

Title: Impact of Social Media

Author: Michelle Mohelnitzky

Externship Business: [Verso](#)

Overview / Description:

A main emphasis the Verso hiring department and department heads stressed was that students need to be aware of their social media presence. The impact of what they post could potentially help them gain employment or lose possible employment.

Subject(s):

Academic and Career Planning

Grade Level(s):

11th & 12th Grades

Learning goals/objectives:

After completing this activity, students should be able to:

- Identify the advantages and disadvantage of social media in the workplace.
- Understand how their social media presence impacts job opportunities.

Type of Activity (check all that apply):

- ✓ Individual
- ✓ Small Group
- ✓ Whole Class

Teaching Strategies (check all that apply or include new strategies):

- ✓ Discussion
- ✓ Partner work
- ✓ Use of Technology
- Simulation
- Performance Assessment

Content Standards

Model Academic Standards for School Counseling

Personal/Social Development Domain

Content Standard D: Students will acquire the knowledge, attitudes and interpersonal skills to help them understand and respect self, others and individuals from different cultural backgrounds.

Career Development Domain

Content Standard G: Students will acquire the self-knowledge necessary to make informed career decisions.

- Core Performance Standard 2: Develop positive interpersonal skills necessary to be effective in the world of work.

Content Standard I: Students will employ career management strategies to achieve future career success and satisfaction.

- Core Performance Standard 4: Develop employability skills to gain, maintain, advance in, or transition to a new job or career.

Length of Time and length of class periods:

- Two 45 minute class periods

Materials List:

- “How Social Media Impacts Your Job Search”:
<https://www.aarp.org/work/job-hunting/info-2016/social-media-impacts-job-search.html#quest1>
- “How Social Media Can Help (Or Hurt) You In Your Job Search”:
<https://www.forbes.com/sites/jacquelynsmith/2013/04/16/how-social-media-can-help-or-hurt-your-job-search/#23f36f6c7ae2>
- “7 Social Media Mistakes That Could Damage Your Career”:
<https://www.careercast.com/career-news/7-social-media-mistakes-could-damage-your-career>
- “How Social Media Dictates Your Job Status:New Survey From CareerBuilders”:
https://www.huffingtonpost.com/entry/how-social-media-dictates-your-job-status-new-survey_us_59403b25e4b0d99b4c920f45
- Highlighters
- Notebook/Computer
- Pen/Pencil

Directions (Step-by-Step):

Day One

1. As an introduction, have students use a computer to Google themselves.
-What did they find? Were they surprised? Was it all appropriate? Discuss.
2. Assign each student to read one of the articles on how social media can impact their career.
 - “How Social Media Impacts Your Job Search”:
<https://www.aarp.org/work/job-hunting/info-2016/social-media-impacts-job-search.html#quest1>

- “How Social Media Can Help (Or Hurt) You In Your Job Search”:
<https://www.forbes.com/sites/jacquelynsmith/2013/04/16/how-social-media-can-help-or-hurt-your-job-search/#23f36f6c7ae2>
- “7 Social Media Mistakes That Could Damage Your Career”:
<https://www.careercast.com/career-news/7-social-media-mistakes-could-damage-your-career>
- “How Social Media Dictates Your Job Status:New Survey From CareerBuilders”:
https://www.huffingtonpost.com/entry/how-social-media-dictates-your-job-status-new-survey_us_59403b25e4b0d99b4c920f45

3. Each student must read and write a two-paragraph summary of their article.

4. Summaries are due for tomorrow.

Day Two

1. Assign students into groups of four. Each group should have a student each with a different article.
2. In their small groups, each student will share and discuss their article with summary.
3. After small groups have completed the share out with each other, come back together as a whole class.
4. On a half sheet of paper, students need to answer the following questions:
 - a. Can social media impact your future career? Why or why not?
 - b. List two advantages of how social media can benefit you.
 - c. List two disadvantages of how social media could hurt you.
 - d. Do you believe your (current) social media footprint is acceptable? Explain.
 - e. List three tips you could tell others to help promote a positive social media presence.

Wrap-Up:

- As a whole, discuss student answers to the reflection questions.

Formative/Summative Assessment:

- Formative assessment will be conducted through teacher observation, class discussion, and reflection questions.
- Summative assessment will be an end-of-unit test.

Extension Activity for differentiation:

- Students could create a Personal Service Announcement (PSA) promoting ways to have a beneficial social media presence.
- Could have a guest speaker from local business come in and present about how they use a potential future employee’s social media presence in the application process.

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