

LESSON PLAN

SOCIAL MEDIA: HOW TO REP YOURSELF ON THE WORLD WIDE WEB

Grade Range: 11-12

Time Needed: 30-50 min

Learning Objectives

- Students will learn the implications of social media and the impact it can have on their professional and personal lives
- Students will understand how to utilize social media to benefit themselves professionally

Supplies/Materials:

- “Would You Post It?” flash cards – printable versions below. For best results: print on both sides using card stock

Rationale: Social Media is in our pockets and readily available to share something with a large audience almost anywhere. It is easy to be impulsive and irresponsible with posting social media content. The decisions made with what we post have lasting effects- the internet never forgets.

1. Depending on group size, break students into 2 groups, or keep them in one.
2. Explain “Would You Post it?” flashcard game to students:
 - a. The group or teacher would choose 1 facilitator for each group that will stand in the front of a line of students comprised of the rest of the team. (If there are 2 teachers to act as the facilitators, this is ideal)
 - b. The facilitators/teachers would each be given the stack or half the stack of flash cards.
 - c. A teacher then says to the students: “Decisions we make about posting on social media are usually made in a matter of seconds, so each team will go through the flash cards, one -by-one, one student per card, and when you get your social media post scenario, you must decide very quickly if you would POST IT (thumbs up), NOT POST IT (thumbs down), or USE YOUR JUDGEMENT (unsure emoji).
 - d. If a student gets the answer right of the three options listed above, they are given that card and make their way to the back of the line, or sit down depending on number of students. If they get it wrong, they go to the back of the line to try again.
 - e. Ideally, each student will end up with at least one card in their hand by the end of the game.
3. Once each student has at least one card, the students talk in their group or to the larger class, each sharing which card they have and exploring how the scenario on their card could impact their professional and personal lives.
 - a. No matter the answer posted on the back of the card, they could all be up for debate.

Process Questions:

- How could this put a current job at risk?
- How could this put your ability to gain employment at risk?
- How could this effect your personal relationship with that person?
- How does posting that make you look to your friends/family/company/supervisor?
- How can this kind of post benefit you professionally?
- Why is it a good idea to post this kind of content?

Photo of yourself with an
alcoholic beverage

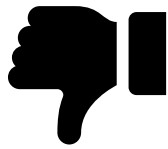
Photo of friends with
alcohol

Photo of yourself smoking
any substance

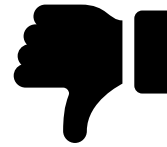
Photo of you petting a wild
animal

A photo of anyone's
unclothed intimate body
parts

A photo of yourself holding
a gun



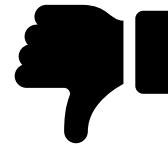
Underage drinking is a no go, even
if it's not you



Underage Drinking is a no-go
Wait until you are 21!



Use your judgement:
An employer may not look at this
as a fireable offense or grounds to
not hire you, but you might as
well stick to cats dogs and zoo
experiences!



Smoking anything isn't looked
upon in a positive light- employers
usually pay a portion of your
health insurance. Their employee
being a smoker could cost them!



Use your judgement:
Is this for safe, responsible
recreation?



NOPE.

A photo of yourself with a
fire

A photo of yourself riding an
ATV

A photo of you cleaning a
fish

A photo of yourself with a
famous person

A photo of yourself holding
a puppy

A photo of anyone flipping
off the camera



Extreme sporting shows your interests, it's best when it appears you are doing it responsibly



Use your judgement:
What appears to be on fire & why?
Is there a s'more?
(everyone likes s'mores)

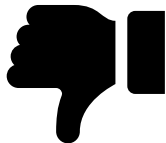


SURE!

*Still be cautious:
Why is this person famous?*



You likely responsibly caught and processed this fish for self-consumption. What talent!



Any unknown or derogative hand gestures reflect poorly on one's level of maturity.



The more photos of puppies the better

An image or footage of you
or friends attempting
something reckless and
dangerous

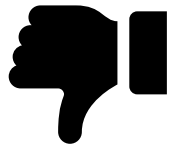
A post about how your boss
or company is difficult to
deal with

A post about yourself
participating in a protest

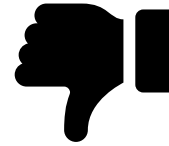
An image of yourself with a
new vehicle

A post about yourself
volunteering at a
community event

Footage of people in an
argument/fight



Nope. Your current employer or perspective ones will not look highly on this.



Many people are attempting dangerous stunts for social media attention. The overall public opinion of these stunts is: negative



It is good to celebrate things you are grateful for!



Use your judgement:
Many employers will outline in handbooks what is acceptable of employees when it comes to public protest



What are you hoping to accomplish by posting it publicly? Are you hoping to seek justice for a certain party? Consider only providing footage to interested parties



Working to better one's community is worthy of celebrating!

Photos of other people's
children

Photos of yourself at the
gym

A post asking for
suggestions of "a really good
lawyer"

A photo of a sleeping friend

A post wishing your mother
a happy birthday

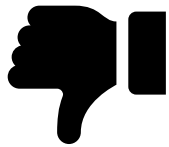
A post "calling out" a
company or local business



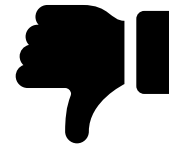
It's good to celebrate accomplishments and goals attained!



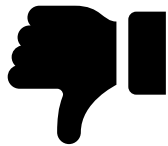
If you have the parent's permission and know the child, it's like posting an image with any other friend



It doesn't appear the person in the photo consented to that image being taken or posted.



This is an attention seeking post that could be best served asking individual friends for advice, or doing some research aka: google.



If you are giving a review on a proper review site and you are posting it fairly, that is fine. As a "status update" is just looking for online chatter & support that you are right



You really should wish your mother a happy birthday! (Especially if you forgot to get a card)

A video of you playing guitar
and singing a new song
you've learned to play

An image of your lunch...
again

A post looking for recipe
ideas

A call for support of a
kickstarter campaign for
something you believe in

A politically fueled post
about something you are
passionate about

A post selling your old
mountain bike- you've
upgraded



Food is good! You might be annoying some folks on your news feed, but they can always unfollow you



You've been working on expanding your skills and talents! Worth sharing



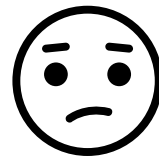
Encouraging others to be charitable about something you believe in is fine, but did you do your homework on this cause?



Good community engaging dialogue. Everybody eats!



You'll likely want to give your friends and social media followers dibs on good deals



Use your judgement:
You may need to be ready for aggressive opposition to your opinions

A post that mocks or bullies
a classmate

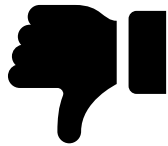
Captions/update/tweet that
contains profanity

A post that is a threat of
violence to someone else

Repost something that
promises to increase your
followers

A post of you driving, that
you took yourself

Becoming an independent
consultant of a skin care line
and starting supportive
social media pages to sell
your product



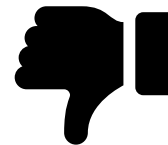
NOPE.



NOPE.



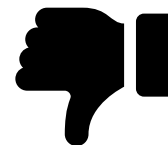
It's likely a scam and could harm your computer or personal information, but good luck with the followers.



NOPE.



Many people do this for increased income, but you'll want to check with your employer's outside employment policy



NOPE.

Text messaging while driving is against the law for all drivers in South Dakota.