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. 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! 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 1

Part 1 – Digital identity

Establish a digital identity on the Temple Community platform.

1. Go to http://eportfolios.fox.temple.edu/ and *login* using your Temple AccessNet id and password. If the password does not work, please visit http://accounts.temple.edu. After you login, you may see the Dashboard. We will work inside the Dashboard later. Ignore it for now.

2. 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:

    a. 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.

    b. 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.

3. Add an avatar (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. Note: To access all capabilities of the platform you **must** add an avatar now.

4. Check out others, go back to your profile (*Hello,..., Profile, View*) and click one of the *Skills and Interests*. You will see others who have similar interests. (Note: you must first select your own Skills and Interests before you can see others.)

5. Click *ACTIVITY* on the menu bar. Note your activity and the activity of others.
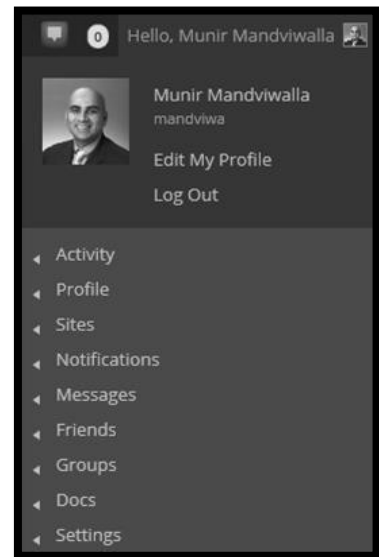
Part 1 - Deliverables

1. Take a screen shot of your profile (Hello,…, Profile, View).
2. Locate the profiles of **two** other people who share at least **two** of your Skills and Interests.

Take a screen shot of each of their respective profiles.
3. Circle or highlight the common *Skills and Interests*.
4. Paste all the above items into a Word document and save.

To take a screen shot, press *Alt* (hold it down) and then press *PrtScrn* on any Windows computer. On a MAC press *control* (hold it down) and *Shift* (hold it down) and then press *3*. Open up Word, and click *paste*. If the image is too big to fit on the page, double click the image and use the Crop tool to cut out the non-relevant parts. To circle an item on an image in Word, click *Insert*, *Shapes*, and chose a shape.

Part 2 – Digital portfolio

Create an e-portfolio to highlight professional accomplishments, including:

- 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)
- 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 do's and don'ts

1. Create a site on http://eportfolios.fox.temple.edu/ (Login, hover on *Hello,…, Sites,* and click *Create a Site)*
2. Use the following convention for the *Site Name*. The site name is the URL - uniform resource locator – also known as Internet address - 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 full first name followed by last name (e.g., JosieFox)

3
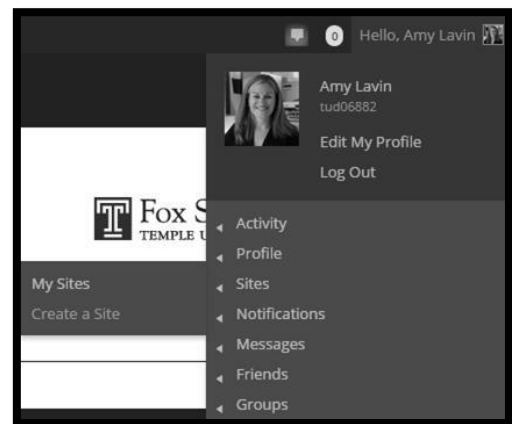
- If that does not work, then full first name, middle initial and last name (e.g., JosieMFox).

3. 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.

4. 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 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.

5. Click on the URL of the new site to visit it.

6. The new site is based on a template that also includes sample content.

7. 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*.

8. 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. You have now created your first page on the Internet! (Called 'My Interests'), click on *View Page* at the top to see this page.

9. 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/

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

Part 2 - Deliverables

1. Add at least three pages to your e-portfolio (e.g., My Interests, Resume, and Work experience).

2. Delete all the extra posts and pages that were automatically added by the system.

3. Take a screen shot of the e-portfolio home page which shows the home page and the links to the additional pages. Add to the Word document.

4. 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 - Analytics

Connect the 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.

1. Login to your new site (e.g., http://eportfolios.fox.temple.edu/JFox)

2. 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*.

3. Enter the Site Tracking Code into the box. (see the detailed instructions in Appendix B on how to get the site tracking code from Google)

In about a week after initial creation, your site should list some traffic on Google Analytics.

Part 3 - Deliverables

1. Login to Google Analytics and click on your site. This will take you to the *Overview*. Take a screenshot of the overview and add to the Word document. (Note: you will need to wait a week before you see any data on this screen).

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 you admire.

1. 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 who you admire. You can identify any other student on the site (faculty and staff do not count).

2. 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.

   • Optional: Send a *Private Message* to somebody you know.
   • Optional: Send a friendship request by clicking on *Add Friend*.

3. 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.

4. 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.

5. 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.

6. 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

1. Visit your personal profile on http://eportfolios.fox.temple.edu/ Login and click *Hello,…* then *Activity*, and then *Personal*. Take a screen shot that shows the above activities (use the *Show* filter to focus on the relevant activities). Add to the Word document.

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

Completing and submitting the assignment

Congratulations! You now have the concepts and tools needed to manage your professional digital identity! **You will complete Digital Identity Management Assignment 2 with Part 5 of the activity later in the semester.**

1. Please make sure you have completed all four parts above and they are all integrated into one Word document:
   - Part 1: Screenshots of your profile and the annotated profiles of two others
   - Part 2: Screenshot of the e-portfolio home page
   - Part 3: Screenshot of the Google Analytics Overview page of your site
   - Part 4: Screenshot that shows activity and explanatory table that compares the three professional networking and communication activities

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.

3. Finally, submit the link to your e-portfolio at http://eportfolios.fox.temple.edu/ (the submit menu at the top).

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.
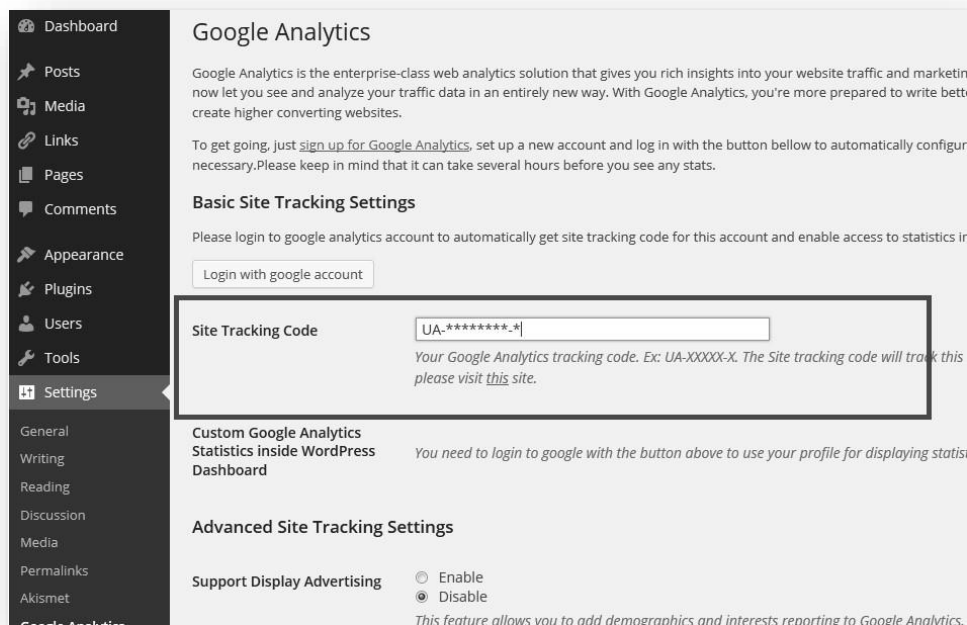
Appendix B – Google Analytics

1. Login to your site (e.g., http://eportfolios.fox.temple.edu/JFox)

2. Navigate to the *Dashboard* and click *Settings* and then *Google Analytics*.
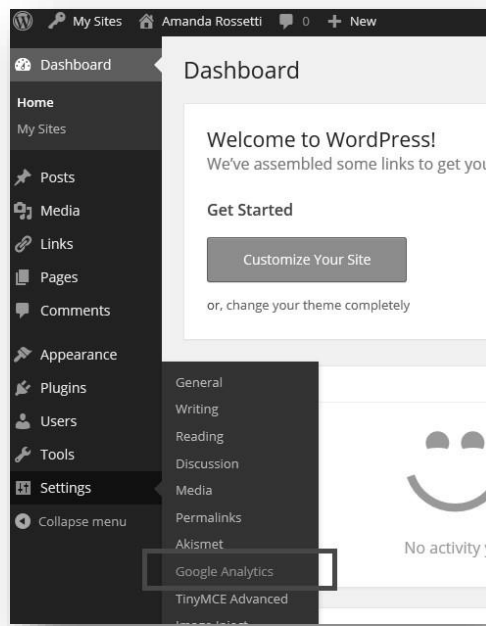
3. Note the *Site Tracking Code* box below. You will need to setup a Google Analytics account to obtain this site code. See below
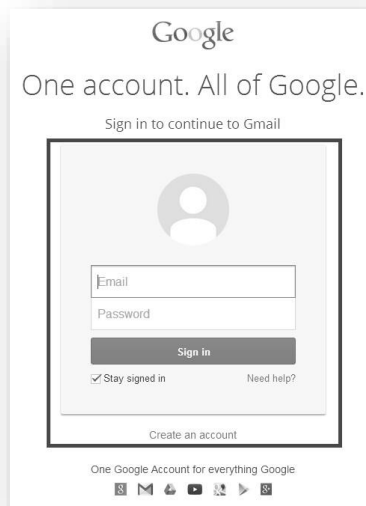

4. To use Google Analytics (GA), you will need to use your Temple email-address (e.g. tueXXXXX@temple.edu). If you do not have a Temple e-mail, you cannot proceed further. Please contact your instructor.

5. Navigate to www.google.com/analytics.

   a. Click *Sign in* or *Create an account*.
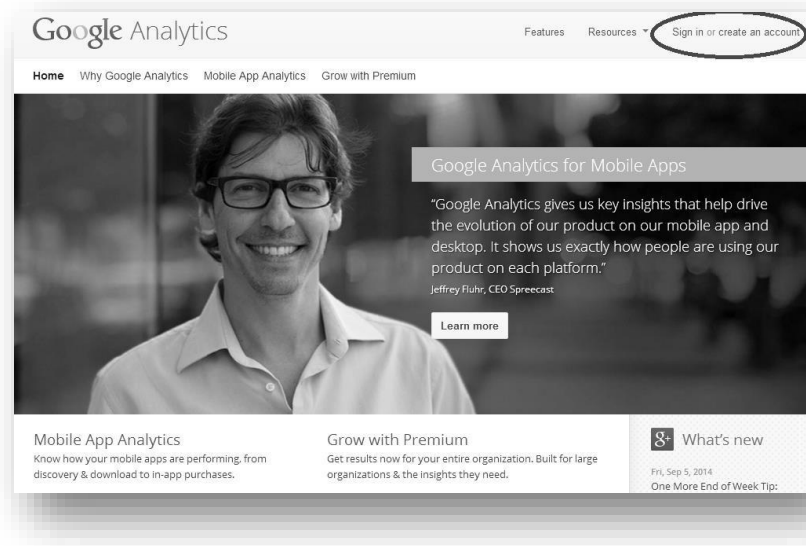
   b. Sign in with your Temple email address and password.

   c. Click the big, grey *Sign up* button on the right.

6. You will be directed to the *Create New Account* screen.
   a. Fill in:
      - The *Account Name* (e.g. 'John Smith Analytics').
      - The *Website Name* (e.g. 'John Smith E-portfolio').
   b. For the field *Website URL*, select *http://* from the drop down menu.
   c. 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)
   d. Select *Industry Category > Jobs and Education.*
   e. Select *Time Zone > United States and Eastern Time*


   a. Choose whatever Data Sharing Settings you wish. Click *Get Tracking ID*
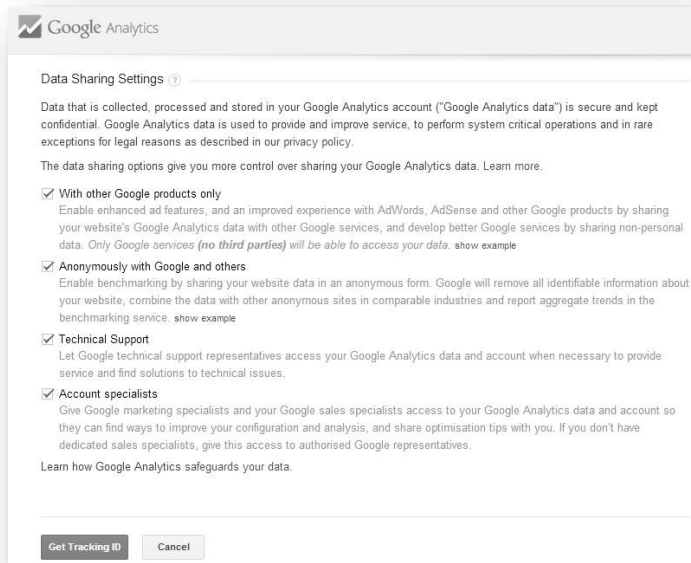
    b. Select *United States* and then click *I Accept* when a pop up appears
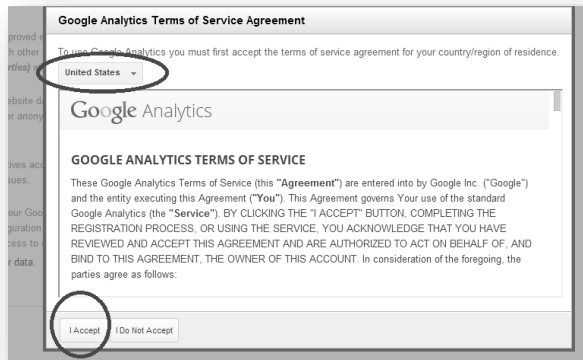
7. Scroll down and you should see the Tracking ID. This is the 'UID' that you need to connect to your e-portfolio.
8. Copy the Site Tracking ID including "UA" and save it.
9. Go back to step 3 (above) and paste it into the screen from step 3. (note: the 'Tracking ID' is equal to the 'UID' which is the same as 'site tracking code').
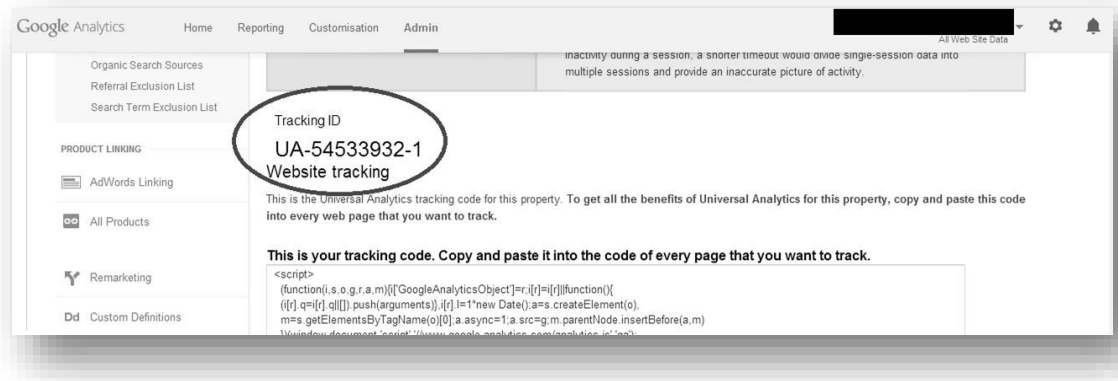
10. Wait a week. Ask your friends to look at your e-portfolio to generate traffic. Log back into Google Analytics and go to the Reporting tab on top to see the results!