

Name \_\_\_\_\_

Student # \_\_\_\_\_

Homeroom \_\_\_\_\_

## PERSONAL & PROFESSIONAL PROFILE

### INQUIRY QUESTIONS:

- What ways can I positively represent myself digitally in the global network?
- How do my communications and interactions represent who am I and how I want to be in the world?

### RATIONALE:

#### “What Your Social Media Profile Says About You”

Your **social media profile** can tell the world a lot about you. Once you post, your content is out there for everyone to see, including family members, employers, and people you may not even know.

Does your profile accurately represent the kind of person you want to portray? How do you appear to family and friends? What would you do if something on your page ruined your public image? Asking these questions can help you present your best self to the world of social media and beyond.

#### Your Personal Image

The way we see others is based solely on their actions. So, what could be some of the factors on your social media pages that allow others to characterize who you are?

Typos and incomplete profiles – Excessive typos and incomplete profiles can show visitors that you're inattentive to detail. Many people don't realize that typos say a lot about their background, particularly their level of education.

Social attitude – When employers screen applicants on social media, they usually want to hire someone who can get along with all kinds of people. A negative social attitude may indicate that you're unfriendly and unwilling to be a team player.

Lack of networking – Employers may even look at your social connections and the groups you've joined. If you are willing to interact and connect with people, your potential employer may think you'd make a better candidate for their team. It can also help them to understand your interests and hobbies.

Inappropriate pictures and videos – This is the quickest way for an employer to exit out of your profile and never think about you again. Exposing crazy nights at the bar may indicate that you are immature or have a questionable respect for public opinion. No employer wants their employees posting media that could potentially come back to affect their company reputation.

#### Keeping It Clean

It's simple: don't post something you wouldn't feel comfortable showing your mother or employer. Even if your profile is set to private, employers may find ways to access your media, such as through cached versions of profiles that anyone can find using a simple Google search. Once you decide to clean up your social media personality, don't hesitate to delete pictures, videos, and comments that might misrepresent you in the future. Being proactive now will save you time down the road trying to clean up a mess cause by a simple post on Facebook or Twitter.

## Keeping It Professional

The hardest part about cleaning up your social media profiles isn't actually doing it; it's making sure you don't revert back to any bad habits. Continue to keep your posts professional and occasionally audit your profiles for risqué material. Don't let social media define who you are to others; actively maintain your own reputation!

Source: <https://www.infomart-usa.com/blog/social-media-profile-says/>

### TASK:

Take time to think about the person you want to portray on social media. First impressions count!

Complete the attached social media profile (on paper) or redesign your Facebook and/or another social media profile to reflect the 'professional' you. If you are recreating your profile digitally email me the url to: [wbevan@sd38.bc.ca](mailto:wbevan@sd38.bc.ca).

Use the suggestions above (and those in the related links below) to create a positive, professional on-line profile.

### TIPS:

When completing the profile follow these suggestions:

- **Profile photo:** Add a 'professional photo' or sketch using the suggestions in the Huffpost video link below.
- **Posts:** Create 3 posts that reveal something about your 'professional goals & interests. See the article "30 Things to Post on Social Media Sites..." for ideas.
- **Photos:** copy a thumbnail or describe briefly what the subject of each photo is.
- **Friends:** add the names and/or roles of professional contacts (e.g., teacher, coach, employer). Family members or friends don't always make good contacts as they could post embarrassing photos/videos or links that could hurt your chances of being hired or accepted.
- **Other social media links/websites:** only include these IF you think the content supports your professional goals or interests
- **About:** Be mindful of how much personal information you share. When completing the 'About' profile the recommendation is NOT to include details that may bias an employer's willingness to hire you (e.g., political views, religious views). Be aware of how much personal contact information you make public (e.g., address—just include the city, province, country; gender or birth year are not necessary; do not include a mobile phone number or email or make them private). Whether or not you are in a relationship or who you are related to has no bearing on your employability or suitability for a post-secondary program. Be safe and smart when completing any social media profile.

### USEFUL LINKS:

Here are some interesting on-line articles on what your social media profile says about you and tips for creating a positive representation of who you really are:

**What Does Your Facebook Personality Say About You? [QUIZ] (Goodnet)** - A personality quiz for the 21st century...

<https://www.goodnet.org/articles/what-does-your-facebook-personality-say-about-you-quiz>

**What Your Social Media Picture Says About You [VIDEO] (Huffpost)** - You ... many of us have no idea what our Facebook profile, Twitter...

[https://www.huffingtonpost.com/vanessa-van-edwards/what-your-social-media-picture-says-about-you\\_b\\_7259136.html](https://www.huffingtonpost.com/vanessa-van-edwards/what-your-social-media-picture-says-about-you_b_7259136.html)

**8 Profile Picture Rules Every Professional Should Follow (Business Insider)** - Your picture says a lot about you. Here are rules by career coach Barbara Pachter that every professional...

<https://www.businessinsider.com/rules-for-your-profile-picture-2013-11>

**What Is Your Social Media Profile Really Saying About You? (Reader's Digest)** - Whether Snapchat, LinkedIn, Facebook, or Twitter is your social media of choice, it's easy to come off conceited, angry, or just plain shallow...

<https://www.rd.com/advice/relationships/what-your-social-media-says-about-you/>

**10 Things Your Social Media Profile Says About You (The Cheat Sheet)** - Curious about what your Instagram profile and your social media usage says about you? Read on to find out..

<https://www.cheatsheet.com/gear-style/things-your-social-media-profile-says-about-you.html/>

**What Does Your Social Media Style Say About You? (Psychology Today)** - Research released this month suggests that every time you post to social media you may be revealing more about yourself than you realize...

<https://www.psychologytoday.com/us/blog/the-couch/201707/what-does-your-social-media-style-say-about-you>

**30 Things to Post on Social Media Sites When You Don't Know What to Say (SocialKnx)** - For those of you who just don't know what you could possibly talk about on your social media ... social media content, more content for social media marketing ... A common phrase you say, or words of advice you often give about your industry ...

<https://socialknx.com/30-things-post-social-media-sites-dont-know-say/>

**DUE: October 1, 2018**

**HAND IN A PAPER COPY** of the profile to your Mr. Bevan or MyBluePrint

**ASSESSMENT CRITERIA:**

Your profile will be assessed on these criteria

	<b>Emerging</b> v-	<b>Developing</b> v~	<b>Proficient</b> v	<b>Extending</b> v+
<b>Thorough</b>	Profile is incomplete.	Profile is mostly complete; some sections are omitted, information is missing or it lacks detail.	Profile is complete and detailed. Specific and relevant information is included for each section.	Profile is complete and detailed. Multiple pieces of specific and relevant information is included for each section. Profile contains additional supporting information.
<b>Thoughtful</b>	The profile is basic or not professional in	Some information is revealing and	The viewer gets a comprehensive	The viewer gets a deep understanding of who