DIGITAL IDENTITY MANAGEMENT Temple Community Platform

Digital identity is what uniquely describes a person and their relationships online. Most of us today are experts in *social* identity management (e.g., a change in status on Facebook) and routinely take steps to shape reputation and manage networks[1]. The goal of this assignment is *professional* identity management and includes:

- Professional reputation: In your next team project, do you prefer working with individuals that are comparable in skill and career interests, or with a friend who will free ride? In this assignment, learn how to develop a professional reputation and build a professional network – a 'digital brand.'
- Digital identity: When you apply for a job, employers will search for you online. Do you want them to find your Facebook page or a carefully curated digital identity that focuses on professional achievements? In this assignment, create a curated digital identity and apply analytics to analyze the impact.
- Social and knowledge systems: Organizations understand that innovation is accelerated by digital systems that connect individuals and enable communities of practice[2]. In this assignment, learn to use digital systems to identify and connect to individuals with relevant skills, share knowledge in virtual teams, and manage professional relationships.

The above goals are enabled by creating a digital identity and associated e-portfolio: A collection of content that showcases skills and body of work. The content is displayed on a web site termed an e-portfolio that is updated frequently and pushed to search engines. The e-portfolio is more formal and professional than a Facebook site but more creative and open than LinkedIn; it is your digital brand. The digital brand enables others to find and connect with you and for you to find and connect with others.

DIGITAL IDENTITY MANAGEMENT Assignment Breakdown

The Digital Identity Management Assignment consists of 5 parts and is broken down into two Learn IT! Assignments.

Learn IT! Assignment 1: Parts 1-4

Learn IT! Assignment 2: Part 5

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[1] Mary Madden, Amanda Lenhart, Sandra Cortesi, Urs Gasser, Maeve Duggan, Aaron Smith and Meredith Beaton. Teens, Social Media, and Privacy. *Pew Research Center's Internet & American Life Project*, May 21, 2013.
[2] http://en.wikipedia.org/wiki/Communities_of_practice

Learn IT! Assignment 2

Part 5 – Analysis

1. Visit Google Analytics at http://www.google.com/analytics/ and identify the values for the following metrics. Create a table in the Word document with the metrics in one column and the values in the second column.

   a. Sessions
   b. Users
   c. Pageviews
   d. Pages / Session
   e. Avg. Session Duration
   f. Bounce Rate
   g. % New Sessions
   h. Organic Search
   i. Direct
   j. Referral
   k. Social
   l. Unique Pageviews
   m. Avg. Time on Page
   n. % Exit

2. Add a third column with one sentence explanations of the above metrics.

3. Below the above table, write a short two to three sentence analysis in which you identify and explain which of the above metrics are the most important for a new site.

   Part 5 - Deliverables

    Complete the Word document as specified above.

Completing and submitting the assignment

Congratulations! You now have the concepts and tools needed to manage your professional digital identity!

1. Please make sure you have completed all parts above and they are all integrated into one Word document:

   • Part 5: Table and explanation of Google Analytics measures including the explanation of the most important metrics.

2. Save the Word document as a PDF (click File Save As ..PDF in Word). You instructor will provide directions explaining how you will deliver this document to them.

About eportfolios.fox.temple.edu

The FOX e-portfolios site is for the use of MIS 2101/2901 students (only). Use the site to complete the MIS 2101/2901 Digital Identity Management assignment. All sites will automatically be removed after the completion of each term. The following majors have the option to create permanent sites.

- FOX MIS students: http://community.mis.temple.edu
- FOX HRM students: http://community.fox.temple.edu/hrm/

For the MIS 2101/2901 assignment, you **must** create the site on eportfolios.fox.temple.edu. However, the above majors can later backup their site to one of the above program sites.

To backup, go to *Dashboard*, *Tools*, *Export*, choose *All content*, and click *Download Export File*. To import the content onto a new site, click *Dashboard*, *Tools*, *Import*, choose *WordPress*, select the relevant file, and click *Upload file and import*.

Appendix A – E-portfolio Do's and Don'ts

DO'S

1. Title the e-portfolio with your name and include basic descriptive and contact information (e.g., major, email address).
2. Include sample work. This is the 'portfolio' concept. If you are very proud of work you did in a class or some other forum – then make it available (e.g., class project).
3. Include a description of each job. The description can cover:
   a. What are the most important skills (e.g., communication, negotiation, analysis) did you learn in the job? Is there a skill that you didn't have before but now realize that you absolutely need?
   b. Who were the most important people in your job? Who was most helpful and from whom did you learn the most?
   c. Include a hyperlink to the firm's 'about' page – so that prospective employers can easily learn more about the firm.
4. Highlight participation in professional organizations. If you participated in an activity for a non-profit organization – then describe the activity, and include a hyperlink to that activity with a picture.
5. Add pictures. Pictures about professional activities will make your site more attractive.
6. Check formatting. The e-portfolio is your public digital identity. Every typo, spelling mistake, or instance of poor formatting will negatively impact your professional image.

DONT'S

1. Avoid inappropriate photos. Create a professional headshot, in proper business attire.
2. Don't post personal information such as home phone, home address, and anything else that does not belong on a public forum. Remember, e-portfolios are your *public* digital identity.
3. Fix broken links. Make sure all hyperlinks work, especially links to the resume.
4. Don't post word documents. Word documents can include viruses and often don't work across platforms. Use PDF instead.
5. Inappropriate content. This is not Facebook. YouTube videos of the greatest song ever… and things of that nature do not belong on the e-portfolio.
6. Do not password protect or close the site. This defeats the purpose of a public digital identity.