



# COMPETENCIES & YOUR ONLINE PRESENCE

How can your online presence reflect the competencies employers are seeking?

Competency & Definition		Give specific examples & quantify where possible <i>Instagram, Twitter, Facebook, LinkedIn, personal website, blogs, online newsletters, feature stories, etc...</i>
<b>Engagement</b>	<b>Communication</b>	Engaging in dialogue that leads to productive outcomes and points of connection by effectively articulating one's self to individuals within and outside of one's industry or area of expertise.
	<b>Collaboration</b>	Developing authentic and mutually beneficial relationships by valuing everyone and taking responsibility for one's role within a team.
	<b>Leadership</b>	Being able to recognize, respect, develop, and capitalize on the unique strengths of individuals from all backgrounds and being an active member in a group that achieves a shared vision.
<b>Innovation</b>	<b>Adaptability</b>	Taking the initiative to further enhance one's skill set and being creative with ways of thinking or approaches that allow for action, reflection, failure, and resilience in an ever-changing world.
	<b>Analytical Skills</b>	Seizing the opportunity for organizational improvement that prompts critical thinking and problem solving by obtaining, processing, and synthesizing information.
	<b>Technology</b>	Employing current and emerging software and tools to solve general and industry-specific challenges.
<b>Professionalism</b>	<b>Self-Awareness</b>	Understanding one's strengths, limitations, emotions, and biases in a variety of situations and articulating how one's interests, skills, and values align with educational and professional goals.
	<b>Integrity &amp; Ethics</b>	Making choices and consistently acting in a manner that displays integrity (following internal principles, morals, and values) and ethics (following external laws, rules, and norms) in personal and professional settings.
	<b>Brand</b>	Demonstrating the continual development of a positive impression or image in every facet of life while seeking feedback from others to ensure congruence between one's intended and perceived reputation.