

Professional Profile Assessment

NOTE: **There is no perfect score here.** There are no minimums or targets you should aim for. A higher score does not equal higher value for you as a person, or as a member of your professional community. This is an *assessment*—a tool to help you think about what factors contribute most to your professional profile, and how you might adjust your visibility *if and when* you feel a need to.

Organizational involvement

Points

- List all of the professional organizations you **have been involved with in the last five years**, including student chapters. The definition of “involved with” is up to you: it could encompass everything from founding a group, to attending one or more meetings, to being an active/frequent contributor to lists or group discussions, or holding an elected or appointed leadership role. (1 point each; -1 point for none) _____
- Give yourself an additional 1 point for every organization in which you **currently hold membership**. _____
- Give yourself an additional 1 point for every organization in which you **currently hold a leadership role** (committee member/chair, board member, secretary, treasurer, etc.). _____

Online visibility

- Do you have an **online portfolio, personal website, or blog** with content related to your professional activities? (2 points for YES, -1 point for NO) _____
- Do you have an **uncommon name**? (1 point for YES, -1 point for NO) _____
- Google your name (first AND last).
 - Give yourself 1 point for **every result in the first page that actually has something to do with you**. _____
 - Give yourself an additional point if the **first result is your personal site or e-portfolio**. _____
 - Subtract 1 point for every result that **doesn't have anything to do with you**. _____
- Are you on LinkedIn, Facebook, Github, Instagram, TikTok, or Twitter? (2 points for each—even if there's barely anything there) _____
- List **any other social media sites** you are on, whether they're career-related or not. You can decide what “counts” as social media. (1 point for each) _____
- Are any of your social media usernames NSFW? (-1 point for each YES) _____

Other factors

- Have you published under your own name? This might include peer-reviewed journal articles, blog posts on an employer/internship site, or other professional writing, as well as creative work. (1 point for each) _____
- Are there any factors not listed here that contribute to your professional social capital? This might include things like being part of an amateur sports league, parent group, or other IRL activity where people know **what you do** as well as who you are. (1 point for each) _____
- Are there any reasons (e.g., personal safety concerns; trolling, bullying, or harassment) you might prefer to keep a lower profile? (-1 point for each) _____

Total: _____



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