



## Protect Your Brand Micro-learn Facilitator Notes

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**Theme** – Thinking critically about how what you share online affects your reputation/brand

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**Target age group** – Years 9 to 11

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**Lesson duration** – 7 to 10 minutes

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

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### 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
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### Outcomes

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

- Describe what an online brand or reputation is
- Understand that their behaviour online is permanent and can affect their future
- Implement different strategies to protect their reputation online
- Ask for help and support from trusted sources when they need it

## 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.

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## 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

<https://netsafe.org.nz/digital-footprint/>

**Read:** Netsafe's advice on managing your CV 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/>

**Read:** this toolkit about brand development for athletes

<https://olympics.com/athlete365/personalbrand/>

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## Introducing and delivering the micro-learn

Introduce the micro-learn "Today you are going to explore how what you do online now can impact you later, what you can do to make sure you leave a good impression online now and how you can tidy up your online reputation if something goes wrong"

### If delivering individually or in small groups

1. Guide learners through the sign-up process
2. Tell learners to plug in their headphones
3. Tell them to start
4. Monitor the class to ensure they are completing the tasks

**Wrap up:** discuss what they learned or extend the lesson using the optional extensions.

### If delivering as a class

1. Sign in before class
2. Project the opening slide onto your screen (with sound)
3. Introduce the lesson
4. Begin

**Wrap up:** discuss what they learned or extend the lesson using the optional extensions.

## 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=XTq4NGiUOig>

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.

