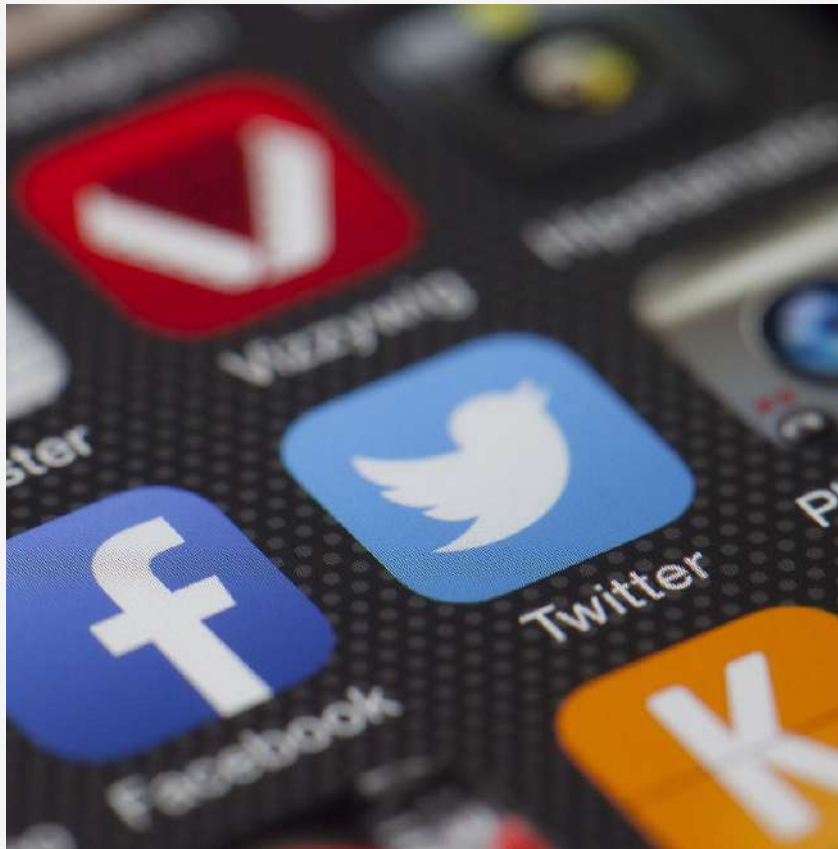


Lesson Sample: Social Media Audit

Can email out after session



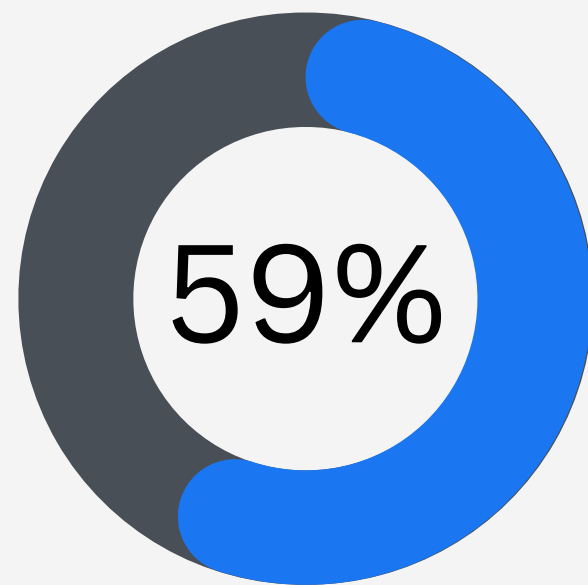
Goal

Have students reflect on their own social media by doing a Social Media Audit to prepare for Job Applications or postsecondary applications

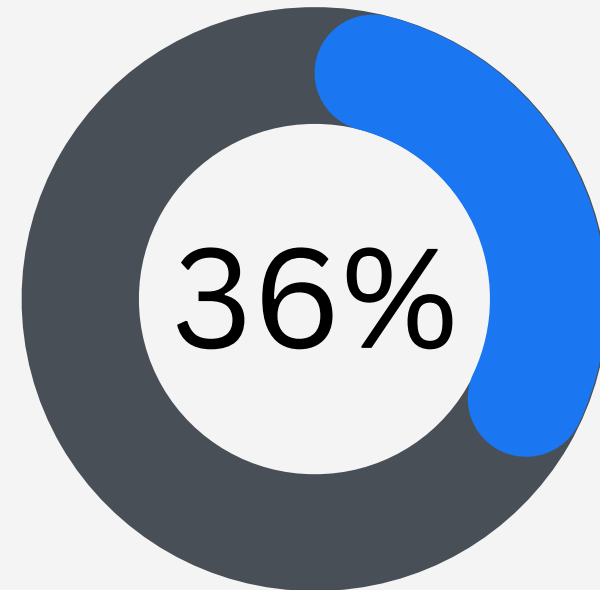
**START WITH A HOOK:
Stats & Social Media
Examples**

x x x x
x x x x
x x x x
x x x x

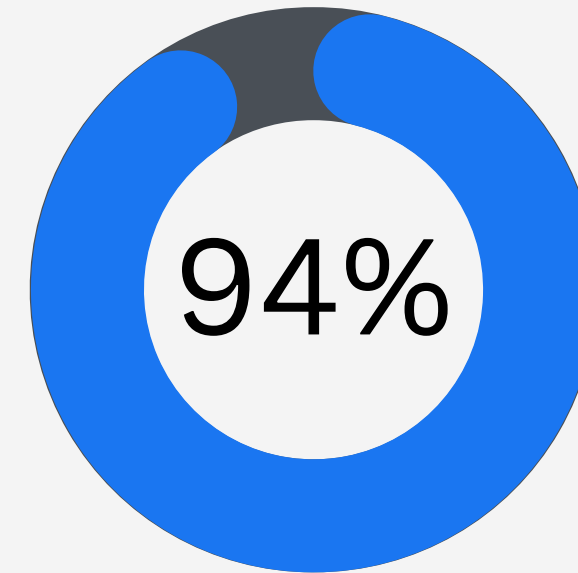
← Job Interviews & University Applications →



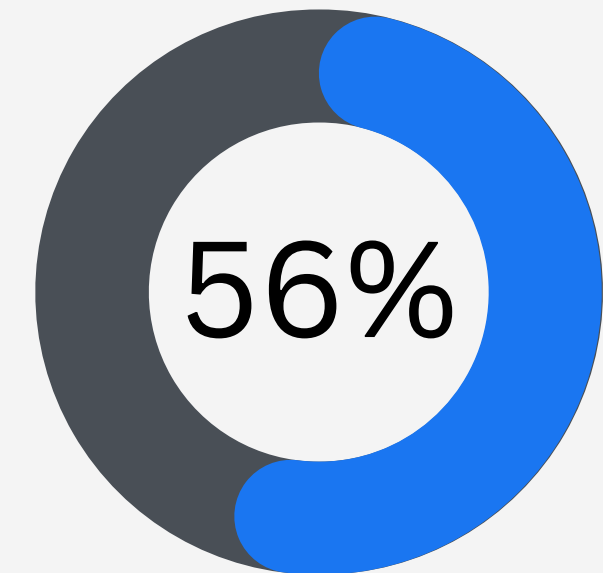
University Admissions Officers think checking applicants social media should be a routine practice



University Admissions Officers regularly check applicants social media



Recruiters use social media to search and view potential job seekers



Companies have eliminated a candidate after viewing their social media

← Connections & Networks →

It's not what
you know, it's
who you
know

- Maintaining networks and gaining connections is key to future professional success
- Uncover opportunities you did not know existed
- 25% of jobs are filled via informal recruitment via social media



Using Social Networks to
Advance your Career,
Forbes 2017

Parenting Sign up for our newsletter

ON PARENTING

‘The right to be forgotten’: Should teens’ social media posts disappear as they age?

By Lisa Selin Davis

June 14, 2021 at 9:00 a.m. EDT



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Lifestyle

The tweets that cost former Teen Vogue editor Alexi McCammond her job

McCammond says her ‘past tweets have overshadowed the work I’ve done’

Chelsea Ritschel New York • Friday 19 March 2021 18:23 • [Comments](#)



Discussion →

- Share any thoughts you have about the articles/topic. Should teens be able to press reset on their digital footprint? If yes, what age?

2. Share other examples of past social media posts affecting someones career

x x x x
x x x x
x x x x
x x x x

Personal Social Media Marketing

Social media is a crucial marketing channel for businesses. But it is also an important channel for individuals. As more and more of our social and professional lives move online, how we present ourselves through our personal social media profiles becomes increasingly important.

With that in mind, it is crucial to practice strong personal digital marketing. Business owners take care to present the best version of their business to potential customers, and individuals can do the same with their personal social media profiles. Individuals can take practical steps to present the best version of themselves to potential employers, college recruiters, scholarship offices, and other professional networking opportunities.



Be Professional: Students should create a professional profile using their full name, a professional-quality photo, and a well-crafted bio that highlights their achievements, skills, and interests. They should also aim to use a consistent username across all their social media channels.



Be Mindful: Students should avoid posting anything that may be offensive or controversial. They should be thoughtful and respectful in their posts, as what they post online can potentially stay there forever.



Showcase Skills and Interests: Social media is an excellent platform for students to showcase their skills and interests. They should share articles or posts related to their field of interest and show their passion for the industry. They can also create and share their own content, such as blog posts or videos, to demonstrate their knowledge and expertise.



Network: Students should engage in meaningful conversations with others who share their interests or are active in digital marketing. This can help them build a network of professionals and peers who share similar interests and goals.





Be Consistent: Consistency is key when it comes to managing social media presence. Students should post regularly and engage with others consistently to build a strong online presence.



Stay Current: Finally, students should keep their social media profiles up-to-date. They should update their bio, profile picture, and other information regularly to ensure that their profiles accurately reflect their current accomplishments and interests.



ACTIVITY: PERSONAL SOCIAL MEDIA AUDIT

Using the principles discussed in this section, conduct an audit of your own social media profiles.

Your audit should answer the following questions:

1. Are you presenting yourself professionally on all of your profiles?
2. Are your posts thoughtful and respectful?
3. Have you showcased any of your skills or interests?
4. Are you actively networking with people who share your professional interests?
5. Are you posting consistently?
6. Are your bio, profile picture, and other information current?

Once you have answered each of these questions, consider your overall social media presence and identify which aspects of your social media profiles work well, and which could use improvement. Try to identify at least three good qualities and three recommendations that could be implemented to improve your social media presence.

Note for Teachers

This activity should be done individually, but students can be encouraged to share the findings of their audit with the class. If students are unable to access their social media profiles during class hours, this activity can be assigned as homework, but students should still be encouraged to discuss their findings after completing the audit.

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With that in mind, here are some best practices for managing personal social media channels:



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By following these best practices, students can manage their social media presence effectively and create a positive impression on others. Social media can be a powerful tool to showcase skills and achievements, so use it wisely and strategically to achieve personal and professional goals.



ACTIVITY: PERSONAL SOCIAL MEDIA AUDIT

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