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**Activity**

Social Media Professional Profile

MODULE 11: Social Media

This **activity** was written for the Florida Public School System DIGITAL INFORMATION TECHNOLOGY (8207310) course. Funded by the Cyber/IT Pathways Program, Cyber Florida, and the Florida Department of Education.

# Module 11: Social Media

## Activity: Social Media Professional Profile

The student will create a professional digital identity using a social media platform such as LinkedIn or Canva.

## Standards Assessed

* **15.01** Create and develop a professional social media presence (e.g., LinkedIn) to connect with potential employers, follower influencers, enhance networking opportunities, develop soft skills through written communication, and establish a professional business image.

## Teacher Notes

Teachers discuss creating a LinkedIn profile or creating a digital portfolio using Canva. If students cannot access the Internet and the applications in this activity, students can do the assignment in a word processing or presentation application. If you are comfortable doing so, share your professional profile with your students. Students may share their digital profile with the class if possible.

## Estimated Student Completion Time

* 45 minutes x 2-3 classes to complete the activity

## Activity Rubric

Consider evaluating the student’s work based on measures of quality. For example, with a maximum of 4 Points Possible, the following could be applied to the activity:

* **1 Point Earned** = ***Needs Improvement*** (the student work did not meet more than 50% of the requirements and did not follow instructions)
* **2 Points Earned** = ***Developing*** (the student met between 50% and 75% of the requirements and generally followed the instructions)
* **3 Points Earned** = ***Sufficient*** (the student met between 75% and 90% of the requirements and clearly followed instructions)
* **4 Points Earned** = ***Above Average*** (the student met > 90% of the requirements and followed all instructions)

Use the table below to make sure students cover all required elements in the assignment.

| **Required Elements** | **Possible Points** | **Points Earned** |
| --- | --- | --- |
| Professional-looking photo |  |  |
| Current academic or employment status |  |  |
| Professional field or subjects |  |  |
| Hobbies, sports, or artistic pursuits |  |  |
| Projects |  |  |
| **Total** |  |  |

# Activity: Social Media Professional Profile

**Student Instructions**:

1. Create your social media profile in a document or presentation.

You can use Microsoft Word or other word processor application compatible with .docx files or Microsoft PowerPoint or other presentation application compatible with .pptx files to create your profile.

1. Be sure to include the following elements:

* A professional-looking photo of yourself
* Current academic or employment status, i.e., High School student at your high school’s name, your current employer or both
* Professional field or subjects that you are most interested in
* Hobbies, sports, or artistic pursuits
* Projects you have completed that you are proud of

1. Enter the information in LinkedIn or a digital portfolio in Canva. Both applications are free to use.

* <https://www.linkedin.com/>
* <https://www.canva.com/>

1. Provide the link to your teacher for review.