

1 Understanding Your Personal Brand

Lesson 1: What is a Personal Brand?

Lesson 2: How to Create a Strong Personal Brand

Lesson 3: The Effects Your Personal Brand Has on You

Lesson 4: The Consequences of Not Having a Positive Personal Brand

Learning Objective: Explain what a personal brand is and construct one for positive and professional use

2 The Impact Social Media Has On Your Personal Brand

Lesson 1: Social Media's Role In Your Personal Brand

Lesson 2: The Benefits of Social Media for Your Personal Brand

Lesson 3: Using Social Media to Communicate Your Brand

Lesson 4: Red Flags on Social Media That Lead to a Weak Brand

Lesson 5: Networking on Social Media Platforms

Lesson 6: Who You Follow and Who Follows You

Learning Objective: Recognize the impact social media has on your brand and evaluate your activity against what recruiters and employers look for.

3 Content Sensitivity & Ethics When Posting On Social Media

Lesson 1: Why You Should Use Caution When Posting Anything Discriminatory

Lesson 2: Why You Should Use Caution When Posting About Politics

Lesson 3: Why You Should Use Caution When Posting About Religion

Lesson 4: Why You Should Use Caution When Posting About Race

Lesson 5: Why You Should Avoid Posting Illegal Activities, Weapons, & Violence

Lesson 6: Why You Should Avoid Posts with Drugs and Alcohol

Lesson 7: Why You Should Avoid Posting Anything Sexually Inappropriate

Lesson 8: The Consequences of Cyberbullying

Lesson 9: Why You Should Avoid Posts with Explicit Language, Gestures & Rants

Lesson 10: Why Context Matters

Learning Objective: Implement positive practices with respect to content sensitivity and ethics.

4 Protecting Yourself and Your Personal Brand Online

Lesson 1: Exposing Your Personal Information Online

Lesson 2: Exposing Your Current Location Online

Lesson 3: Protecting Yourself & Confidential Information Where You Work

Lesson 4: The Do's and Don'ts When Using Public Wifi

Lesson 5: Become "Googleable"

Learning Objective: Understand and execute privacy and protection measures for your information.

Intended Learning Outcomes

1 Understanding Your Personal Brand

- a. Describe what a personal brand is
- b. Understand the components that make up your brand
- c. Create a strong and positive personal brand
- d. Identify the consequences of not having a positive brand

2 The Impact Social Media Has on Your Personal Brand

- a. Explain how social media plays a big role in building your brand
- b. Understand the benefits of positive social media use for your brand
- c. Utilize social media to communicate your brand
- d. Recognize and avoid common mistakes that weaken your brand
- e. Network effectively online across different social media platforms
- f. Evaluate how "who you follow and who follows you" affects your brand

3 Content Sensitivity & Ethics When Posting On Social Media

- a. Identify posts, comments, and images that could be discriminatory against a particular group of people
- b. Explain why posting about politics is highly sensitive and adopt a healthy approach for discussion
- c. Recognize the consequences of posting about religion on social media
- d. Define racism and understand the repercussions of making racist posts and comments online
- e. Demonstrate good judgment when it comes to posting or not posting activities that are illegal in any part of the country
- f. List the implications of posting anything sexually inappropriate
- g. Understand behavior that is cyberbullying and evaluate posts and comments carefully before sharing
- h. Overcome the urge to rant or vent online, especially about your school, career, and place of work
- i. Assess your posts and comments to ensure you choose the right context for your words

4 Protecting Yourself and Your Personal Brand Online

- a. Take precautions from posting & sharing too much personal information online
- b. Take measures to prevent the wrong people from knowing your current location online
- c. Protect yourself and confidential information where you work
- d. Implement best practices when using public wifi
- e. Perform a Google Search on yourself and take action to have any unwanted content removed