

Why You Need a Digital Portfolio

Digital portfolios are a convenient and cost-effective way to showcase your work online. Some students choose to upload major projects, campaigns, and accomplishments pertaining to their field for future employers to see.

In today's landscape, having a digital portfolio not only strengthens your personal brand, but allows you to stand out in the competitive marketplace. By making your work available to view online, prospective hiring managers, and industry professionals are able to get an in-depth look at your work ethic, skill set, and overall performance as a college student. These factors are highly important to employers when hiring a recent college graduate, and choosing to invest in a digital portfolio sends a strong message that you are professional and serious about developing a career in your field.

Before you decide to upload your best and brightest material, be sure to take these four points into consideration:

- **Originality** – Many college students from all over the world choose to create digital portfolios. At the end of the day, you must ask yourself: What is going to set me apart from the competition? Am I displaying work that is unique to my industry? Your digital portfolio should highlight your strengths and creativity. Remember, this is your chance to show employers your ability to think outside of the box and deliver projects (and results) that add value.
- **Copyright** – Make sure your essays and other electronic work is protected by copyright if you are posting it online. You do not want to make your intellectual property vulnerable to theft. If you are incorporating any outside sources in your portfolio, be sure to obtain the necessary permissions or rights before posting online.
- **Cost** – There are a number of free web sites and blogs on the Internet that can be formatted into a digital portfolio such as Wordpress, Blogger, or Tumblr. These sites can be easily personalized and published within a few seconds. If your budget allows, consider opting for premium ready-made web site builder templates that offer more web site features (i.e. music and video integration) and customization. Do not forget to factor in costs such as hosting, and other monthly fees if applicable.
- **Accessibility** – With digital portfolios, you have the option of concealing certain elements of your work depending on the blog or application you use. For example, Tumblr gives users the ability to have password protected blogs and private posts that only allow certain people to view the information. With these types of settings, you can maintain privacy, while showing off your work to a select number of people.

Lastly, do not forget to update your digital portfolio regularly; this demonstrates your dedication to building your personal (and professional) brand and highlights your consistent academic achievements.

Remember, the overall goal is to create a digital portfolio that is true to who you are as an individual, and communicate to employers what you are capable of bringing to the workplace.