

SOCIAL MEDIA RESUME

For this assignment you will create a social media news release, which will serve as a job application for a PR or advertising position. The SMNR will “announce” your qualifications, your goals and job expectations and anything else you deem necessary. Since the SMNR will be published on your blog (and therefore be available online), please don't include any personal information such as phone number, address, DOB, GPA, etc.

The point of the SMNR job application is to demonstrate your social media skills to prospective employers in a creative manner. It is also designed to tie together all the different technologies we have explored in this class (such as blogs, podcasts, webvideo & social bookmarks).

The SMNR should be modeled after the template we discussed in class, and should include the podcast and video you created as part of your class assignments. The finished SMNR should be published to your blog.

Required elements:

1. Contact info - again, don't give out personal info here. Listing your blog or other online ID will be enough
2. News release headline – announce that you started your job search effort
3. Core news facts – add your qualifications, desired position, etc. in bullet format
4. Multimedia files
 - a. Photo (optional): Please note that you are not required to add one. Only add it if you are comfortable having your picture on the Internet
 - b. Podcast: Add the podcast you created earlier this semester (and any additional ones if you want)
 - c. Video: Add the webvideo you created earlier this year (and any additional ones if you want)
 - d. Graphic (optional): Consider this an online portfolio. If you have created a print ad for an advertising class for instance, add it to show off your skills.
5. Links (optional) – if you have authored other pages on the web, or have other web presences (LinkedIn, Facebook) you could link to them here.
6. Boilerplate statement – summarize who you are in your boilerplate.
7. RSS, social bookmarking, & Technorati buttons – add these buttons to your SMNR