

## How to build a portfolio? (topic 5)

- Training program
- “SMM: Social media marketing” for young people with disabilities
- SMM4WIN Project: “Social media marketing skills for fostering the inclusion and employability of young people with disabilities”, n° 2019-2-PL01-KA205-066133
- Prepared by Zofia Zamenhof Foundation ([www.zofiazamenhof.pl](http://www.zofiazamenhof.pl))

# Creative Industries

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One of the fastest developing field of the economy globally is creative industries;

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Creative industries are these businesses which are focused on the creatvity and ideas, starting from literature, music, visual arts, fashion to computer games;

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**Working in social media also can be classified as a creative industry;**

# Creative Industries

In creative industries, you are evaluated by quality and visual aspects of your work

Educational experience is a plus but its not necessary.

Therefore standarized tool used in creative industry to show your work to potential employers is portfolio

# Creative Industries in Social Media

Being professional in social media requires:

Knowledge on making and editing photos;

Ability to find interesting „topics” for new post;

Creativity in order to find new interesting topics;

At least fundamental understanding of IT;

# Social media as a career

After getting some experience as an independent creator, you may opt for the career in social media;

There is a variety of career options but for the beginning you can start as a social media manager or community engagement manager

Basically you will be in charge to run the social media accounts of organization (under supervision or not)

# Being digital influencer

01

You can also follow a different path and become „digital influencer“;

02

Digital influencer is a person who is active in social media and built an active community of at least 1000 followers (micro-influencer);

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Being influencer can bring you some remuneration and also opportunity to test products for other companies for free;

## Being digital influencer (2)

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- Disabled people are becoming recently more active on the social media platforms and many of them become influencers;
- Being influencer you can help the voices of whole disabled people community to be heard in the Internet;
- In the case-study presentation, you will see examples of successful disabled influencers;



# Beyond standard CV...

Historically, it was CV or cover letter which was a traditional document submitted to potential employer;

With the rise of creative industry, other documents such as Portfolio, Business Photography or Video Presentations are becoming more popular;

Thanks to such new methods, you can stand out from the pile of boring CVs;

# Here comes the Portfolio



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# Start from building your presence in the net

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- The first step to get job in creative industry as social media is simply „to become more active in digital sphere”
- You should start creating an original and unique content which will attract the audience;
- Later on, you can use the content created by you to build your portfolio;

# Professional Community

You can also consider joining the professional community such as linkedin or quora;

You can consider sending unsolicited offers to the companies of your interest with the link to your portfolio;

Often it is informal contacts which help to find employment;

# Portfolio - definition

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## Definition of Portfolio:

„A portfolio is a collection of work samples that you can bring to an interview, send to a prospective employer, or even post online. They can: Provide evidence of work that you've done. Illustrate your skills and abilities.”

(source: socialmediapro.com)

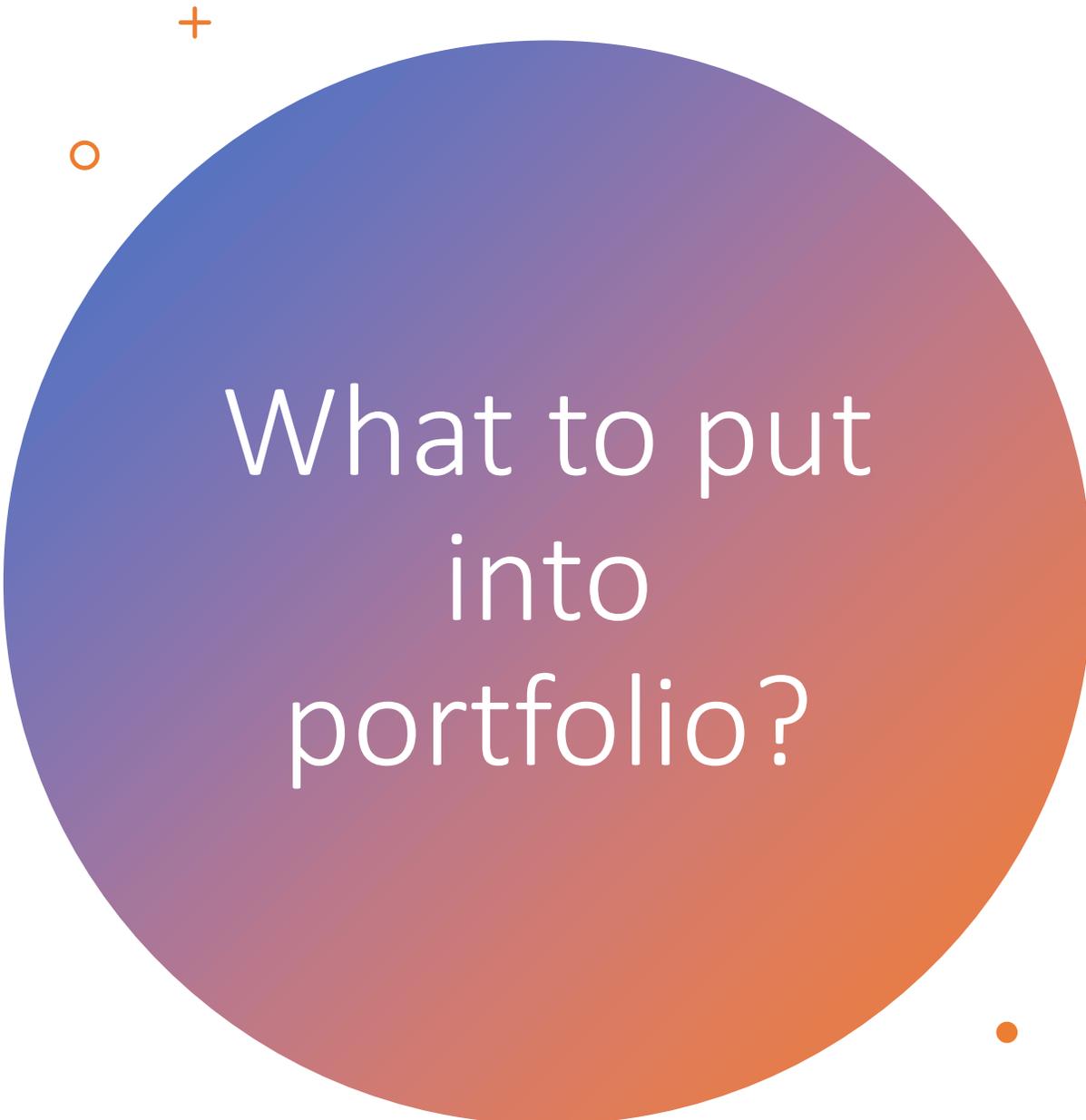


# Why I need portfolio

Companies who look for social media creatives would like to see the examples of your artwork;

It is therefore advisable to build the stock of your work which you can later use as show-cases for potential employers;

It is standard in other industries such as computer games, coding, music or video industry;



# What to put into portfolio?

Only your imagination limits the portfolio.  
But typically it can include:

- Information on you;
  - Your creative skillset;
  - Visual works;
  - Videos;
  - Musical podcasts;
  - Examples of social media posts;
  - Graphics;
  - And other artwork
- 

# Rules for Portfolio

As with all creative works, there is no strict rules for preparation;

It is important to keep it simple;

Put only your works and do not copy other's creative work!

# Tips for Portfolio



You can make it more personal by including introduction video with your presentation (it can be short 1-2 minutes);



Keep your works updated;



Quality over quantity. Show the best cases of your work and do not put everything what you have done!

# Portfolio vs CV

Although portfolio is a must for creatives like social media manager, you should still have a CV;

Just keep your CV short (one-page maximum) and interlinked with your portfolio;

Both documents can supplement each other!

# Tips for Social Media Portfolio

- Try to show that you are versatile artist and give examples from different type of social media channels;
- You can for example show 1-2 videos (Youtube), couple of photos (Instagram) and some engaging posts (Facebook);
- It is good to show quite recent works (not from 10 years ago!)



## Tips for Social Media Portfolio (2)

Important work for evaluation of your works is  
**IMPACT!**

When showing your examples in portfolio, try  
to explain:

How many people interacted (like or any other  
reaction);

How many people commented on your works;

How many times it was shared;

Any other type of feedback it was received:

# Summary - Portfolio

Having portfolio is a first step to start your career in social media;

Do not go for something sophisticated, keep it simple and try your luck approaching potential employers;

As your experience your grow, you will develop yourself as an creative artist and social media creator!

Thank you for your  
attention

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- We invite you to follow next modules of the course;
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