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 coast along for a 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, you will create a curated digital identity and apply analytics to measure 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 enables you to find and connect with others.

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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

Assignment Breakdown

The Digital Identity Management assignment consists of 5 parts and is broken down into two Learn IT! Assignments. The first assignment consists of Parts 1-4. Later in the semester, you will submit the second assignment that consists of Part 5.

Learn IT! 1: Parts 1-4 of the assignment

Part 1 – Create Your Fox MIS Community Member Profile

MIS majors, go to http://community.mis.temple.edu/ and log in using your Temple AccessNet ID and password. All other majors, please go to http://eportfolios.fox.temple.edu/ and log in using your Temple AccessNet ID and password. If the password does not work, please visit http://accounts.temple.edu/ and update your credentials. After you log in, you may see the Dashboard. We will work in the Dashboard later. Ignore it for now. Click on the Home icon on the top left to navigate to the main site. Hover on Hello, … (on the top right) and hover on Profile and then click Edit to access your profile.

Click Basics to edit and complete the items listed. Click Save Changes on the bottom. Note the visibility setting for each field. For example, Hometown is set by default to be visible only to your friends (on this site). You could change it to be visible to All Members (authenticated users of the Temple Community). Change visibility by clicking Change next to the current setting. Make an informed choice: balance the need for privacy with the need to engage with others.

Click Professional Details to edit and complete the items listed (add at least two items for Skills and Interests). Hold the control key to select multiple items. If you have already created an e-portfolio, add the URL to your e-portfolio. If you have not yet created an e-portfolio, you can go back and add it once it has been created. Click Save Changes on the bottom.

Add an avatar (profile picture). Hover on Hello, …, Profile, and click Change Profile Photo). Next, click Select Your File to upload a file. Please use a professional picture. After the file has been uploaded, crop the image using the cropping handles. A typical avatar shows the face, collar, and top of the shoulders. Click Crop Image to complete the process. Repeat the process to update your cover photo. Note: To access all capabilities of the platform you must add an avatar now.

Check out some of your colleagues. Go back to your profile and select one of the skills and interests. You will see others who have the same skills and interests. (Note: you must first select your own skills and interests before you can see others).

Click Activity on the menu bar. Note your activity and the activity of others.

Part 1 – Deliverables

Create a new Word document and name it according to the required convention (LastName_FirstName_LearnIT1). Your document header should have your name, TUA number, 9-digit TUID, and the title, Learn IT 1: Digital Identity Management. See deliverable template at the end of this document. Paste the URL to your community site member page in the body of the document. For example, here is mine:

http://eportfolios.fox.temple.edu/members/tub07507

Notice that this page identifies you as a member in the community platform. You have not created an e-portfolio yet. You created an account with a public facing profile, which includes basic information about you and your interests.

Part 2 – e-Portfolio

Create an e-portfolio to highlight professional accomplishments. Your e-portfolio should consist of the following:

- professional photo (e.g., a headshot in formal attire)
- academic information (e.g., major, year of graduation)
- career interests and aspirations (e.g., industry and careers you are interested in)
- personal interests and volunteer work (e.g., relevant personal details that will help a professional colleague see you as a rounded person)
- descriptions of work experience (e.g., a brief description of what you learned or did in a particular job or internship)
- pictures that highlight the above activities (e.g., a picture at work)
- samples of work (e.g., a PowerPoint of a project)
- classes taken and results (e.g., list and describe what you learned from a favorite class)
- current resume* (PDF version of your resume. In Word 2013, select File, Save As Type: PDF).

See Appendix A for tips on what to do and what not to do.

Create a site on http://eportfolios.fox.temple.edu/ (Login, hover on Hello,…, Sites, and click Create a Site). Use the following convention for the Site Name. The site name is the URL, so it should be easy to remember. Do not use punctuation such as dashes or underline characters: First initial followed by last name (e.g., jfox for Josie Fox). If that does not work, then use full first name followed by last name (e.g., JosieFox). If that does not work, then use full first name, middle initial and last name (e.g., JosieMFox). Use your full name (e.g., Josie Fox) for the Site Title. The site title is important as that is how Google and other search engines will reference the e-portfolio (this is known as indexing).

Leave all the other options as default and click Create Site. When you see the confirmation message, "congratulations! You have created a site on the Internet with a permanent address." The address will look like http://eportfolios.fox.temple.edu/Jfox. Google and other search engines will immediately start indexing the e-portfolio. You are now taking control of your digital identity! In about a week, assuming you added enough content, try searching for your name. Click on the URL of the new site to visit it.

The new site is based on a template that also includes sample content. Add a new page. Hover on the name of your site at the top and click Dashboard. Hover over Pages on the left and click Add New. Title this new page 'My Interests' and then type in a few sentences about your interests. Click Publish on the right to publish the page. Click on View Page at the top to see this page. Complete the e-portfolio by clicking on the sample content and following the instructions. The template is available at: http://eportfolios.fox.temple.edu/samplesite/. Add at least three pages to your e-portfolio (e.g., My Interests, Resume, and Work Experience). Delete all the extra posts and pages that were automatically added by the system.

Learn more about creating sites at: http://eportfolios.fox.temple.edu/samples-and-resources/

Part 2 – Deliverables

Paste the URL to your e-Portfolio in your deliverable document.

Add the e-portfolio to your profile (Login, hover on Hello,…, Profile, and click Edit). Paste the e-portfolio URL into the E-portfolio field. Click Save Changes at the bottom.

Part 3 – Set Up Google Analytics

Link your e-portfolio to Google Analytics to analyze the impact of your digital identity. Creating a site on the Internet is like hosting a party, it is no fun if nobody visits! Google Analytics will provide detailed data on the impact of your new digital identity.

Log in to your new site. Hover on the name of your site at the top and then click on Dashboard. Next, click on Settings (near the bottom on the left) and then Google Analytics. Enter the Site Tracking Code into the box. To get your Tracking Code, do the following:

To use Google Analytics (GA), you will need to use your Temple email-address (e.g. tueXXXXX@temple.edu). Navigate to www.google.com/analytics. Click Sign in or Create an account. Sign in with your Temple email address and password. Click the big, grey Sign Up button on the right. You will be directed to the Create New Account screen. Fill in:

- The Account Name (e.g. 'John Smith Analytics').
- The Website Name (e.g. 'John Smith E-portfolio').
- For the field Website URL, select http:// from the drop down menu.

- Copy the URL of your site and paste it in next to the http (exclude the http://). The URL is your e-portfolio URL (e.g., http://eportfolios.fox.temple.edu/JFox).
- Select Industry Category > Jobs and Education.
- Select Time Zone > United States and Eastern Time.
- Choose whatever Data Sharing Settings you wish.

Click Get Tracking ID. Select United States and then click I Accept when a pop up appears. Scroll down and you should see the Tracking ID. This is the 'UID' that you need to connect to your e-portfolio. Copy the Site Tracking ID including "UA" and save it. Paste it in the Google Analytics section of your site settings. Note: the 'Tracking ID' is the same as the 'UID' which in your site settings is called Site Tracking Code.

It will take about a week for Google to begin reporting on your site traffic. Ask your friends to look at your e-portfolio to generate traffic. Log back into Google Analytics and go to the Reporting tab on top to see the results.

Part 3 - Deliverables

Paste your Google Analytics tracking code into your deliverable document.

Part 4 – Build a professional network

Start building a professional network. To achieve this goal you will need to locate and interact with people with whom you share an interest or whom you admire. Go to http://eportfolios.fox.temple.edu/ and use the menu bar (click on Sites, Members, Activity, or click on specific Skills and Interests in your profile) and find two people with similar interests to you or whom you admire. You can identify any other student on the site (faculty and staff do not count).

Select one of the two individuals and send them a public message. Click on Public Message on the selected person's profile. Note: The software will automatically insert the selected person's handle (looks like @ followed by UserID) in the text of the message. The above is similar to publically communicating on Twitter. Click Activity on the top of the screen in the main menu bar to see your public comment. Send a Private Message to someone you know. Send a friendship request by clicking on Add Friend.

Select the second individual and visit their e-portfolio. Leave a meaningful and professionally relevant comment on their 'My Interests' page (e.g., positive feedback about some aspect of their interests, shared interests, and so on). This is conceptually similar to commenting on a professional site. Note: To ensure that your work is accurately recorded, it important to leave the comment on the 'My interests' page. If the person does not have such a page, locate a different e-portfolio.

Create OR join a 'community of practice.' A community of practice is focused on a professional interest (e.g., careers in digital marketing). To create or join a group, click on GROUPS on the main menu bar at http://eportfolios.fox.temple.edu/. The groups capability provides the means to collect people together on a shared interest. Members of the group can message the group, share updates, and documents. If you create a group, you should get one person to join the group. To join an existing group, review the list and join the group.

Post a message about your interest in the above community of practice (group). To post, click to enter the selected group, and type in a comment in the box below What's new in …. Click on Post Update after you have completed typing the comment. Set Email Options for the new or selected Group. For example, set a daily digest so that the group activity is emailed to you.

Part 4 – Deliverables

Write a brief summary of the people you discovered on the platform, your common interests, the communications you had with them, and the community of practice you joined. This should be a few sentences max.

Create a table in the Word document with the following three columns: Public message, Comment, and Community of Practice. Under the columns provide a definition of each and explain in one or two sentences the difference between the three forms of professional networking and communication.

Completing and submitting the assignment

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

Part 1: URL of your member profile
Part 2: URL of your e-portfolio
Part 3: Your Google Analytics tracking ID
Part 4: Description of networking activities engaged in, people discovered, and community of practice joined. Table defining the terms public message, comment, and community of practice.

Save the document as a PDF using the naming convention of LastName_FirstName_LearnIT1.PDF (File Save As... PDF). Email the document to LearnIT.6kuc6ktxgthg5a03@u.box.com. One page max!

Finally, submit the link to your e-portfolio at http://eportfolios.fox.temple.edu/. You will see the submit menu at the top. Select my section (Adam Alalouf Section 001) and submit your e-portfolio.

About eportfolios.fox.temple.edu

The FOX e-portfolios site is for the use of MIS 2101 and 2901 students only. Use the site to complete the MIS 2101 or 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 Dos and Don'ts

Do:

- Title the e-portfolio with your name and include basic descriptive and contact information (e.g., major, email address).
- 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).
- Include a description of each job. The description can cover:
- What are the most important skills (e.g., communication, negotiation, analysis) that you learned on the job? Is there a skill that you didn't have before but now realize that you absolutely need?
- Who were the most important people in your job? Who was most helpful and from whom did you learn the most?
- Include a hyperlink to the firm's 'about' page – so that prospective employers can easily learn more about the firm.
- 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.
- Add pictures. Pictures about professional activities will make your site more attractive.
- 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.
- Fix broken links. Make sure all hyperlinks work, especially links to your resume.

Don't

- Don't upload inappropriate photos. Create a professional headshot, in proper business attire.
- 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.
- Don't post word documents. Word documents can include viruses and often don't work
- across platforms. Use PDF instead.
- Don't post 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.
- Don't password protect or close the site. This defeats the purpose of a public digital identity.

Deliverable Template

Use the Template provided on the community website.

Save the document as a PDF using the naming convention of LastName_FirstName_LearnIT1.PDF (File Save As... PDF). Email the document to the Box destination address noted on the course site.

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