



Communicating with Employers

Creating a Portfolio Using The u.osu.edu Platform

As an Ohio State student you have access to u.osu.edu, which allows you to do many things including creating your own website. To access your site, navigate to u.osu.edu and sign in with your OSU username and password. Creating an online portfolio will allow you to showcase work examples in a way that is easily accessible to potential employers while also demonstrating your organizational, written, and digital skills. It can also be the centerpiece in a strong personal and professional online brand.

Applicable Career Communities:



Creating Your Online Portfolio

The appearance and customization of your website is a great way to showcase your personality and demonstrate your creativity. Before creating your portfolio, set goals for what you want viewers to see on your website and how you want it to be received. This can be as simple as deciding what to name your website.

- 1. Deciding your site name and tagline:** Your site name should have a clear title that clearly demonstrates to the reader what your page is about. In contrast, a tagline's function is to inform the reader of your goals and what they can expect. For example, a tagline of "Portfolio and Resume" is succinct and lets people know exactly what your goals are. Example:



- 2. Use all the features u.osu.edu has to offer:** With u.osu.edu, you can separate your resume content into menus, posts and pages to make it visually appealing and easy to take in. Start by making a post containing your resume, a page containing relevant coursework or a menu listing your individual experiences.
- 3. Be creative!** This is a way to show off your experiences and skills. You do not need to follow the traditional conventions of resume writing! Include pictures with your posts, a video of you during an internship, links to work samples, or anything that you think accurately conveys who you are and the

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- 4. Show off your individuality:** There are many design options that allow you to personalize your site, ranging from changing the entire theme to simply altering the menu in the sidebar for your homepage. Make your page yours by experimenting with the design options.

u.osu.edu is designed to make it easy to create a website. The Support Center features instructional videos and help articles, and individual assistance is available from their tech team. You can also request to have a feature added if the current functionality doesn't support the goals for your website.

Other Things to Consider

Your Social Media Brand

- The platform allows you to include links to your social media profiles. Be sure to keep your social media content employer friendly! (If you ever question whether a post is employer friendly or not, be sure to ask a Career Coach or mentor.) Share your u.osu.edu site via social media for more reach and to gain more followers.

Regular Updates

- All your posts will be timestamped on u.osu.edu, so be sure to keep it regularly updated! If someone comes across your site and sees a resume that is a few years old, it may not accurately represent your experience anymore - keep it fresh!

Your "About" Section

- You may be wondering what to include here if all your skills and experiences are already listed. Utilize this section to show off your personal life a little bit. Write about who you are, what you're interested in and why, and anything else that might interest a potential employer. Just remember: this is like an online resume. Keep it professional and keep it topical.

Sharing Posts

- Similar to social media sites, u.osu.edu will let you share posts from other sites. Make sure that (a) the information you share supports your communication goals, and (b) your shared posts do not clutter your site. If a potential employer is looking for your resume, make sure it's easy to find!

Career Coaching

- As you continue to work on your portfolio, you might still have questions. That's great! Consider scheduling an appointment with a Career Coach on Handshake to receive one on one assistance.

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