Personal Brand Project
PUR3000
15% (75) points

Description

For this project, you will establish your personal brand through the use of social media. Create a Wordpress blog (or alternative, but Wordpress is recommended if you are starting from scratch). Create profiles on Linkedin and Twitter. Upload your Spreadable Media project to your blog. Post your resume on your blog. Link your LinkedIn profile and Twitter account to your blog. **The purpose of this assignment is to create an online presence for yourself in the same way that you might create a presence for a client or your employer.**

Parts of the Assignment

Consider using the same profile name on Wordpress, LinkedIn, and Twitter. Check all three to see if it's available.

1. Blog (40 points)
- One blog post that is a general reflection about public relations and this class. Your post should be about 300-400 words long. Place links in your post and include an image.
- Another blog post that is your volunteer reflection paper with links and an image.
- An "About" page with a bio about you and a photo.
- A "Portfolio" page with 2-3 pieces of your work from other classes. All items should be links to PDFs or links to content hosted elsewhere. In addition, post your social media campaign presentation here.
- A "Contact" page with a link to your LinkedIn account and Twitter profile. Optional contact information includes your email address.
- A "Resume" page with a link to your resume as a PDF. Consider removing your home address from your resume before posting to your blog.

2. LinkedIn (20 points)
- Give yourself a descriptive subtitle (e.g., Public Relations student at the University of South Florida).
- Write a brief summary about yourself (1-2 sentences).
- Add a profile photo or a personal logo.
- Fill in all your education and job history.
- Get a LinkedIn URL with your name and include this on your LinkedIn profile.
- Connect your LinkedIn to your blog and Twitter.
- Add at least 20 connections.

3. Twitter (15 points)
- Tweet at least 5 times. Use hashtags and @s in some of your posts. Post some links to other content. If you are a regular Twitter user, don't worry about your last five posts having hashtags, @s, or links. I'm sure you have done this.
- Use a profile photo (or personal logo) and include a bio and URL for your blog under your profile photo.
- Follow at least 20 people.

Expression of Expectations for Performance

"A" projects will exhibit all of the following:
- All requirements of this project
- Working links
- Few or no typos
- Look more polished than "B" projects

"B" projects will exhibit one or some of the following:
- Fail to include some of the requirements of this project
- Broken links
- Typos
- Not look as polished as "A" projects

Projects that receive a grade of less than a "B" will be projects that show little care or concern for this assignment.

Here is the grading checklist I will use:

Blog (40 pts):

Two posts: Reflection post and volunteer reflection paper with links and image	
About page with bio and photo	
Portfolio page with 2-3 examples of work (as PDFs or links) plus project	
Resume page with PDF of resume	
Contact page with links to Twitter and Linkedin	
Total Points	

Twitter (15 pts):

At least 5 tweets, some with @, # and links	
Photo, bio and blog URL	
Following at least 20 people	
Total Points	

LinkedIn (20 pts):

Subtitle and summary	
Profile photo	
Education and job history	
Personalized Linkedin URL	
Links to blog and Twitter in your contact info	
At least 20 connections	
Total Points	