

Creating a more professional online presence.



Aim:

In this animation and resource, students will be given guidance on how they can present themselves online in an appropriate and professional way. The animation focuses on making students aware of the purpose of each social platform, how they should present themselves and things to avoid. It is made clear to students that potential employers may look at their online presence, so it is important that it is appropriate.

Activity duration:

The viewing of the animation and the attached activity should take no longer than **30 minutes** to complete.



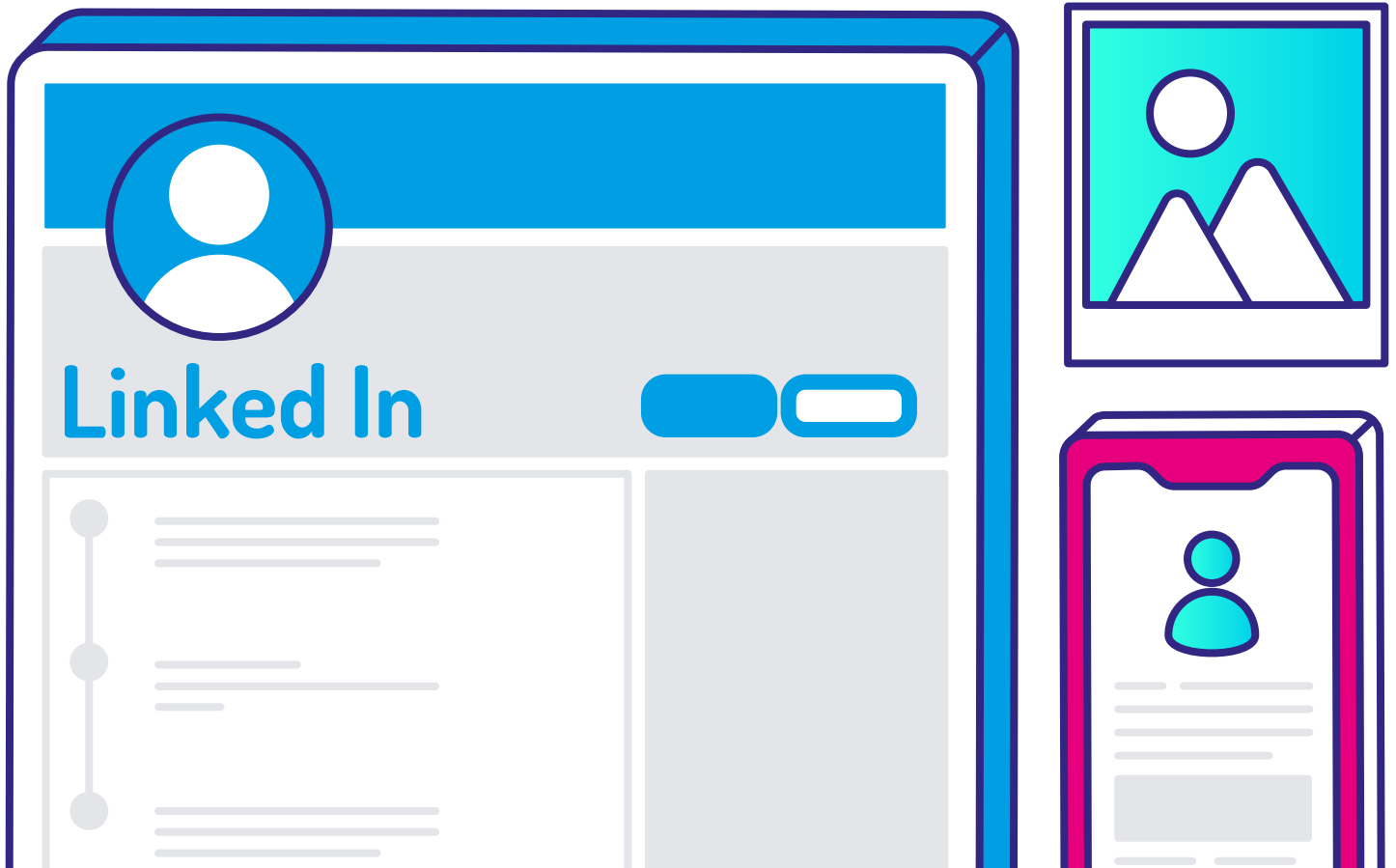
Delivering the activity:

For this activity, students have been asked to create their own LinkedIn profile. If you would like to know more about LinkedIn before you deliver the activity, head to

 [youtube.com/watch?v=YWp6AN00D_c](https://www.youtube.com/watch?v=YWp6AN00D_c)

To begin with, students are given a basic overview of the social platform. They are then given the steps needed to complete a profile (these steps have an overview of each section plus hints and tips).

Students are then given a scenario to inspire their new profile's purpose.





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Imagine that you have finished your exams (these might be GCSEs or A Levels for example) and would like to secure a part-time job. This can be any career that interests you. Using the above advice for each section and the top tips suggestions, create your own LinkedIn profile.

Sally Price

Headline

Current student at Roundhay School, looking for internship opportunities in journalism in the local area.

Opportunities

I've always loved English. It's been a passion of mine since I can remember. I've grown up surrounded by engaging novels, skilled writers and a genuine love of all things literature. As I move forward in life to my college years, I have become incredibly interested and invested in what's going on in the world and, in particular, investigative journalism. I would love the opportunity to be involved in training or an internship for a local newspaper or magazine, somewhere that I can practise and perfect my skills.

Work Experience

I have been part of the school newspaper for the past two years, firstly as a guest writer and most recently as the paper's editor.

Education History

Awaiting GCSE results

Predicted Grades

As follows

Skills

Determined, hardworking, perfectionist, creative.

Volunteering Experience

As part of my work with the school paper, I volunteer at one of our local feeder schools and spend a few afternoons each week helping with their extracurricular activities – something that is featured in our newspaper.

Top Tip #1

Write in the first person (use 'I').

Top Tip #2

Use words and phrases linked to your job interest.

Top Tip #3

Let people know how to contact you.