



Lesson Plan

Social Media Pit Stop

Level, age of the students:	14 – 18
Subject:	Any Subject
Subjects involved:	All Subjects
Aims:	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.
Suggested # of students per group:	10 - 15
Time of the main activity:	15 minutes
Material:	1. Devices with Internet access 2. Social Media Pit Stop 3. Writing utensils
Competences:	a) Interpersonal Communication b) Professionalism c) Ability to Accept and Integrate Criticism and Feedback
Preparatory actions if any:	-
Expected results:	Students will learn the impact of social media usage in the recruitment process
Expected difficulties:	Some students may not be interested in the topic
Follow up if any:	-

TIME	PROCEDURE (T: TEACHER; SS: STUDENTS; O: OTHER)	METHOD
3'	I. PREPARATORY ACTION	



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PRACTICAL APPROACH

	<p>Objective: Draw the attention of the students to the topic</p> <p>Teacher explains that many employers, scholarship committees, and colleges will “Google” candidates to help make a decision about whether or not they are a good fit.</p> <p>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, You Tube, etc.</p>	<p>Question&Answer</p> <p>Explanation</p> <p>Question and answer</p>
<p>10'</p>	<p>Instructional Direction</p> <p>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).</p> <p>Teacher explains 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.</p> <p>Teacher distributes Social Media Pit Stop worksheet. Explain the content of each box.</p> <p>Pit Stop Worksheet</p> <p>Teacher explains 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 candidates 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.)</p> <p>Students complete the activity and calculate their scores and get the results.</p>	<p>Group work</p> <p>Reflection</p> <p>Individual Work</p>



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PRACTICAL APPROACH

2'	II. CLOSING ACTIVITY Students discuss results and brainstorm ways to improve the scores.	Group Work
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