Digital Identity

**SEARCH YOURSELF**

1. The first thing that pops up is my personal Instagram. My Instagram is fine in terms of what my future employers would see so no need to make it private. Next there’s a LinkedIn profile for a different Maddie. Then a Facebook page with all the Maddie Langs (I’m the first). I don’t post on Facebook. Then my twitter account. My tweets are pretty sparse, so nothing to hide from potential future employers. Next, my photography website pops up (which is cool!). I’m really happy with that since I’m very proud of the website and would love for future employers to check it out.

I’m not in many of the images. The first image that’s technically mine is from my photography business website, and I’m not in it. The rest are old photo collages friends in high school made me for my birthday which are very dated. I guess I could make my twitter private, but they’re not inappropriate and as a someone who could be working with social media for my job, l should probably keep my twitter open. There are no videos that pop-up that are mine or associated with me.

2. I can embrace that by making sure everything posted of me makes my reputation a good one. I don’t anticipate much being said about me, so I’m not super concerned about this. I know I won’t have control over everything said about me, but as long as I live in way that I’m proud of, I’ll be happy with what’s said about me. I can take advantage of words of praise by linking them in my linked in profile or other associated social media. My portfolio would also be a good place to link all everything that’s said about me in one location.

**SOCIAL MEDIA ASSESSMENT**

Instagram: This is my main platform. I have both a personal account and one for my photography business. I post on my personal around 3-4 times a month, but it truly varies. My posts are both of me, my life, and photos from my day to day. They are rather eccentric, but authentic as well. As someone looking to get into the creative industry, I think my account is rather typical of these types of professionals. My photography business Instagram showcases my work, and I post very frequently during busy season. Both show my personality and content creation skills which I believe will help my opportunities.

Twitter: I took a 5-year break on twitter and just recently got back into it. You don’t have to scroll very far to see tweets from high school. I’ve been trying to get back into it because having a good voice on twitter is important to future employers, especially if I’m applying for a job where I’d be running a twitter. I can start posting thoughtful content more often on twitter in order to achieve this.

LinkedIn: My LinkedIn is up to date. I have all my past experience on their as well. I’m proud of my LinkedIn; however, I have no posts. I haven’t commented or engaged with anyone’s posts for the most part either. I plan to start posting very soon. I will post things about my past and future internships! And I will start commenting and liking on my friends/employers’ posts.

**PORTFOLIO PRESENCE**

1.

<http://cierracordak.com/index.html>:

This is my friend who’s also in the New Media program. I love her portfolio and all the personalized touches. I love the simplicity layout with few links. I especially love the home page; I love how the background photo is one of her, but it fits flawlessly with all the text on top of it.

<https://harriets.world/>

This is a photography website, but it's a portfolio for her work. I love the earthy feel. I also love the vast depth of the website and how much information it holds. I also love all the links within each page that link to each other for flawless navigation through pages. Although I love the earthy tones for her website, I don’t feel as though it would fit my aesthetic.

<https://bbrandon107.wixsite.com/my-site>

This is another portfolio for one of my friends in the New Media certificate. I love the simplicity of his website. It's very easy to navigate and concise. I also love that for some of his projects, he has videos explaining them. I feel like I was very convinced of all his skills after having looked at his portfolio.

2. I think I need to make my “work” page more concise or easy to navigate. I have like 8 links off that page, and it might be daunting to future employers. I also really love how Cierra’s homepage has her photo as a background and want to try to incorporate that into my own home page.

3. My portfolio is about 93% updated. There are a few projects I need to add after the semester is over, but I updated it about a month ago. I am usually pretty on top of updating it. I have all my finished relevant work as well as my most updated resume/contact information. I think the message my website is sending is “I create! Lots of different things and different media, but I love creating stuff.”

4. This class, especially the speakers from the advertising world, taught me the important of showing KPI’s and tangible experience on my portfolio. I also learned from them that a portfolio is a standard of the creative industry and having an updated one is very important.