



Prepping for Work Micro-Learn Facilitator Notes

Theme – Thinking critically about how your online choices and your digital brand impact your future job opportunities

Target age group – Years 12-13

Lesson duration – 10 to 15 minutes

Use – Can be used in small groups, as a whole group with you leading, or individually

Resources

- If using individually or in small groups: device (laptop, tablet), headphones, wifi
 - If delivering as a class with educator leading: projector with sound, wifi
-

Outcomes

At the end of this micro-learn, learners will be able to:

- Describe what a digital brand or digital footprint is
- Understand that their behaviour online is permanent and can affect their future
- Implement different strategies to both own and clean up their digital brand
- Set up a professional networking profile and use it to build their digital brand

Important points

These notes should offer you information to deliver the micro-learn without diving too deep.

Netsafe's micro-learn's are designed to fit into a regular lesson. Used alone they provide a taste of the topic and cover key points. There are suggestions for lesson extension at the end.

Quick reads before you deliver

We recommend you do the micro-learn yourself before you teach the lesson. The links below give context to and support the key messages of the micro-learn to help you teach it.

Read: Netsafe's advice on digital footprints and your CV
<https://netsafe.org.nz/digital-footprint/>
<https://netsafe.org.nz/managing-your-cv-digital-footprint/>

Read: About personal brand and job hunting
<https://www.careers.govt.nz/articles/build-your-personal-brand-when-job-hunting/>
<https://hbr.org/2012/04/your-future-employer-is-watchi>

Read: this toolkit about brand development for athletes
<https://olympics.com/athlete365/personalbrand/>

Optional extensions

Below are some ideas if you want to extend the lesson or start a discussion.

Watch: This video <https://www.youtube.com/watch?v=XTg4NGiUOig>

Ask students to search their name. Was anything surprising? Concerning? What impact could this have on 'future you'?

Read: This article about personal brand and job hunting <https://www.careers.govt.nz/articles/build-your-personal-brand-when-job-hunting/>

Discuss the importance of a positive online reputation when job hunting. Extend using the school leaver's toolkit <https://school-leavers-toolkit.education.govt.nz/>

Read: This toolkit about brand development for athletes <https://olympics.com/athlete365/personalbrand>

Discuss how your brand might be impacted by posting harmful content online, even if the content isn't related to your chosen sport.