

Online Professional Identity  
Of  
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## EXECUTIVE SUMMARY:

The attached report analyzes my professional online identity. It identifies strengths, weaknesses, and qualifications with regards to gaining employment as a sports journalist/analyst. My digital identities are examined and a determination is made on whether or not my digital identity portrays my intended message to potential employers. A list of these online identities are presented. Individuals identities who currently hold the positions I seek are examined and compared to my own in order to determines what aspects are missing from my resume are needed. Lastly this report bridges the gap between my real and digital identities.

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### The Future Professional Me:

#### After Graduation:

When I graduate I want to be a sports columnist or analyst. Specifically in basketball or maybe football. Sports, these particularly, are something I am passionate about. They are something I spend a lot of time watching, talking about, and playing. Growing up in another country the only thing that I could see on television from America were sports. Basketball was my main passion and in playing for the majority of my life I know it in and out. I wouldn't say that playing in the NBA was a realistic dream that I had but playing college ball was and it was something that I might have been able to do if not for injury. So if I can no longer play the sport I loved why not cover it and write about it. The training and the constant practice I did put a physical toll on my body and even after seeing the result of that physical toll it is not something I regret doing. In playing and being around the game I can watch a game and know what contributed to the outcome of college or professional games that I would be covering. I can analyze what was done wrong or right because I know from experience what was supposed to be done. While I never experienced it on the level I would be analyzing/writing about, my experience nonetheless would be helpful. Passion and knowledge are important in this profession and those are traits I feel I have. From the technical standpoint, with writing and communication, I am fine-tuning the other necessary skills.

#### Sports Journalist:

The journalist profession currently is in a state of flux. News is moving from the newspaper platform and becoming accessible digitally. A journalist today needs to have the old skills of good writing and reporting, as well as the new skills in working with digital media.

#### Job Applications:

##### 1. [The Sentinel](#)

In analyzing this job application I found that the employer was looking for individuals with excellent communication skills and while preferring someone with journalism experience, if a candidate fit the first requirement sufficiently, a lack of experience would not be held against them.

##### 2. [Valley Morning Star](#)

In analyzing this job application I found that the employer was looking for individuals who can work against deadlines. Experience or education also was a sticking point for any interested in the position. Sports knowledge and activity on social media sites also was a trait they were looking for in a candidate.

##### 3. [Bleacher Reporter](#)

In this job application the employer was simply looking for someone with experience or education. A novice could gain this job with decent editing skills as this employer was willing to do on the job training for the individual who is hired.

#### LinkedIn:

##### 1. [Elliot Day](#)

This profile demonstrates that experience is very important in this profession. Elliot has a lot of experience in many different fields in journalism. His skills of flexibility, fast typing, and good communication skills must be valued highly as he has many different journalist organizations he has worked for.

##### 2. [Ed Sherman](#)

This profile doesn't list many skills but his experience and current job position do tell me what type of skills he possesses. He runs his own website which tells me he is aptly trained working on the internet. Once again a degree in journalism appears which shows an essential tool for any aspiring journalist.

##### 3. [Sean Bakke](#)

This profile, like the first one, shows that Sean has a lot of experience. He has held journalism jobs doing magazines, websites, and radio. He really embodies today's journalists as his experience shows him to be a multifaceted person. Two skills he lists having are a positive attitude and a strong work ethic.

### Journalism Criteria:

#### 1. Experience

All the LinkedIn profiles and job advertisements validate that experience is something that is valued more than anything as it shows you have the capability to do the job.

#### 2. Education

Once again it was unanimous from all the profiles and job advertisements that education was a necessity to get hired.

#### 3. Work Ethic

I would say that work ethic is a key element. Sean's profile illustrates this as even with just a community college degree he is managing his own radio station.

#### 4. Flexibility

This is illustrated in all the LinkedIn profiles as they perform different types of journalism.

#### 5. Sports Knowledge

This is key, as a understanding of the sport allows a journalist to determine what needs to be reported on. This is referenced in the 2nd job posting as not necessary but a good thing to have.

### Conclusion

#### Strengths:

##### 1. Sports Knowledge

With my knowledge in sports I could expand my knowledge of less popular sports such as hockey or lacrosse.

##### 2. Work Ethic

My work ethic can always improve as writing is something that is never mastered so committing more time to improve my craft is a way I can strengthen it.

#### Weakness:

## 1.Experience

My experience is non-existent, I can improve this by getting some of my writing published either through digital means or at the college newspaper.

## 2.Flexibility

My flexibility is also limited as I am currently limited to print and digital writing. Taking communication classes can assist me in being proficient talking in front of a camera or on the radio.

## Appendices

### Digital Identity Search Results:

I used yahoo, Bing, and Google to search for myself. I don't have any nicknames or anything so I just checked for my normal name. On Bing I found my Facebook and LinkedIn page on the 3rd and 4th search page. With Google I found it on the 5th and 7th page and I only found my LinkedIn on the 6th page on yahoo. My other identities I have that didn't show up were my Wordpress and Diigo accounts.

### 1.Facebook

- 1.Experience- It shows I don't have experience because I don't have any
- 2.Education- This is represented as my schools and areas of focus are listed
- 3.Work Ethic- Doesn't display this as I rarely if ever speak about work or school on here.
- 4.Flexibility- Doesn't display this as currently this is a trait that is my weakness
- 5.Sports Knowledge- Shows this as many conversations reveal my knowledge

### 2.Diigo

- 1.Experience- Doesn't show this because I don't have any
- 2.Education- This is revealed as my profile states my education level
- 3.Work Ethic- This is displayed as the site is used to complete homework assignments and the heavy content of work shows I have work ethic
- 4.Flexibility- This trait is shown as a wide range of topics appears on this site

5.Sports Knowledge- This is not shown as, no sports information is shown here

### 3.Wordpress

1.Experience- This is demonstrated as in using this site I have experience managing blog site.

2.Education- This is shown here as well as this site is developed for a college class I'm in.

3.Work Ethic- A lot of work can be found on this blog demonstrating my work ethic

4.Flexibility- This is demonstrated as different topics are discussed and different platforms of digital media are applied.

5.Sports Knowledge- This is demonstrated on one of the blog posts.

### 4.Linkedin

1.Experience- This isn't demonstrated as my experience is limited

2.Education- My education history is shown here.

3.Work Ethic- This is listed as one of my strengths

4.Flexibility- This isn't demonstrated on the site

5.Sports Knowledge- While my sports knowledge isn't necessarily shown, by befriending/following others who do have such knowledge, I show a pursuit for such knowledge.