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Digital Identity Development

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Digital Identity Development



INNOVATION:
CATCHING THE WAVE

Robin M. Ashford / [@rashford](#)
Assoc Librarian / Asst Professor
George Fox University

COT CONFERENCE
JUNE 2-5, 2015

WESTMONT COLLEGE
SANTA BARBARA, CA

“Identity will be the most valuable commodity for citizens in the future, and it will exist primarily online.”

An edited extract from *The New Digital Age: Reshaping The Future Of People, Nations And Business*, by Eric Schmidt and Jared Cohen.

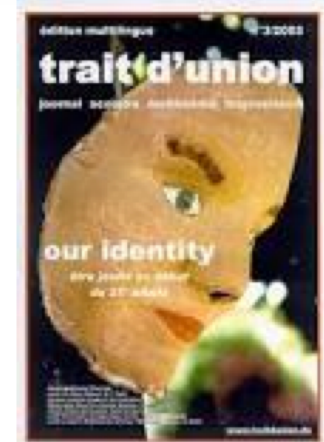
<http://www.theguardian.com/technology/2013/apr/20/eric-schmidt-cohen-book-extract>

Digital identity is the data that uniquely describes a person or a thing and contains information about the subject's relationships. The social **identity** that an internet user establishes through **digital identities** in cyberspace is referred to as online **identity**.



[Digital identity - Wikipedia, the free encyclopedia](http://en.wikipedia.org/wiki/Digital_identity)
en.wikipedia.org/wiki/Digital_identity Wikipedia ▾

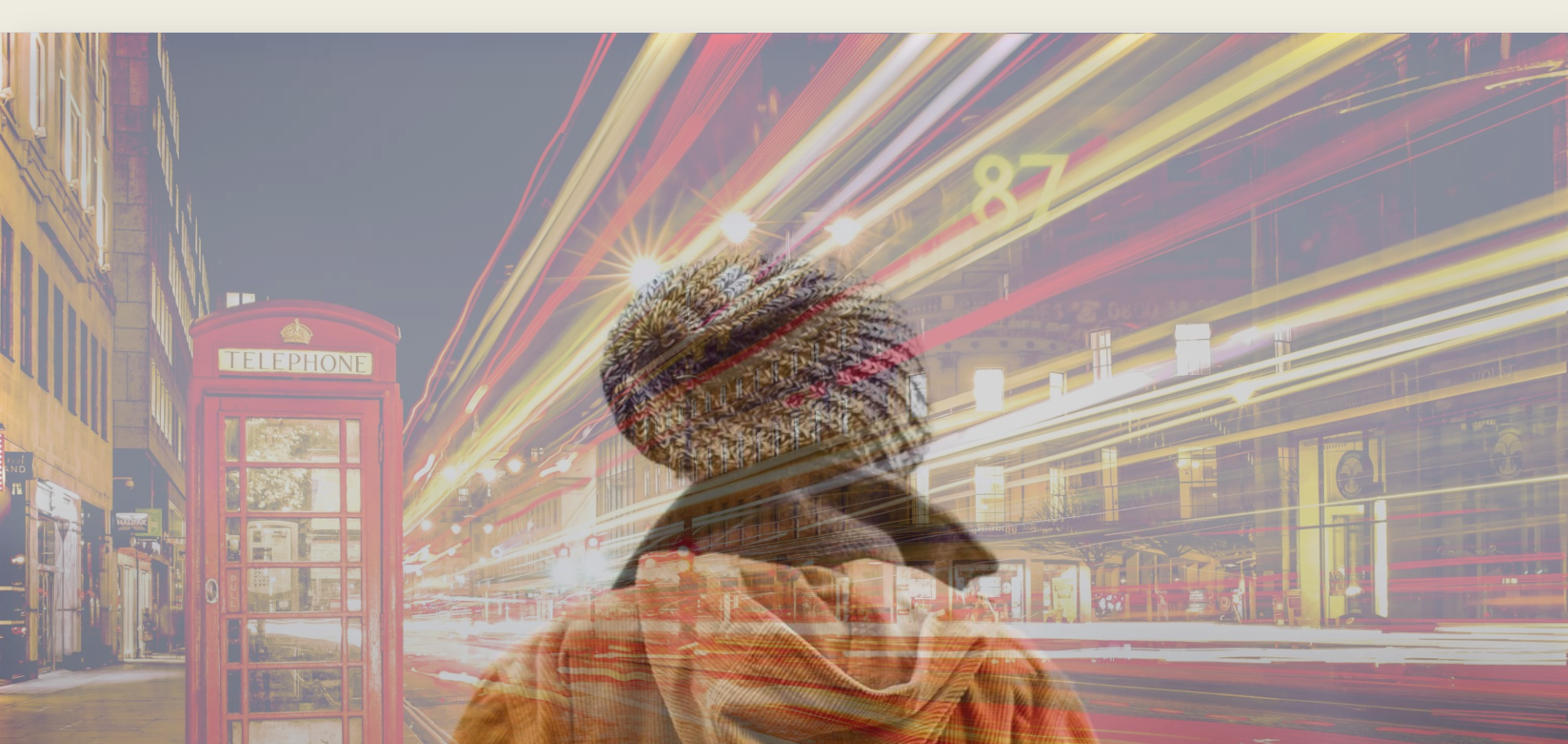
Internet identity (also called IID), or **internet** persona is a social **identity** that an **Internet** user establishes in **online** communities and websites. It can also be considered as an actively constructed presentation of oneself.



[Online identity - Wikipedia, the free encyclopedia](http://en.wikipedia.org/wiki/Online_identity)
en.wikipedia.org/wiki/Online_identity Wikipedia ▾

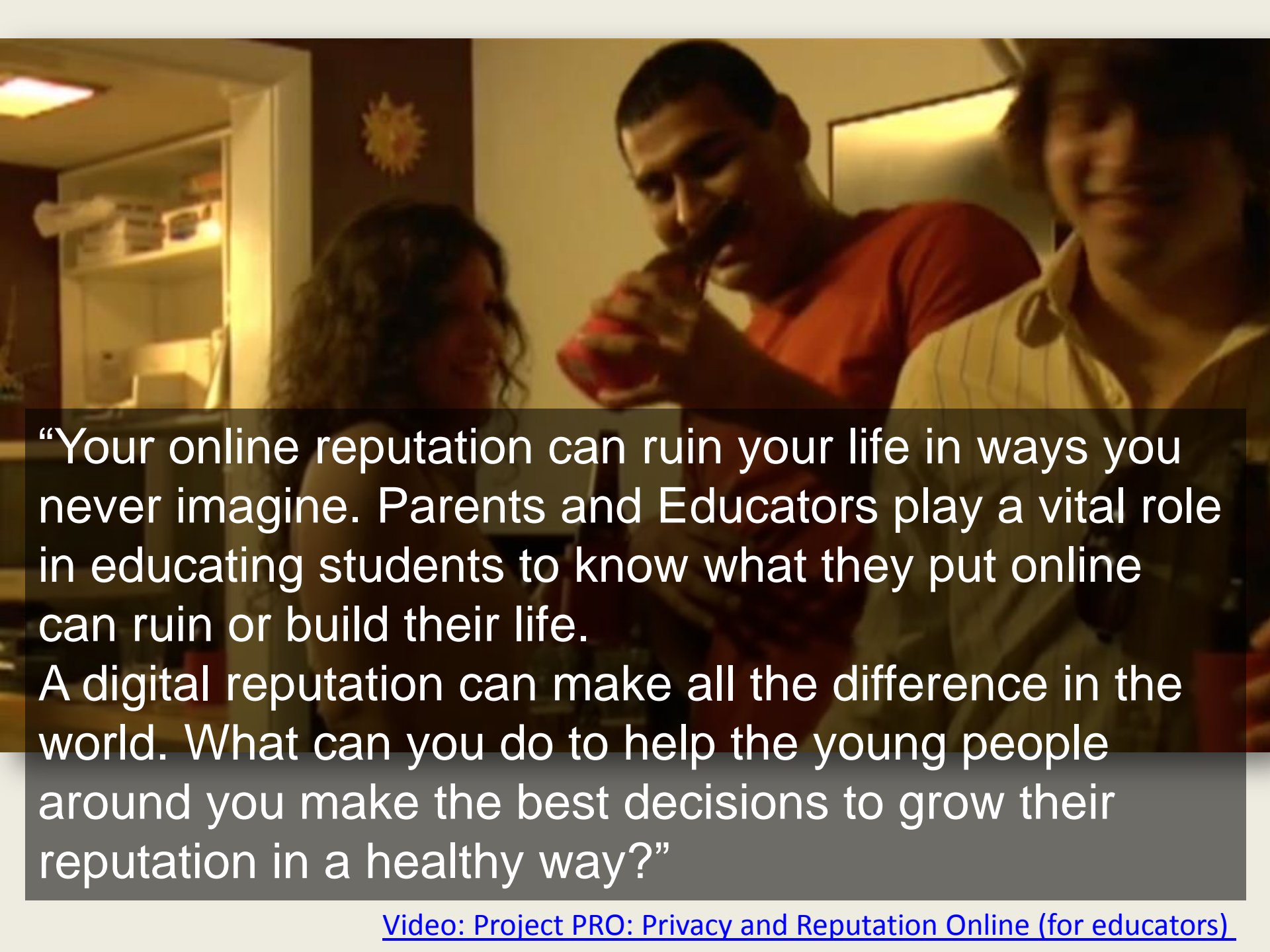


Digital identity is about the DATA. The results of a Google search for a name are a slice of this digital identity data.



“If you are looking for a job, you need to be aware of your Digital footprint - the information connected with your name online.

Companies and recruiters routinely check search engine results to learn more about potential employees.” – Forbes



“Your online reputation can ruin your life in ways you never imagine. Parents and Educators play a vital role in educating students to know what they put online can ruin or build their life. A digital reputation can make all the difference in the world. What can you do to help the young people around you make the best decisions to grow their reputation in a healthy way?”

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About 732,000 results (0.44 seconds)

[Robin M. Ashford | LinkedIn](#)

<https://www.linkedin.com/in/robinashford> ▾

Portland, Oregon - Ref & E-Learning Librarian / Assistant Professor

View **Robin M. Ashford's** professional profile on LinkedIn. LinkedIn is the world's largest business network, helping professionals like **Robin M. Ashford** discover ...

[Library Staff | George Fox University - Newberg](#)

www.georgefox.edu > [Offices and Services](#) ▾ [George Fox University](#) ▾

Email: ckamilos@georgefox.edu. **Robin Ashford**. Reference & E-Learning Librarian.

Phone: 503-554-6136. Email: rashford@georgefox.edu. Mary Cameron.

[Robin M. Ashford, MSLIS - Portland, Oregon, United States ...](#)

about.me/robinashford ▾

View **Robin M. Ashford**, MSLIS on about.me. About.me makes it easy for you to learn about **Robin M. Ashford**, MSLIS's background and interests.

[Robin Ashford \(@rashford\) | Twitter](#)

<https://twitter.com/rashford> ▾

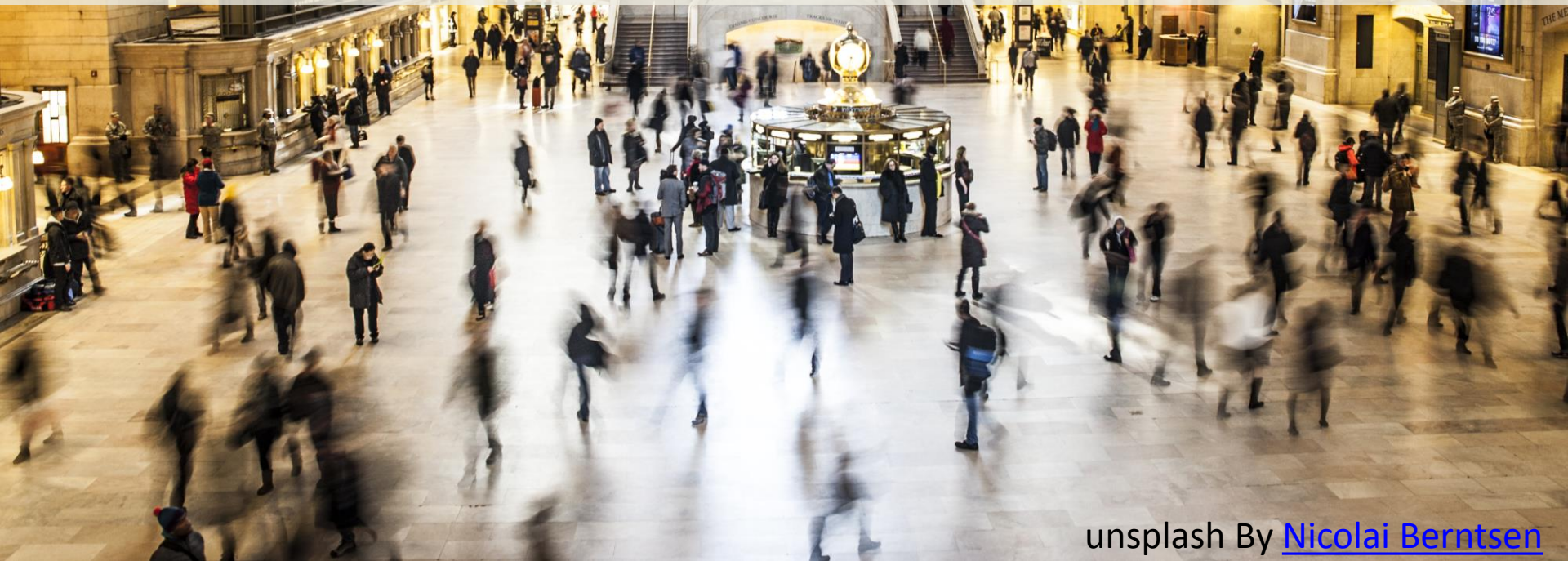
15.6K tweets • 323 photos/videos • 2948 followers. Check out the latest Tweets from **Robin Ashford** (@rashford)

[Robin Ashford Profiles | Facebook](#)

<https://www.facebook.com/public/Robin-Ashford> ▾ [Facebook](#) ▾

View the profiles of people named **Robin Ashford** on Facebook. Join Facebook to connect with **Robin Ashford** and others you may know. Facebook gives people ...

“If you use the Internet, you have a brand. Whether you like it or not, people are Googling you and their impression of you is shaped by the content they find: your LinkedIn profile, your Facebook page, your public tweets, that random op-ed you wrote for your college paper. -Fast Company



unsplash By [Nicolai Berntsen](#)



While none of us can control everything that is known about us online, there are steps we can take to better understand our online identities and be empowered to share what we want, when we want. - [Internet society](#)

What Are Colleges and Universities Doing?



[LinkedIn for Students: Your Career Starts Here](#)

LinkedIn: Efforts & Partnerships with Higher Education Institutions

LinkedIn® Higher Education

For You

For Your Students

A background image showing three people in an office setting. A woman in a striped sweater is standing and smiling, while two men in business attire are seated at a desk, also smiling. The office has bookshelves filled with binders and papers.

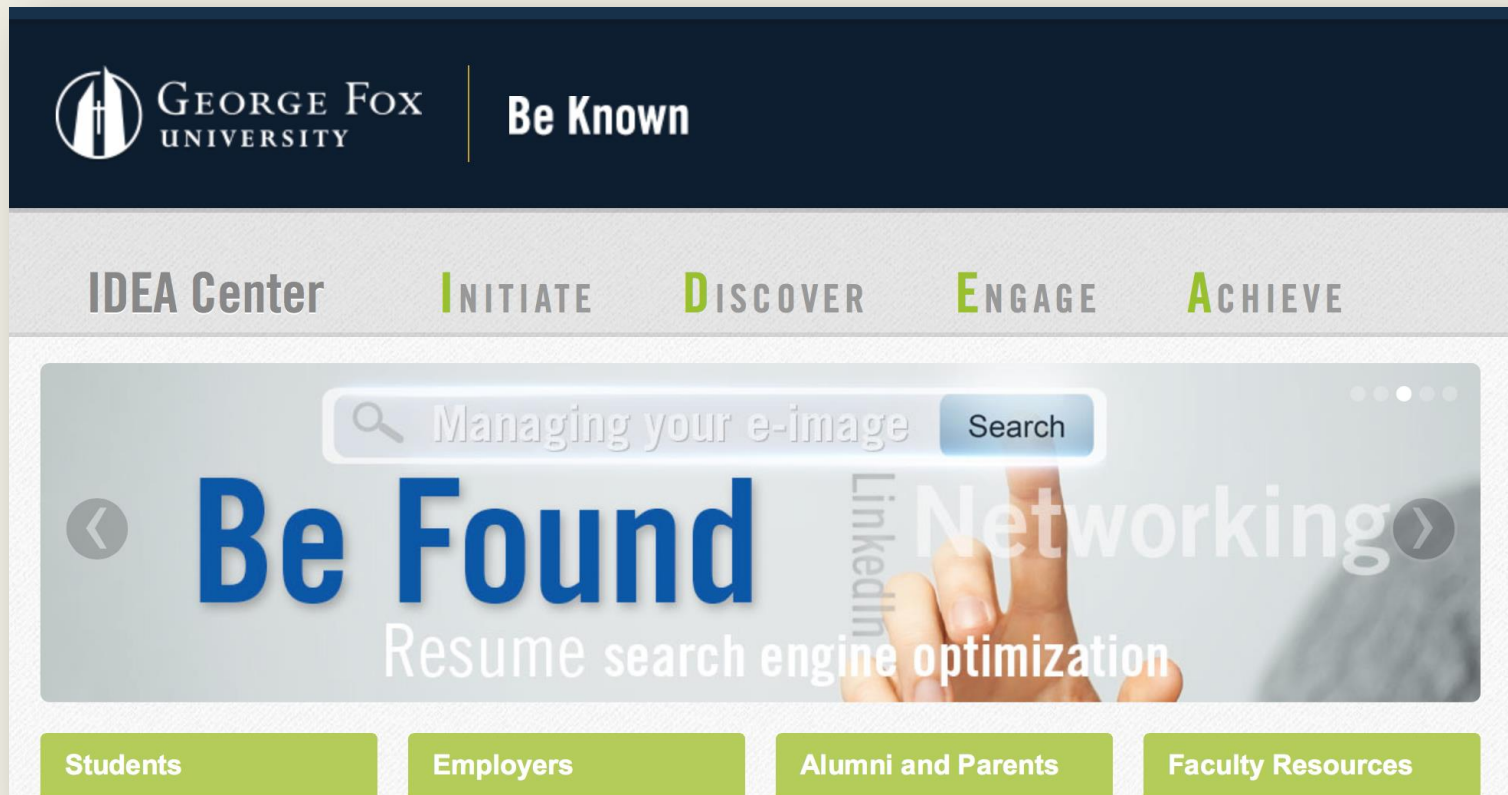
Welcome Higher Ed Professionals

We're here to support all you do, from preparing students for careers and engaging alumni to marketing and admissions outreach.

This resource center has customizable presentations, videos, tip sheets for students, and more. Start exploring!

[LinkedIn Higher Education](#)

GFU - [IDEA Center](#)



IDEA Center Purpose: Coaching students to **INITIATE** the next steps toward their future goals, **DISCOVER** their vocational calling, **ENGAGE** in academic and experiential opportunities, so they **ACHIEVE** exceptional life outcomes.

Managing your Online Identity

Your online identity or brand is defined by any and all online information that exists about you, whether you created it or not. Social networking sites, including Facebook, are part of your public image. The material you post and the things you write will influence an employer's or graduate schools' impression of you, for better or for worse. Employers, graduate schools, and other programs can use social media sites and information gathered from them in their recruitment and selection processes. Know what is out there with your name on it. If you can Google it, so can someone else.

Check Your Current Online Identity

Step one is to find out what already exists online and then ask yourself some important questions.

Review your public email address(es):

- Is each address professional?

Listen to your outgoing voicemail message:

- Is the message professional?

Google yourself:

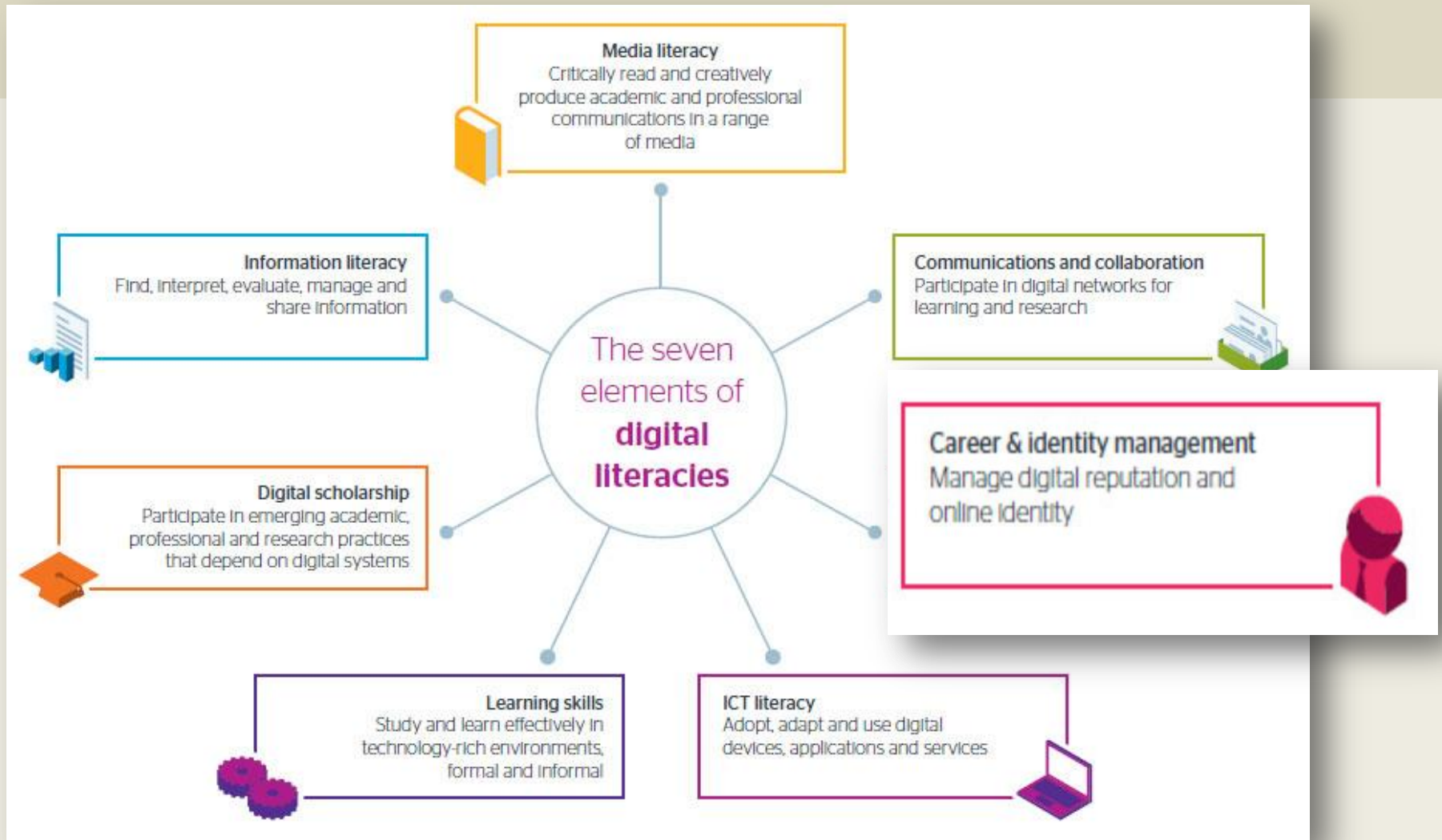
- Are you comfortable with an employer or graduate school seeing what you found?

For each social networking site (i.e., Facebook, Twitter, YouTube, etc.) to which you belong:

- Would you be comfortable if an employer or graduate school were to see your profile? Photos? Groups? Comments? Friends' comments? Friends' profiles?
- Are you tagged in any photos online? Would you want a potential employer or graduate school to see them?



Part of a larger topic: Digital Literacy, Engagement, and Digital Identity Development



2014 Spring - GCEP/TRMA 585 P1 - Dev Prof Online Identity

You are logged in as [Robin Ashford](#) (Logout)

English (en) ▾

People



 Participants


Activities



 Forums
 Resources

Search forums



Advanced search 

Administration



▼ Course administration



News forum

General news and announcements from your instructor

*Welcome to GCEP/TRMA 585
Developing a Professional Online Identity!*



U. of Oregon – Professional Identity Management - AIM Program, Winter 2015

UNIVERSITY OF OREGON UO Home | Dept Index

Google™ Custom Search Search

Applied Information Management

Master's Degree Program

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- Curriculum and Courses
- Degree Requirements
- Tuition and Fees
- Financial Aid
- How to Apply
- International Students
- FAQ
- AIM Philosophy
- Meet Our Students
- Student Employers
- Meet the AIM Faculty

Robin Ashford, MSLIS
Adjunct Lecturer, Applied Information Management Program, University of Oregon
Reference & E-Lea
AIM affiliation since

Course:
Professional Identity Management

Education
B.A., 2001, George Fox; MSLIS, 2003,

Areas of Interest
Emerging technologies, educational te
mobile devices, mobile literacy, wearab

Syllabus and Weeks

 [Syllabus](#)

 [Week 1 - Social Media and Personal Branding Overview](#)

 [Week 2 - Twitter: Making Connections, Professional Development, and Becoming Known](#)

 [Week 3 - Facebook, Google+, SEO, and Online Profiles](#)

 [Week 4 - Social Media Ethics, Making an Impact, and Social Media Strategy](#)

identity networking professional communication development
twitter media online linkedin
privacy careers facebook profile google
social networks

Developing A Professional Online Identity

Offered to George Fox University graduate Counseling students 2012-2014 per request of Dr. Anna Berardi & Counseling Dept. Chair, Dr. Richard Shaw, based on a desire for students to be better prepared for the world of professional work as counselors and therapists.

Online Learning Community



- Graduate counseling students (GFU) and grad management (UO)
- Moodle and Blackboard LMS for weekly assignments and primary discussions
- Social media account creation to connect, engage, learn & develop digital identity

The GFU Course

*Welcome to GCEP/TRMA 585
Developing a Professional
Online Identity!*



- Digital/online identities, social media & personal branding
- Examination of social media's influence on our identities
- Exploration of professional profiles -development, management, impact -social media policies & ethics
- Creation & development of online content-value of connection, engagement w/ influencers in their field

Developing Competencies



Weekly topics and hands-on activities

- 1) Intro, social media, googling names
- 2) LinkedIn
- 3) Online Privacy
- 4) Twitter (utilized throughout course)
- 5) Facebook Pages
- 6) Google+
- 7) Blogs
- 8) Learning from Professionals in the field
- 9) Managing online identities (tools)
- 10) Profiles
- 11) Content Curation - Pinterest/Scoop.it (social media Ethics midterm)
- 12) Websites & Domains
- 13) Having an impact (social media for social good)
- 14) Slideshare
- 15) Finals: slide summary uploaded to Slideshare (2012 & 2013) -Social Media Strategy outline (2014 & 2015)



Goals Strategies

Goal: Utilize tools and learn from experts in the field – students learn how best to leverage tools for their own professional identity development

Weekly assignments using OERs

–From Youtube videos to articles, blogs & websites –Students also follow curated twitter lists to learn, connect & engage



Robin Ashford

@rashford

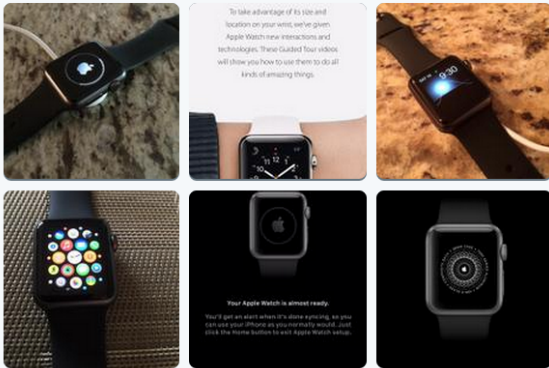
Associate Librarian, Assistant Professor -
- Emerging Technologies, #Edtech
Adjunct, #Learner

Portland, Oregon, USA

about.me/robinashford

Joined October 2007

322 Photos and videos



Who to follow · Refresh · View all



TEP at UO @UOregonTEP



+ Follow

Subscribed to Member of

AIM507 Students

17 Members



Management / Leaders

For @UOAIMProgram graduate students #AIM507 Professional Identity Management

36 Members



SocialMedia-PersonalBrand

For @UOAIMProgram graduate students #AIM507 Prof Identity Management

33 Members



MentalHealth Orgs

List for graduate Counseling students of mental health related organizations on twitter

14 Members



MentalHealth Professional

List for grad Counseling students -Psychologists, LCSWs, Psychiatrist, Counselors, MFTs, etc.

44 Members



#Learning-Sharing Developing


#GCEP585 #TRMA585

 **Shanika D. Torres** @Shanika_Torres 28 Apr
#GCEP585 My website just went live! I used godaddy to create it, please check it out and let me know what you think: welovebreakingcycles.com
Expand Reply Retweet Favored More

 **Kevin R Reilly** @reillykr 14 Mar
@kasey_nixon I like your statement 'corral the craziness' when you referred to using hootsuite. I agree wholeheartedly! #GCEP585
Collapse Reply Retweet Favored More

 **Megan Driscoll** @mdriscoll520 16 Apr
#GCEP585 Using social media to "pay it forward"
albertqian.tumblr.com/post/303227807...
Hide summary Reply Retweet Favored More

 **shawn dewall** @shawndewall1 18 Apr
#Gcep585 empower the people and change will be empowered. Using Social Media For Social Good forbesindia.com/article/changi...
Collapse Reply Retweet Favored More

 **will_hale** Will Hale
#TRMA585 LinkedIn groups, great way to start conversations with professionals locally and nation-wide! Make yourself heard!
20 days ago Reply Retweet Favorite

← #GCEP585 🔍 ✍️

 **Andy Park** @AndyPark03 2/7/13
This is my first #GCEP585 tweet!

 **Megan Driscoll** @mdriscoll... 2/6/13
#GCEP585 I had refused to join Twitter because I thought it was ridiculous, both its name and its use. For class I had to make one-we'll see

 **Shanika D. Torres** @Sha... 2/4/13
@rashford hello - I am testing twitter for a #GCEP585 online identity course

 **Kristen Anderson** @_Kris... 2/4/13
#GCEP585 first tweet for me!

 **Kasey Nixon** @kasey_nixon 2/4/13
#GCEP585 This is my first tweet!
Crazy! I didn't think I'd ever get involved with this

Home Connect Discover Me

Connections Engagement Value

Twitter for Therapists – Part 1



Visit us online at
www.AAMFT.org



ACA

@CounselingViews

Following



Dr. Keely Kolmes

@drkkolmes

San Francisco psychologist. I provide in-person psychotherapy services. I also write, research, and teach social media ethics for mental health professionals.

San Francisco, CA · <http://www.drkkolmes.com>

Following



3,153 TWEETS

558 FOLLOWING

87,519 FOLLOWERS



Megan Driscoll @mdriscoll520 · Feb 25

#GCEP585 I wonder, would it be appropriate to follow a client's blog (if available) to aid in counseling sessions?

Details



Reply Retweet Favorite More



Robin Ashford @rashford · Feb 25

@mdriscoll520 Excellent question, Megan. I wonder how @Julie_Hanks and others in the profession would feel about that #GCEP585

Details



Reply Delete Favorite More



Julie Hanks, LCSW @Julie_Hanks · Feb 26

@rashford @mdriscoll520 I work with what the client brings into the therapy session unless clt asks me specifically to read something

Details



Reply Retweet Favorite More



Robin Ashford

@rashford

@Julie_Hanks Good to know, and thanks very much for taking time to answer @mdriscoll520 -To all in #GCEP585 -witness power/value of Twitter!

Finals: Course Summaries Posted on SlideShare - Spring 2012 and 2013



TRMA 585 P1: DEVELOPING A
PROFESSIONAL ONLINE IDENTITY
SPRING 2012

INSTRUCTOR: ROBIN ASHFORD, MSLIS

[TRMA585-Summary2012-Ashford](#)

[TRMA585-Summary2012-Students](#)



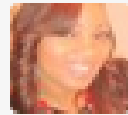
GCEP/TRMA 585: DEVELOPING A
PROFESSIONAL ONLINE IDENTITY
SPRING 2013

INSTRUCTOR: ROBIN M. ASHFORD, MSLIS

[Link to GCEP585 Slideshare Presentations](#)

Links to Slideshare presentations
Includes links to student finals:
[Spring 2012](#) and [Spring 2013](#)

Rewarding - Relevant



Shanika D. Torres, @Shanika_Torres

7 Apr

@rashford #GCEP585 thanks for giving us the tools to be savvy social media experts in training :)

Expand



Kevin R Reilly @reillykr · May 1

@rashford #GCEP585 thanks for such good insight into how to use social media to impact my future as a Mental Health Professional!

Expand

Reply Retweet **Favorited** More



Mabelle Nagel @macnagel

22 Apr

#TRMA585 I enjoyed this class; it is one of the most practical useful classes I've had in years.



Andy Park @AndyPark03

6h

Surprised by how much I learned in #GCEP585. Knew I was a novice but blessed to see growth in my comfort with social media. Great Class!

Expand Reply Retweet **Favorited** More




Rebecca Puhl @RebeccaPuhl


20 Apr

If you have the opportunity take #TRMA585 from Robin Ashford at George Fox University. It is a great learning experience.


University of Oregon Students #AIM507

 **Chad Chao** @chaochad · Mar 19
Final thoughts: Great Class #AIM507 Thanks @rashford for providing insight on leveraging social media

← ↻ ★ 3 ⋮

 **Laurel Hodgins** @LaurelHodgins · Mar 20
Found my voice on social media & am working on building my professional brand along with it. Thanks #AIM507 for giving me the tools.

← ↻ ★ 3 ⋮

 **Charles C Gilman II** @gilman_ii · Mar 20
Prof ID Mgmt is a field I now realize just how much of a neophyte I am (was?). Great to find a whole new field to immerse myself in.#AIM507


← ↻ ★ 1 ⋮

 UO AIM Program retweeted
 **Stephen Kooyman** @s_kooyman · Mar 19
I really enjoyed the #AIM507 Professional ID Mgmt class through the @UOAIMProgram ... Great to make new Twitter friends and connections!

← ↻ 1 ★ 2 ⋮

 **Tammi Burkhardt** @burkhata · Mar 17
#AIM507 Final Thought: Thrilled that I have made significant connections with my peers and excited to share new ideas early and often.


← ↻ ★ 1 ⋮

 **Joshua King** @royaltouchez Following
#AIM507 Guillaume video is amazing and eye opening [youtube.com/watch?v=F7pYHN...](https://www.youtube.com/watch?v=F7pYHN...)

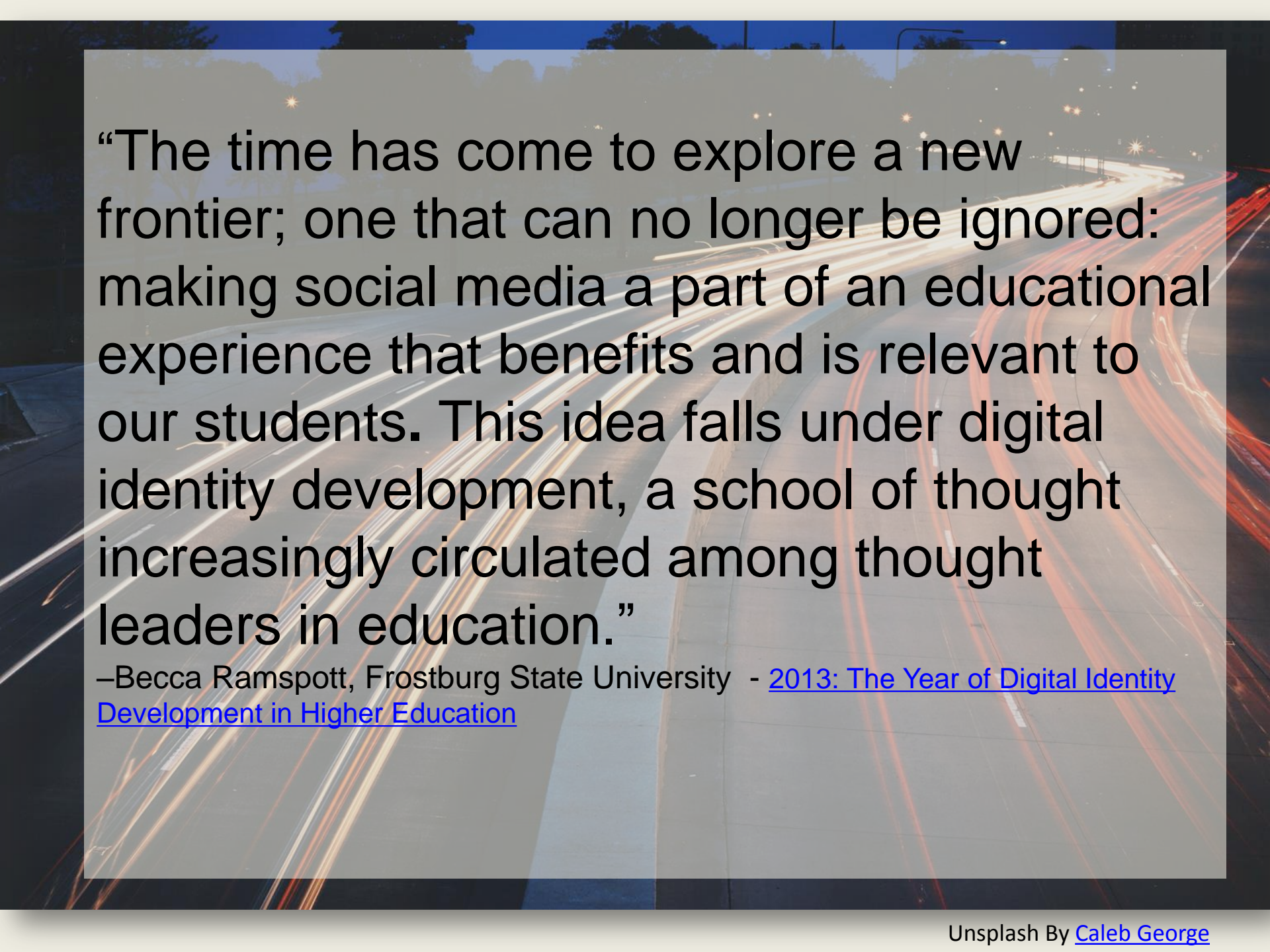
← ↻ 🍷 ⋮

 YouTube



 **Jerrod Potter** @jspdx · Mar 20
Only a few hours away from finishing my #AIM507 grad class. Highly recommended and appreciate the learning that has happened. Social media!

← ↻ ★ 4 ⋮

A long-exposure photograph of a road at night, showing light trails from cars in white and red. The road curves into the distance under a dark blue sky with some distant lights.

“The time has come to explore a new frontier; one that can no longer be ignored: making social media a part of an educational experience that benefits and is relevant to our students. This idea falls under digital identity development, a school of thought increasingly circulated among thought leaders in education.”

–Becca Ramspott, Frostburg State University - [2013: The Year of Digital Identity Development in Higher Education](#)

Thank you!

[Robin M. Ashford - About Me](#)

