

Digital Business Cards

You may think using a traditional business card isn't for you because you don't have a job title, a full-time employer, or any product to sell. However, with the increased comfort and ease of using digital platforms, why not try digital business cards?

Moving forward, at least in the short term, traditional face to face ways of meeting new employers and connections will be less prevalent. Using a digital business card will not only help you stand out to these new contacts but will also help build your personal brand. Read on to learn about the pros (and some considerations) of using a digital business card in your networking and job search.

PROS OF USING A DIGITAL BUSINESS CARD:

- ✓ **Easy to Share:** You can send someone your card via email, social media, or text (SMS) AND you don't have to be standing in front of them for you to provide it. The person that you are sending it to doesn't even need to have the same app!
- ✓ **Lets You Stand Out:** Digital cards (especially for student use) are a newer practice.
- ✓ **Attach Media:** You can add videos. This means you can add your personality. Remember this is a professional communication tool, so add your professional personality.
- ✓ **Add More Personal Information:** Unlike the paper version, there is no lack of space. Include as much information as you think your contact may need (pictures, video, alternate phone numbers, websites, or social media accounts)
- ✓ **Easily Store Your Contacts:** Many of the platforms that develop digital business cards also allow you to store your contact's information as well.
- ✓ **Easy to Update:** No need to reprint if you need to update your information, just replace and save.
- ✓ **Cost Effective:** Many business card maker platforms (**Haystack** or **Duit** for example) are free for individuals. There may be some nominal costs for premium design features.
- ✓ **Eco-Friendly:** No need to cut a tree for the paper to make a digital business card. A small card can make a big impact on the environment.

CONSIDERATIONS WHEN USING A DIGITAL BUSINESS CARD:

- **Lack of Personal 'Touch':** Sending someone a digital card means no opportunity to see their body language. However, right now (and in the near future) we can't gather in places like job fairs/information sessions or career events, so this is not as much of a concern.
- **Blocked Images:** To save data (or manage spam), your recipient may have images blocked on their phone. This will also result in your digital card not reaching them. If sending through email - consider putting a 'signature' on your outgoing email so the recipient will still receive your contact information.
- **Internet Access:** Both you and your contact need internet access to share and receive your digital card, however, with Wi-Fi being much more common this is becoming less of an issue.
- **Templates:** Most platforms have templates to assist you in designing your digital business card, however, this also may limit your ability to be truly creative in the designing of your card.

Digital business cards can be very effective in developing your personal brand and networking with possible employers and important connections. Try a free platform like Haystack or Duit and get started.

This is an example of what a digital business card could look like. Notice that you can share it in various ways and that it can link to the contacts you already have on your phone. There are a lot of different options with colour, text and graphics. Get creative and start connecting digitally!

