

# Establishing a Web Presence Exercise

1. Do a search on LinkedIn or Twitter or a similar social media platform for a well-known company in your field. What types of information does the company's profile provide? How might you use this information to create a professional profile in line with the company's needs and values?
2. Search for a professional website created by someone who is in your field of study. (Use keywords relevant in your field to find a site.) This person can be a student, as you are now, or a professional working in the field. Take some time to examine this individual's site – what sort of information does this person provide? Does the presented content help the author develop a professional ethos? Why or why not?