

Quick-fire activity

The online career network

Aim: To introduce students to the idea of using online social networks to develop their careers

Age range: 14-16 and 16-19

Steps

1. Ask students how they use social networks like Facebook and Twitter. Get them to discuss how they can use these to make contact with people who might help their career development, or search for a job opportunity
2. Explain that prospective employers may review a candidate's social media profile when establishing someone's suitability, and so it's important to consider what information you share
3. Ask how many of the students have seen a LinkedIn profile, or have one of their own (the minimum age for signing up is 16). You could show students the site if you have access to the internet. You may even want to show them your own profile, if you're comfortable with this, to demonstrate how you are linked to people in a wide range of careers via friends and colleagues
4. Ask students whether they'd be happy for a potential employer to look them up on a social networking site right now. What would they find there? Students don't have to say what they have posted online, but you can encourage them to discuss what type of posting might not give a good impression of them, such as photos, bad language or inappropriate messages. They could draw up an action plan for changes they should make to their online profile, such as changing their privacy settings

Try next

Explore how to develop a network, both online and through direct contacts, using [Tailoring your CV and using networks](#) (16-19) or [Networking skills](#) (14-16).