

Extended module: Creating an online profile

Student resource

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Introduction

Many companies will use social media to help them promote their brand and products as well as to highlight opportunities available in their company. It can also be an effective tool for individuals looking to share their skills and qualities and build a network of contacts.

In completing this module you will:

- Understand your social media presence and explore how much others can find out about you online
- Understand the do's and don'ts of social media when applying to college, university or employment
- Explore different social media platforms and how they can be used professionally
- Understand the importance and gain experience of networking
- Draft and develop your own online professional profile

Activity 1 (30 minutes)

Social media can be a useful tool to help you build your online presence as well as building a network and searching for job opportunities. However, social media can also be used by colleges, universities and prospective employers to find out more about you.

Watch the [Employability on Social Media video](#) from the University of Lincoln. Then Google your name and see what you can find about yourself online, use the guiding questions below to help you make some notes.

Guiding questions

- If you have any social media accounts do these come up?
- What can someone see on your profile who is not your friend?
- Would you be happy for a prospective employer to see this information?

Use this space to answer:

Watch the video from Success at School on [Social Media do's and don'ts](#). Using the information from the video and the information you noted in the previous activity think about how you might use social media differently now or in the future when you are applying to college, university or employment.

Write your ideas in the box below.

Use this space to answer:

Read this article from The Independent about employees of a UK based company who were fired for something they posted on Social Media.

Can you think of any recent news stories about someone who has damaged their career due to something they posted on social media.

Use this space to answer:

Activity 2 (5 minutes)

There are a number of social media platforms that have a variety of different purposes. They can also all be used by businesses and professionals to help them to develop their online presence or company profile. Match each of the social networking platforms below with the corresponding professional use.

LinkedIn Facebook X YouTube Instagram Pinterest

	A photo-sharing platform that can be used to post photos of products/ creations, inspirational ideas and host professional live events to a global audience
	A casual network that can often be used as a sounding board for ideas related to your sector and to share relevant information and keeping up with global trends
	A professional network where you can create a CV style profile, connect with others in your sector and post/share content relevant to your industry
	An idea sharing platform where you can group together ideas, posts and articles you find interesting and follow people with similar ideas or job interests
	A casual network where you can connect with peers on a personal level and join groups relevant to your job interests
	A video-sharing platform that you can use to share lectures, product demonstrations, and watch tutorials

Activity 3 (20 minutes)

Networking can be as simple as speaking with people you already know, to making connections on sites such as LinkedIn or going to local groups and events to meet people from specific sectors with similar interests. When searching for a job, many people use their existing network to help them find the role that is the right fit for them.

This activity will allow you to use your existing network (other students in your class, your teacher or those in the workplace) to see how they could help you in your job search. Using the table below see if you can find as many links to different types of jobs or career pathways as possible.

This task can be completed throughout your work experience to enable you to meet as many people as possible that you may be able to add to your network.

My Network

Connection/Sector	Yes/No	More details
e.g. I know someone who works in the retail sector	Yes	I know someone who works in a supermarket. They started the role part-time while they were in school and were then offered a full-time contract. They are now a Team Manager in charge of 12 people.
I am interested in working in the sector/industry. I know someone who works in the sector I am interested in		
I know someone who is currently at or went to college		
I know someone who is studying or completed an apprenticeship		
I know someone who is currently at or went to University		
I know someone who went into employment as a school leaver		
I know someone who takes part in extra-curricular activities outside of school e.g., sports, music, cadets, etc.		

Activity 4 (30 - 45 minutes)

Create an online profile

LinkedIn is one of many professional networks where you can create a CV style profile, connect with others in your sector and post/share content relevant to your industry. This activity will support you to draft and develop your own professional online profile.

Did you know...

- LinkedIn has 722 million members from over 200 different countries
- There are 55 million companies on LinkedIn
- 44 million people use LinkedIn each week to search for a job
- 3 people are hired through LinkedIn every minute

If you already have a CV or have created one as part of Module 9: Recruitment Process, then you might want to use this to help you complete the below.

Online profile template

Personal Details

Name

Use your full name, including middle name if you have one, not your nickname.

Location

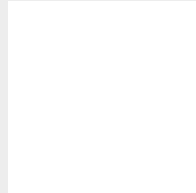
Postcode only, you can use your school/college postcode.

Most recent job

If you have a job add it here, if not state that you are a student and describe the type of education you are in e.g. A Level, apprenticeship, T Level, university, etc.

Once you have created your profile you can then add details to each section

Introduction



Here you can add a profile picture. Make sure it is something appropriate, if you don't have one to use make a note below to come back and update it later.

About

Here you will write a summary of your skills, achievements and work experience. Make sure you keep this up to date when you gain new experience or qualifications. You can even use this space to share the opportunities you are currently looking for.

Background

Here you will enter details about your education, volunteer experience and work experience.

Skills

Here you will highlight the skills you have that are relevant for the workplace. Use your notes in your Goal setting and reflection module to help you fill in this section.

Accomplishments

Here you can share any awards you may have completed such as the Duke of Edinburgh award; any languages you may speak and any professional organisations you are part of.

If you are 16 or above you may wish to use the work completed in this activity to create your own LinkedIn account and profile. Read the guidance from the National Careers Service on [How to create a LinkedIn profile](#). Make sure you have everything that you need to set up an account and then go to [LinkedIn](#) to start creating your account.



TOP TIP

When you create your online profile remember to update it regularly with new skills, qualifications and experience you acquire.