

Develop Your Professional Identity

ACTIVITY BOOK



JAMES COOK
UNIVERSITY
AUSTRALIA

STUDENT NAME

STUDENT NUMBER

Employability Edge

jcu.edu.au/employability-edge

Activity 1

Head online and see what impression you are projecting. Look at any two of your current online platforms (LinkedIn, Facebook, Instagram, Twitter etc) and review your last ten posts, likes, or comments.

Rate your first impression and list them below.

Choose from these ratings

- Professional
- Funny
- Embarrassing
- Interesting
- Inappropriate
- Offensive

SOCIAL MEDIA ACCOUNT 1	SOCIAL MEDIA ACCOUNT 2
Funny	Interesting

Now answer these questions:

Are you happy with what you discovered, and why?

Are you surprised by the result, and why?

Does your social media reflect who you are, what you do, and where you are going, and why?

Activity 2

Choose one of the following activities (A, B or C).

A: If you don't have a LinkedIn profile, please create one. If you have a dormant account that you haven't reviewed for a while, update the profile to optimise your brand.

Remember to:

- Add a good photo
- Complete all appropriate sections
- Send connection requests to five people in your current network of friends, family, students or workmates.

Customise your URL and add it below:

B: If you have an excellent up-to-date LinkedIn profile, start to expand your network.

Review the [James Cook University LinkedIn](#) page to research alumni in your discipline or field. Review five profiles and send connection requests to five contacts to grow your network.

List who you connected with, and why

C: If your LinkedIn profile is looking good and you have a great network, add media to your profile.

This could be a link to an article, project, video or website you have produced.

Add the link to your media below:

Activity 3

Map out your current network and list them below.

NAME	REASON TO CONNECT (what do you have in common, how could they be useful/ helpful)
Family and Friends	
JCU Staff, Lecturers and Tutors	
Fellow JCU Students	
Your Employers (past/present)	
Professionals in your field (JCU Alumni, Careers Fair contacts, Professional Association contacts)	

What part of your network needs to be improved?

Activity 4

Draft your elevator speech for a chance encounter with the Director/CEO/Manager/Employee of a company you are interested in working for.

Remember to tell them who you are, what you do, and what you want to do next, or what you want from them.
Maximum 65 words.