website that is easy to navigate, and by uploading my work in high quality. I also will include my LinkedIn profile in my portfolio