

HOW TO
MARKET
YOURSELF
ON THE WEB

WHY?

GET A JOB OFFER

RECRUITERS CAN SEE YOUR PORTFOLIO ANYTIME
THEY PLEASE

BUILD YOUR NETWORK

KNOW THAT WHOLE 'IT'S NOT WHAT YOU KNOW BUT
WHO YOU KNOW' SAYING? IT HOLDS TRUE ONLINE, TOO

LEARN NEW SKILLS

IF YOU'RE COMPLAINING THAT THE J-SCHOOL
DOESN'T TEACH YOU SUCH-AND-SUCH, LEARN IT
ON YOUR OWN

HOW?

USE YOUR REAL NAME

DITCH ANY NICKNAME YOU'VE USED IN 8TH GRADE

BE CONSISTENT AND PROFESSIONAL

COLOR SCHEMES, PROFILE PICTURES, ETC.

GET YOUR OWN SITE

IS YOURNAME.COM AVAILABLE? BUY IT!

USE SOCIAL NETWORKING SITES

CONTRIBUTE TO THE CONVERSATION

READ AND COMMENT LIKE CRAZY

GOOGLE READER SHOULD BE YOUR BEST FRIEND

BYLINE = BRAND*

*CHRISTOPHER WINK'S LINE. NOT MINE.

YOUR GOOGLE SEARCH IS YOUR BUSINESS CARD.

– MINDY McADAMS

FOR EXAMPLE:

CONSISTENCY

IN A GLANCE, I SHOULD RECOGNIZE
YOUR SIGNATURE MARKS

COLOR SCHEME

LOGO

TAGLINE

ETC.



ONCE YOU HAVE ONE, IT GOES
WHEREVER YOU GO

BLOG

TWITTER

LINKEDIN

OTHER SOCIAL NETWORKS



Lauren Rabaino

multimedia journalist, designer, web producer, blogger

FOR EXAMPLE

home

multimedia

graphic design

writing

print design

web design

broadcast

photography

Who I am



As a journalism sophomore at **Cal Poly**, I am the online and multimedia editor for **mustangdaily.net**. I have a second job as the graphic designer for **Cal Poly Housing** and do freelance web design for

MeemUs. In my free time, I maintain a blog called **Interact** about journalism, technology and Web 2.0 and I'm an intern at **CICM**.

[more >](#)

Recent work



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[YouTube](#) [Mustang Daily](#)

latest photos





laurenmichell

Following

@sona23 @jrue Thanks! You can't help but be creative when it comes to @koci. He evokes that people

10:56 PM Apr 3rd from web in reply to sona23

I'm not much of a basketball fan, but new bball coach Joe Callero had a lot of interesting things to say <http://vimeo.com/3996481> #calpoly

10:52 PM Apr 3rd from web

@glassesgeek <http://twitpic.com/2os0y> - Was this from a session at #ere or something you did at Pechanga?

9:12 PM Apr 3rd from TwitPic

Ran across a very kind blog post about my portfolio :) <http://is.gd/qDmq>

7:59 PM Apr 3rd from web

So cool! Logo I designed on water bottle <http://twitpic.com/2safs>

5:21 PM Apr 3rd from twitterrific

Do we need permission to live stream a public press conference? PR people told reporter something about

FOR EXAMPLE

Web <http://www.intera...>

Bio Cal Poly journalism student, graphic designer, blogger, online/multimedia editor @MustangDaily, intern @cicm (@cicmintern)

281 following | 543 followers | 994 updates

Updates

Favorites

Actions

message laurenmichell
block laurenmichell

Following

- Justine Chris Brogan
- Zach Wise
- Leo Laporte
- Dave Lee



INTERACTBLOG

JOURNALISM, TECHNOLOGY, TUTORIALS, DESIGN, WEB



FOR EXAMPLE

Value doesn't always mean profit for news

// April 4th, 2009 // [No Comments](#) » // [journalism](#), [random](#)

I was listening to Biz Stone (a founder of [Twitter](#)) talk on the Colbert Report about the fact their social network has no business model yet. He made an interesting point that totally made a light bulb go off in my head: there is a difference between value and profit.

Right now Twitter is building value, the profit will come later.

What are your thoughts on this? Shouldn't there be at least some plan for profit, no matter how valuable your product is?

That's the issue with newspapers right now. The product is valuable, but online, you can't make money off it. **The value doesn't necessarily guarantee profit.**

Does that mean news online isn't valuable? Or maybe we're just looking for profit in the wrong places. Thoughts?



About Interact

A touch of technology, new media, design, journalism, photography and how-to's, Interact is a blog designed by the student journalist for the student journalist.



This blog is maintained by **Lauren Rabaino**, a journalism sophomore at Cal Poly San Luis Obispo.

[read more about Lauren](#)



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Want to start a news business? Four stages

// April 3rd, 2009 // [No Comments](#) » // [journalism](#)

Tuesday was the first day of my entrepreneurship class, which I'm taking in case I decide to work at a start-up or create a nonprofit. Although the class has nothing to do with journalism directly, I think about every concept in terms of news.

The professor, Johnathan York, described the four stages of entrepreneurial growth using an airplane metaphor:

PROFESSIONALISM

STRIKE A BALANCE

BE PROFESSIONAL BUT HAVE A PERSONALITY

GOOGLE YOUR NAME.

LOOK AT THE RESULTS, AND IF YOU WOULDN'T WANT A BOSS TO SEE IT, TAKE IT DOWN

RETHINK WHO'S LISTENING

'Cisco just offered me a job! Now I have to weigh the utility of a fatty paycheck against the daily commute to San Jose and hating the work'

YOURNAME.COM

THINK OF IT AS AN INVESTMENT
MIGHT COST A FEW BUCKS, BUT HUGE PAYOFFS

PUT THE BASICS ONLINE

BLOG

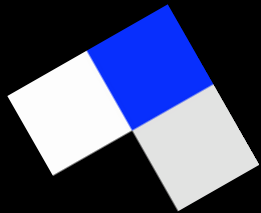
RESUME

CLIPS

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LINKS TO YOUR PROFILES ON SOCIAL NETWORKS



Twitter



flickr™

BE SOCIAL

QUIT SAYING YOU DON'T 'GET IT'
... AND JUST TRY IT

NETWORK. NETWORK. NETWORK

POST LINKS.

ANSWER QUESTIONS.

ASK QUESTIONS.

SHARE TIPS.

IT'S NOT JUST NETWORKING
FOR NETWORKING'S SAKE, EITHER

YOU'LL LEARN PLENTY WHILE YOU'RE AT IT

TWITTER 101

WHAT'S WITH THE @ SIGNS?
THEY'RE HOW TO ADDRESS SOMEONE

TWEETS VS. FACEBOOK STATUS
THINK ABOUT MAKING THEM DIFFERENT.

BEFORE YOU START
DON'T LEAVE YOU PAGE BLANK

WHAT'S WITH ALL THE TINY.URLS?

**WHAT OTHER THINGS
PERPLEX YOU?**

READ LIKE CRAZY



**FILL UP YOUR GOOGLE
READER**

**ADD RSS FEEDS TO IT AND SCAN IT
EACH MORNING**

WHAT SHOULD YOU READ?

**ANY INDUSTRY-RELATED BLOG
YOU LIKE**

HOW DOES THIS HELP?

**KNOW MORE ABOUT TRENDS IN
THE INDUSTRY**

**LEAVE COMMENTS & GET YOUR
NAME OUT**

QUESTIONS

**WHAT ELSE DO YOU
WANT TO KNOW?**