

CREATING YOUR FUTURE

THEME OF THE DAY MY PERSONAL BRAND

Grades: Intermediate / Junior High / Middle

CREATE YOUR
OWN FUTURE



CURRICULUM CONNECTIONS

- Language Arts
- Health/Personal Development
- Personal Development and Career Planning
- Social Studies
- French Immersion Language Arts
- Technology

MATERIALS AND PREPARATION

- Facebook Profile template photocopied for each student
- Fakebook—<http://www.classtools.net/FB/home-page>
- Kids in the Know (KITK)—Personal Safety Program (including cyber safety)
<https://www.kidsintheknow.ca/app/en/>
- Facebook sample profiles—Be sure to preview to ensure the content is appropriate.

ACTIVITY: FACEBOOK PROFILE PAGE

TEACHER NOTES (ELABORATIONS)

- Through self-assessment, students will create a brand/profile of themselves. At the same time, students will become mindful of how their online presence impacts their brand, as well as their future possibilities.
- *Hook:* Show an example of a Facebook page of a particular company. You can Google the name of a large company (for example, Nike™ and Lululemon™) and access their Facebook page through a Google search.
- Say, “From looking at this page, what do you notice about this company?”
Responses may include athletic, active, running, muscular, natural, etc.
- Say, “So your comments are pointing towards the company’s image and identity. You know this based on the page that you’ve just seen. This is what is called the company’s brand—it helps them to sell products to those who are attracted to or seeking that type of image or identity. We all, as individuals, can develop our own brand, which is based on our own image and identity.

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“Consider if you have an online profile, what that says about you and your own brand. Today, you will be developing our own Facebook profile that represents your brand to a potential employer. Be conscious of what skills, talents, and abilities you are showcasing that will promote your own personal brand to the world (potential employers, schools, extra-curricular activities, courses that require application, etc.).”

- Show students an example of the completed Facebook template. Highlight for them all of the individual areas they need to complete. For example, in the friends section, the students will want to include allies who will help them to achieve their educational and professional goals.
- Invite students to complete the template.

SPECIFIC ACTIVITY (WRITTEN IN STUDENT VOICE)

- What does this Facebook page tell me about this company?
- What are the images and words that convey this information or create a particular impression?
- What words would I choose to sum up this company’s image and identity?
- Thinking about my own online profile, what does my profile convey about *me* and my *brand*?
- What skills, talents, abilities, and experience am I showcasing to others? Are there more skills or experience that I should add to update my profile?
- What impression of me would a potential employer or post-secondary admissions officer gain from looking at my online profile?
- Is there anything I should add or delete or change in some way to enhance my own online profile?
- I’ve completed all the sections in this Facebook template. Have I included all the information I need to? All my strengths? Have I emphasized the right things? Anything to add or change?

ACTIVITY

TEACHER NOTES (ELABORATIONS)

- In a real-world application, Facebook is widely accessible. Allow students an opportunity to share their page they have created with their peers, and to discuss what they have included.
- Say, "We have now had an opportunity to create our own profiles and showcase our brand. Let’s share our pages with each other, and then we will have time to discuss what we notice about each other’s brands.”

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- Students can then share their page with their seat partner, or another student in the class. Ask students to note a strength that their classmate has, based on what they see on their profile page.
- Discuss how our strengths can then translate in to potential careers. Ask for individual responses/student examples and connect careers to their strengths. Example: Athletic could mean a career that is physical in nature such as a paramedic, physiotherapist, or firefighter.

SPECIFIC ACTIVITY (WRITTEN IN STUDENT VOICE)

- Who shall I share my profile with?
- What do I hope they'll notice, in terms of my strengths?
- What strength stands out in my partner's profile?
- Is that the strength I anticipated?
- What is my partner's brand?
- What other feedback might I give to help my partner?
- Now that I've shared my profile, is there anything I want to change or add?

ACTIVITY

TEACHER NOTES (ELABORATIONS)

- Remind students that we each have a digital footprint (all of the information that we post and/or the websites we visit, etc). It is important to be mindful of creating a positive online presence and to use social media for positive communication purposes.
- Discuss with students what they see happening online and ways that it can be negative or positive.
- Consider viewing the website: Pause Before you Post
http://www.jostens.com/students/students_cp_pause_before_you_post.html
See also http://www.jostens.com/pause/pause_cp_students.html

SPECIFIC ACTIVITY (WRITTEN IN STUDENT VOICE)

- What have I seen online in social media that is negative? What have I seen that is positive?
- What about what I've posted—Have I posted anything that is negative?
- What is *my* digital footprint?
- Have I posted anything that might reflect badly on me (now or in the future)? Anything that would embarrass my family? What would my digital footprint tell an employer about my character, conduct, attitudes, or values?

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FORMATIVE ASSESSMENT

- Observation
- Conference
- Self-Assessment
- Peer Assessment
- Presentation

ADDITIONAL MATERIALS

POSSIBLE EXTENSION(S):

- Exit Slip or Activity
- Journal about their own brand, identity and image, and what type of brand they are portraying to the world both online and face to face.

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facebook

HomeProfileFriendsInbox (1)

SettingsLog out

(insert picture or drawing)

Username:

WallInfoPhotos+

Basic information

Current City:
Birthday:

Personal Information

Activities:
Interests:
Favourite Music:
Favourite TV shows:
Favourite Quotations:
About Me:

Contact Information

Email:
Current address:

Education and Work

Middle School:
Current Grade:

Favourite Subject:
Extra-Curricular Activities:
Things You Are Good At:

Groups/Pages

(Groups or Pages that you "Like")

-
-
-
-
-

Images of me

Information

Current City:
Birthday:

Friends

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