Career Education, Grade 10 – Digital Footprint

Adapted from The Learning Network

**Overview/Rationale:**

Increasing student’s awareness of how their social media profiles influence how they are seen and how they might be accepted by a future school of employer is extremely important.

**Duration:**

1 full class

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| **Big Ideas** | * A network of family, friends, and community members can support and broaden our career awareness and options * Successful career and education paths require planning, evaluating, and adopting |
| **Curricular Competencies** | * Consider the impact of personal and career choice on themselves and others * Recognize the influence of their communication skills and digital footprint on job-seeking * Begin to effectively use personal networking and marketing strategies for promote themselves |
| **Content** | * Self assessment for career search * Workplace etiquette * Employability skills |

**Materials/Links:**

* Either transcript of Under the Influence - Selling Yourself, the Art of Personal Branding (season 4, episode 20) <http://www.cbc.ca/radio/undertheinfluence/selling-yourself-the-art-of-personal-branding-1.3106068>

or

* If you are able to, purchase a recording of the episode on iTunes (recommended)
* Internet access for students

**Activity:**

* Introductory large class discussion – what do you know about personal branding? (15 min)
  1. What platforms are you on?
  2. What experiences do you have with this affecting you in terms of impressions?
* Listen to Age of Persuasion – Selling Yourself - The Art of personal Branding (or read transcript aloud) and discuss (45 min)
* Have students pair up and look at each other’s social media sites to give feedback (30 min)
* Regroup as a class for discussion– what did you notice? What is something you might do differently?

**Additional Resource Links for Teachers:**

<https://www.td.org/insights/the-art-and-science-of-personal-branding>