

# Lesson 18: Social Media Pit Stop

## Category: Employability Skills

### Employability Skills

- a) Interpersonal Communication
- b) Professionalism
- c) Work Ethic
- d) Ability to Accept and Integrate Criticism and Feedback

### Instructional Direction

Explain that many employers, scholarship committees, and colleges will “Google” candidates to help make a decision about whether or not they are a good fit.

Students discuss the number and type of accounts they have and how much time they spend online. Discuss popular social media accounts and their possible implications, including “inactive” accounts — Facebook, Twitter, Snapchat, Instagram, Vine, Pinterest, Tumblr, YouTube, etc.

Students then open one of their social media accounts (cell phones normally work best) that has a news feed, and browse news feed for a specified amount of time (30 seconds to 1 minute usually works well). Explain that the reason they are viewing their newsfeed is that how they are viewed by others is impacted by not only what they post, but also what their “friends” post.

Distribute Social Media Pit Stop worksheet (p. 5 of the When I Grow Up Workbook). Explain the content of each box. You might tell students that these are items that recruiters and hiring managers from companies of various size and scope see as either negative or positive when viewed on a potential candidate's social media sites. (The content for this activity is based on an actual survey conducted by a company called Jobvite that does an annual survey about recruiting behavior, specifically addressing the Internet and social media.) Students should then complete the activity.

Discuss results and brainstorm ways to improve scores.

### Learning Outcome(s)

Students will be able to understand the impact that social media can have on their public perception and on a job search in today's business world.

### Resources Needed

1. Devices with Internet access
2. Social Media Pit Stop (p. 5 in the When I Grow Up Workbook)
3. Writing utensils

### Modification and Extensions

- Students choose a professional or famous person that they believe has a good social media presence and one that they believe has a poor social media presence. Students then complete Social Media Pit Stop for each of these individuals and report their findings.