

## A Guiding Questions Rubric for Evaluating Your Online Academic Professional Identity

	<b>Headshot</b>	<b>Bio</b>	<b>Personal Brand</b>	<b>Content</b>
<b>Consistency</b>	Is your headshot consistent across multiple online platforms?	Is your bio statement, even in different lengths, consistent across multiple platforms?	Is how you choose to portray yourself consistent across multiple online platforms?	Is the content you provide about your professional life consistent across multiple platforms?
<b>Professionalism</b>	Is your headshot one that you can utilize across professional contexts?	Does your bio statement focus primarily on your professional accomplishments?	Is the reputation that you are building through your online identities aligned across platforms?	Does the content that you have adequately represent your professional accomplishments?
<b>Accuracy</b>	Is your headshot up-to-date and representative of how you currently look?	Does your bio statement include an up-to-date and honest portrayal of your professional identify?	Is how you choose to portray your professional accomplishments, networks, and positions up-to-date, accurate and truthful?	Is the content that you have provided up-to-date, truthful, and representative of your most recent professional accomplishments?
<b>Organization</b>	Is your appearance in your headshot neat and tidy?	Does your bio statement include information in an order that represents how you prioritize your professional identity?	Is how you choose to portray your professional identify offered in a compelling, thoughtful, and intentional way?	Have you intentionally and purposefully organized your content to best represent your professional accomplishments?
<b>Quality</b>	Is your headshot professionally produced?	Is your bio statement a well-thought-out representation of your professional identify?	Does how you choose to portray yourself online demonstrate your commitment to excellence and professionalism?	Is the content that you provided representing the best you have to offer of your professional work?
<b>Representative</b>	Is your headshot representative of how you want to be viewed as a professional?	When combined, do your bio statements represent the foundational components of your professional identity? Is anything missing?	Is how you choose to portray yourself online representative of you as a professional?	Does the content that you have included across your online platforms completely represent your professional accomplishments?