

Lesson Three: Creating Your Online Professional Profile

Social media can be your introduction to the world of work. It may be a potential employer's first encounter with you, so a carefully developed and well-crafted profile and site can help you land your dream job. In this lesson we will choose a social media platform, create a profile and revise based on peer critique.

STANDARDS ALIGNMENT

North Carolina Career Development Coordinator Standards:

- Standard IV. b. Help students develop global employability skills.

ISTE Standards

- 2.a. Students cultivate and manage their digital identity and reputation and are aware of the permanence of their actions in the digital world.

North Carolina Community College System College and Career Ready Adult Basic Education Standards

- LA.1.5: Use technology, including the Internet, to produce and publish writing and to interact and collaborate with others
- T.6 The student will demonstrate an ability to utilize Internet and other telecommunication resources.

Workforce Development Standards

- 20 CFR Parts 676, 677, and 678: Workforce Innovation and Opportunity Act is designed to help job seekers access employment, education, training, and support services to succeed in the labor market and to match employers with the skilled workers they need to compete in the global economy. Programs are based on eligibility.

STUDENT OBJECTIVES

At the close of the lesson, learners will be able to say... I can:

- Demonstrate to employers that I am well versed in current internet and social media capabilities.
- Develop and showcase my “personal brand” on my online profile.
- Make myself visible to hiring managers, recruiters, and other decision makers.

MATERIALS NEEDED

- Internet, social media access- smart phone, laptop, etc.

DELIVERY SUGGESTIONS

Ongoing lessons, multiple lessons at discretion of presenter. Computer access needed for all participants. Maximum number of participants 16-20.

The following lesson is appropriate for:

- high school students
- adult learners

INSTRUCTIONS

1. Share the **I can** statements and post within the room for reference (above).
2. Ask how many participants have social media profiles and what platforms they engage with? Explain that today they will focus on developing a professional profile on the site of their choice.
3. Choose a social media platform. Ideas may include Twitter, LinkedIn, Facebook, and Xing. All social media sites are not appropriate for professional profiles such as Tinder, Grinder, and Snapchat.
4. Before you create your profile, you need to determine what you would like your “personal brand” or message to be. How do you want potential employers to see you? What makes you unique? You need to take time upfront to explore and discover what you’re really passionate about, what career you want to pursue, what your unique skills and attributes are, and how you can describe yourself in a concise way that is attractive to people who may be searching the internet for someone like you.
5. Begin your preparation by viewing the following website containing information on setting up your professional profile. <https://tinyurl.com/onpresence>
6. Have a professional friend or mentor view your information and make changes based on suggestions. For today’s purposes, you may work as partners.
7. Extension Activity: Engage with a business or business-person using your new social media profile.
8. In conclusion, reread the **I can** statements and ask for a thumbs up or thumbs down if they feel the objective was met.
9. You may choose to ask participants to provide formal feedback by accessing the following link: <https://conta.cc/3Cx9sSO>

LESSON CONTRIBUTOR

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