

Extended module: Creating an online profile

Facilitator's guide

Follow this guide to facilitate delivery of this module with young people.

It is suggested that students can work individually or in small groups. Ensure all students / groups have internet access to view video material where applicable. Student activities may be downloaded and completed on the PDF form or you may also wish to print the accompanying student resource pack.

Activity 1 (30 minutes)

This activity is designed to give students a greater awareness of their social presence online as well as the ways in which their activity on social media could affect them in the future when applying to college, university or a job.

Students should watch the video [Employability on Social Media](#) (⌚ 3 minutes watch) from the University of Lincoln to learn how social media can be a useful tool when searching for a job. To help them understand what their current online presence is, they will Google their name (if they are working in pairs or groups they may wish to see what they can find about each other) and see what information they can find using the 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?

Students will then watch the [Social Media do's and don'ts](#) (⌚ 2 minutes watch) video from Success at School and think about how they might start using social media differently.

To help students understand the consequences of what they post on social media, there is an article to read from [The Independent](#) about employees of a UK based company who were fired for something they posted on Social Media. Students are asked to think about any other stories they are

aware of where something similar has happened. To support students, you may wish to share some experiences if anything similar has occurred in your workplace.

Activity 2 (5 minutes)

This activity is designed to help students understand how the social media platforms they may be familiar with are also often used by professionals to support them in their careers or while job searching. Students are required to match the social networking platforms to the corresponding professional use.

Activity 3 (20 minutes)

This activity is designed to help students understand how useful networking can be to help them find out more about different jobs, career pathways and eventually enter the workplace. The activity can be completed in class, however students are also encouraged to continue the conversation at home and in the workplace where possible if their placement is face to face.

Students are to use the prompt statements in the first column to engage in networking conversations, finding someone who fulfils each of the statements to complete the rest of the table. See worked example below.

Activity 4 (30 - 45 minutes)

This activity is designed to support students to develop their own online professional profile. All students can use the template provided to draft the content of their profile. If students are 16 or above they may wish to create a LinkedIn account and profile however, due to age restrictions this is only accessible to those aged 16+. If students do go on to make their own profiles they may find guidance from the National Careers Service on [How to create a LinkedIn profile helpful](#).

Activity 3 example:

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.