

Portfolium

TOP 10 TIPS TO BUILDING YOUR APUS ACCOUNT

PRESENT A WELL-ROUNDED VERSION OF YOURSELF

What makes you, you? Share aspects of your professional life and personality that make you unique.

1

ADD MEDIA

Take advantage of your digital portfolio by attaching files such as PDFs, YouTube videos, Powerpoints, and more! If it's a physical project, photograph it!

2

UPDATE REGULARLY

Include your updated resume and experience, as well any new projects over the term.

3

TAG YOUR TEAMMATES

Show teamwork skills by including members of your team. Plus, get more exposure by asking your teammates to add the same entry to their profiles.

4

DON'T SPILL THE BEANS

Instead of sharing confidential information about your project, simply write a project summary on what you learned as well as skills or tools you used.

5

TAG YOUR SKILLS

Employers can find talent by searching for specific skills, so make sure to tag your skills in each entry. By doing so, employers can also see proof of a skill simply by clicking it on your profile.

6

PUT YOUR BEST WORK FIRST

Just like a resume, show your best work first, as employers may not take the time to scroll through your entire profile.

7

USE ATTENTION GRABBING DETAILS

Catch the employer's attention by using a clever title and eye-catching cover image. Just make sure the title is search engine friendly by using keywords.

8

ADD A DESCRIPTION

Don't just show your project - talk about it! What inspired you? What did you learn? What were the results? Use the description section to create a narrative.

9

JUST USE IT!

Include your Portfolium URL in your resume and link it to your LinkedIn. Remember that employers may be searching for potential candidates even when you're not on the active search, so don't miss out on great opportunities!

10



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TOP 7 CAREER COMPETENCIES



Students who possess these 7 career competencies are more likely to make a successful transition into the workforce (NACE, 2015). Show these skills on your portfolio with work samples.

1 CRITICAL THINKING

Capstone Projects, Challenges, Research, Hack-A-Thons, Labs, Code Samples, Writing Samples, Survey Creation, Report Analysis, Case Study, Elab

2 COMMUNICATION

Writing Samples, Reports, Research, Term Papers, Presentations, Debates, Public Speaking, Marketing Campaigns, Social Media, Study Abroad, Toastmasters

3 TEAMWORK

Group Projects, Club Activities, Extracurricular Activities, Sports, Business Plan Projects

4 INFORMATION TECH

Multi-Disciplinary Projects, Social Media Samples, Presentations, Coding Samples, Projects Involving Software Applications

5 LEADERSHIP

Club Roles, Team Projects, Event Planning, Public Speaking, Elab

6 WORK ETHIC

Writing Samples, Public Speaking, Multiple Projects, Club Activities, Study Abroad, Volunteering, Research Projects

7 CAREER MANAGEMENT

Professional Introduction presenting your brand and story, Self-Employment

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Welcome to Portfolium!



PORTFOLIUM AT YOUR CAMPUS

Portfolium is proud to partner with American Public University System to help you save and ultimately invest your intellectual capital in learning and career success. Portfolium is your free, digital portfolio tool to visually showcase your academic and professional experiences and accomplishments. Creating Portfolium “entries” allows you to beautifully organize and highlight your education and experiences by including samples of your reports, papers, projects, labs, and presentations. Show the world what makes you... YOU, by including videos and photos of campus involvement, study abroad/travel, hobbies, athletics, and work and volunteer experiences! We hope that you’ll enjoy and leverage this valuable tool.

GETTING STARTED

You should have an email invite waiting in your inbox!

All students receive an email from Portfolium with a personal access link. If you can’t find this email, you can access your account by going to portfolium.com/login and requesting your activation email.

BUILD YOUR PROFILE

Fill in your education and work experience information

This resume like section of your profile can be parsed directly from your resume. Customize your profile with a professional profile picture, cover photo and tagline.

ADD ENTRIES

Showcase your work and projects visually

Use your entries to prove your competencies, skills and experiences. Use real work examples such as papers, pictures and presentations and describe your experience with detailed descriptions that prove your knowledge and abilities.

BUILD YOUR ONLINE IDENTITY

Building a positive online presence has never been more important. The Huffington Post recently wrote, “If you’re a recent grad, it’s best to assume that prospective employers will be checking you out online. You will be Googled.” Last year, it was estimated that approximately 77% of employers were screening candidates online. And that number is only increasing. Knowing this, why not build a healthy and positive online identity? In addition to keeping your social media profiles clean, it’s important to enhance your online presence by showcasing your academic/professional projects and accomplishments. When (not if) an employer googles your name, you should want the first thing that appears in their search to be a visual representation of your hard work and accomplishments.

SHARE AND BE NOTICED

Once you’ve built your Portfolium, share it! You can easily share your Portfolium or specific entries from your portfolio across various social media networks. You can place your Portfolium link on your resume, cover letters and in your email signature for even more exposure. You never know who's eye it may catch!

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Welcome to Portfolium!



PROFILE

Your Portfolium profile is really your “personal brand page”. It allows you to showcase examples of your work, create a rich personal statement, and augment your typical “resume” with the much needed dynamic content to clearly present yourself well to employers and the outside world.

Examples of good “brand pages” on Portfolium can be found here: portfolium.com/discover
You can create your own profile by going [here](#).

TIPS FOR CREATING YOUR PROFILE

1. Be as complete as you can with details of accomplishments, jobs, internships, skills. Spending some time thinking through and keeping your profile updated is well worth the time especially given what you could get in return - the chance to catch an employer’s eye with the perfect job for you, to find a potential mentor’s eye who wants to coach you to be the next great business leader
2. Bring out what you are passionate about, the problems you like to solve, the types of things you want to go do after college or in your next job
3. Give specific example of persistence, integrity, discipline, and leadership
4. Be honest - tell the truth. By being honest you are doing yourself a favor - putting yourself in the best position for us to find the right job / mentor / award match
5. Get social! Get peer references. Email your friends and invite them to join Portfolium, respond to the nudge in the occasional Portfolium newsletter to improve your profile based on what you accomplished recently, post about Portfolium on facebook, like our facebook page, start to use your profile url in your email signature so more people see your profile.

Following these tips will help potential employers who are looking for more than just good grades find you - by getting a sense for your personality, passion, potential, desire and of course accomplishments and other general signs of cranial activity.

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How to use Portfolium



WHY CREATE A PORTFOLIO?

By the time that you graduate, you will have produced countless projects, papers and presentations. Now imagine that throughout your academic journey, you could easily tag and save all of these products in one digital repository. ePortfolios give you the ability to capitalize on your college experience for the rest of your life; they provide you with a secure space to reference, reflect upon, and showcase your very own work samples and competencies. Each Portfolium is as unique as the student that creates it!

At its core, your Portfolium is your personal website, where you can document and showcase your skills, experiences and learning by uploading various digital artifacts. Your latest class project could be exactly what top employers are looking for!

- Research has confirmed that work samples are the strongest predictor of new hire performance; use real samples of work and experiences to prove your competencies and potential fit.
- Candidates with Portfoliums gain a 10% advantage over others, as they demonstrate a serious commitment to the job interview process.
- 80% of employers Google your name before even considering inviting you for an interview; build a healthy online presence that showcases who you really are!
- Portfolium is a network for students and alumni to collaborate on projects, ideas and opportunities, rather than a static repository to store their work. Connections, likes, comments and messages make Portfolium a hub of activity and engagement.

YOUR PORTFOLIUM:

- Is multifunctional; it can supplement your resume, enhance your LinkedIn profile and be used during an interview or at a career fair.
- Will help you keep your work updated and organized in one place, which will streamline the process of applying to jobs.
- Provides you with the unique opportunity to convey personality; it brings the bullet points you've listed on your resume to life.
- Functions as a self-reflection tool; it will give you a sense of direction and accomplishment in terms of your professional development.
- Allows you to integrate college education with work-based learning and illustrates how one supports the other.
- Is easy and fun! Portfolium has been unanimously chosen in a number of benchmark studies to be the most enjoyable and easiest tool to use for creating and managing a portfolio.
- Is free, forever! Portfolium remains free even after you graduate; there are no hidden fees, up-sells, storage or access limits of any kind.

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Building Your Portfolium



PORTFOLIUM PROFILE

Before creating Entries to showcase specific projects & experiences, it's important to build out your Portfolium profile

- **Profile & cover photos** - These are the first images a viewer will have of you. Be mindful of the image you want to project and be sure that it is appropriate for the audience who will be viewing it.
- **Tagline** - After your name, this is the first line viewers will see. In 120 characters, say who you are and what you're going to showcase. Try to go beyond simply putting "student" in your headline. Examples:
 - Business Intern-Teach for America/ school Senior
 - school Graduate Student Seeking Digital Marketing Positions
 - Aspiring Screenwriter and school Junior
- **Introduction/objective** - Use this section to highlight your key work experiences and accomplishments.
- **Resume** - Upload your most current resume, set the privacy setting and watch your profile be auto populated with the information it contains.
- **Links to your social media profiles** - Add your other social profile handles to your profile
- **Education** - This will get populated by American Public University System. Include, in reverse chronological order, any other schools, programs, courses taken, degrees, licenses.
- **Additional Sections** - Showcase your experiences in the following sections: Work Experience, Clubs & Affiliations, Accomplishments & Awards, Certifications, Athletics, Publications, Volunteer Work

PORTFOLIUM ENTRIES

Now that you've created a profile, it's time to start uploading different Entries that represent specific skills, experiences, or projects! To get started, consider the following artifacts:

School & Professional Work/Projects

- Work samples from previous and current class assignments, research projects or group projects
- Work samples from current and previous jobs or internships (non-proprietary)
- Evidence of specific technical skills (website development, databases, event planning) or soft skills (writing samples, leadership, communication, conflict resolution)
- Workshops, seminars, conferences attended
- Academic honors, degrees, certifications, certificates, licenses and/or awards you've received

Personal Interests, Activities & Volunteer Work

- Non-profit/charity work
- Travel experiences
- Photos from events you've coordinated
- Leadership positions held in professional/community organizations or on related boards
- Special training or independent (self taught) learning
- Mastery of a new skill or language
- Public speaking opportunities

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Creating Your Portfolium Entries



SHOWCASE YOUR WORK

Portfolium is a great place to build your professional brand, as well as a great place to find real job and internship opportunities. With just a few clicks, you can showcase your work and accomplishments on your personal portfolio and share it in a matter of seconds...whether it's through social media, email, or during your interview. Be proud of what you've accomplished and put yourself out there – you never know who you'll impress! So, how do you put all of your work together to really “wow” a recruiter? Here are some key points to guide you:

#1 Present a well-rounded version of yourself. Who are you? What makes you, you? Think of that all-too familiar interview question, “Tell me about yourself...” Which of your experiences are you most proud of?

#2 Always add media. Digital portfolios are unique because they give you the space to upload all kinds of files - PDFs, YouTube videos, pictures, presentations, screenshots, all types of Microsoft attachments and more!

#3 Update your digital portfolio regularly. Don't worry about having to create the perfect entry right on the spot or when you are completely finished with your projects. Set your entry to “draft mode” and document your process while you are working on the project.

#4 Tag your teammates. One of the top qualities employers look for is the ability to work well on a team. By tagging your teammates, you're giving credit where it's due!

#5 Don't spill the beans. Avoid disclosing specific information about a project and instead, share what you learned from the experience, what skills you learned along the way and what tools you used. If you wrote a research paper, share only a snippet of the content to provide actual proof of your authorship... all without spilling the beans!

#6 Tag your skills. Make your work searchable to employers on Portfolium by tagging your skills in each entry. Every time you do this, each skill will automatically be listed on your profile.

#7 Put your best work first. Not every recruiter will have time to click into every entry you create, so you'll want to be sure to customize the order of your entries and list your proudest projects first.

#8 Use attention-grabbing details. Although your digital portfolio will give you an edge, it's important to put in the effort to make it stand out as much as possible. This means that first and foremost, you'll need a clever title and an eye-catching cover image.

#9 Add a description. Digital portfolios give you the space to provide a personal narrative of your experiences and projects. In other words, they let you tell your story. Be sure to demonstrate your critical thinking and problem solving skills.

#10 Put your portfolio to good use. Share your entries via social media, apply to jobs using your portfolio, email potential employers links to specific projects, all while establishing a healthy online identity. Present your Portfolium at your next interview via phone or tablet or print the PDF version of your portfolio instead!

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Use Portfolium to Find a Job or Internship

MAKE THE MOST OF YOUR PROFILE

Your Portfolium will help you through every step of the job application process... from actually submitting an application & interviewing, to following up with an employer. Today, more and more companies are using active recruiting techniques - rather than posting a job and waiting for applicants to find them, employers are actively searching online for top talent via Google, LinkedIn, Portfolium, etc. You never know when they'll stumble across your Portfolium!

SUPPLEMENT YOUR RESUME - Although the traditional resume is still relevant, it's not the only thing job seekers need to prepare in order to get hired. Today's market is more global and competitive than ever and simply put, it's nearly impossible to stand out with a one-page resume. By presenting visual proof of your skills and abilities, you're much more likely to impress recruiters.

GET YOUR WORK OUT THERE - Increase exposure by placing your unique Portfolium URL into your email signature and social media profiles, such as LinkedIn and Facebook. Personalize your URL by going to your profile settings. Make sure that your profile and entries are set to public, so potential employers will be able to access the links you send their way. This will make your work more visible and ultimately, will contribute to a positive online identity.

ALWAYS FOLLOW UP - Follow-up with prospective employers by sending them your Portfolium URL. Portfolium provides you with your own easy-to-share URL and each Entry you create will have it's own URL, so you can pick and choose what projects to share with employers!

APPLY TO JOBS - Access Portfolium's extensive Jobs platform, which features 5,000+ companies such as Disney, Nike, Verizon, Google, Boeing, SpaceX, Qualcomm and Facebook. Explore the companies and follow the ones that interest you! By doing so, you will be notified whenever they post a new job and you will be added to their candidate pool. Apply directly to job postings and use specific entries from your portfolio to enhance your application.

USE DURING INTERVIEWS AND CAREER FAIRS - Interviews, career fairs and networking events set the stage for you to showcase actual samples of your work. Use a tablet or the Portfolium iOS app to accompany your pitch with real artifacts of your work. In doing so, you're more likely to leave a lasting impression – did you know that 90% of information transmitted to the brain is visual, and visuals are processed 60,000X faster?!

CHECK OUT THESE STEP-BY-STEP GUIDES - Learn how to use your Portfolium as your secret weapon during [career fairs](#) and [interviews](#) at: blog.portfolium.com/tag/ebook/

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Build your Portfolium in Minutes



Showcasing your work and experiences does not have to be a challenging task. Create multimedia eye catching entries in just minutes!

Start by using your resume as a template and bring those vague bullet points to life!

Media provides proof. Anyone can claim that they've designed a solar-powered pump - but how many can actually prove it - and in a fun and appealing way?!

Upload visual content across different media platforms with just a few clicks:

- Videos from YouTube or Vimeo
- Presentations from Prezi or Microsoft Sway
- SoundCloud audio files
- SketchFab 3D models
- Attachments: Word, Excel, PowerPoint, PDFs

Boom! With minimal effort, you've just made your entry 1000% more appealing.

Don't have any images to share? We've got you covered! Use the built-in image search in the "Choose File" uploader to find an image that relates to your experience. Believe it or not, even a generic picture will significantly help capture (and hold) someone's interest, encouraging them to spend the time to dive deeper into your Portfolium. You can also import images directly from your Facebook, Instagram, Dropbox, Google Drive, etc.

Now write a description

Once you've got your images and video to support your experience, write a detailed description to describe your project. Show recruiters evidence of:

1. Your adaptability and problem-solving skills. This involves recognizing the "FAIL" moments in your life and most importantly, how/what you learned from them. Did you encounter any challenges? How did you overcome them? Tell your story and explain the process.
2. Use the description of your entry to showcase your personality. Explain the why behind each entry and describe your experience. We cannot emphasize the "your" in "your experience" enough. How was your experience unique to you? For example: what motivated you to dedicate months and months of training to run a marathon?

Don't have an extensive resume to work off of? Don't stress! Remember, you're not limited to showcasing only professional experiences. Share school projects, reports and anything else you're proud of in your Portfolium! If you're feeling stuck, here are a few things to consider uploading: your favorite school project, the best paper/report you've ever written, your greatest learning experience, the most difficult situations you've overcome, your most meaningful volunteer experience, travel experiences and anything else that you have learned from or makes you unique!

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The Benefits of a Network



THE PORTFOLIUM NETWORK EFFECT

Portfolium's social and professional networking aspect means that your work is not simply stored on a stale repository. Since every student (and many times much of your alumni population) have been provided a Portfolium account, you can find, connect and network with classmates, professors and alumni.

CONNECT & COLLABORATE

Connect with your fellow classmates, friends and colleagues; comment on their work and tag your teammates as collaborators. You can also collaborate with professors and advisors to reflect on and document your experiences - this will greatly facilitate asking for letters of recommendation.

FIND INSPIRATION

To find inspiration and collaborate with other users in your field(s) of interest, click on the "Home" link to access your network activity and suggestions. You can also enter a name, keyword or title in the universal search bar to find portfolio entries, people, networks, companies and jobs. Browse through an extensive library of other people's work to gain a better understanding of what a certain field of study or career entails. Discover how other users accomplished their work, "Like" their entries and leave feedback or ask for advice by leaving a comments or messaging users directly.

BUILD AND MAINTAIN YOUR ONLINE IDENTITY

Link your social media accounts from your settings page to quickly connect with your friends, login with one click and easily share your Portfolium entries across various social media networks (Facebook, LinkedIn, personal blogs, etc.).

CONTINUALLY EVOLVE

Your Portfolium is a living profile that is yours to continually update and add to even after graduation. Your portfolio will help you plan your academic pathways and understand what you have learned and what you are able to do as well as what you still need to learn. E-portfolios can be used for different purposes that may shift as you move through your academic career. You may began with self-exploration and expression (the "about me" section your portfolio), moving on to communicating your learning and academic goals. As you progress, you may start to emphasize professional aspects of learning by posting your most valued work from your major to represent your significant achievements and learning over time.