What Does the Public Know About You? -- Does it Matter?

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Resources

A Facebook Fiasco – **Frontline: Digital Nation**

What Does the Public Know About You? – KQED's education technology blog, **Mind/Shift**

45% Employers use Facebook-Twitter to Screen Job Candidates, **Oregon Business Report**, August 24, 2009.

Six Reasons Why I'm Not On Facebook, by **Wired** UK's Editor, September 18, 2010

Critical Issue

In this age of social media, students need to take care what they reveal online and how they build a social presence on the internet. Their online identity is easy to access and hard to delete. Employers and hiring agents are increasingly checking potential employees' online presence by looking at Facebook, Twitter and Google so that as young people enter the workforce, they need to be conscious of protecting themselves and setting boundaries between their social and professional lives. Very little remains private in the digital age.

Preview Activity/Introductory Questions

1. How many people have a Facebook or MySpace account?
2. How much time do you spend with online social networking?
3. What do you use social networking for primarily?
4. What can we know about a person from their social networking page?
5. Do you consider your social networking page public or private?

Vocabulary Check

Before viewing the clip ensure students understand the following key terms….

partake	a ton of something	horrifying	vomit
unconscious	PTO president	graphic pictures	appalling
naïve	flip out	out of line	

View the video clip from [A Facebook Fiasco](#) – Frontline: Digital Nation
View until 2:51, playing twice to help with comprehension.

Focus Questions

- Talk about what happened in the video.
- What do you think about the mother's decision to inform others about the Facebook page? Do you agree or disagree with what she did? Why?
- If you disagree, what do you think she should have done?
- The Facebook photos created relationship problems between Cam Skinner and his mother, and his friends. Can you think of any other problems the Facebook photos might have posed for him?
- Have you ever posted anything on Facebook that you wouldn't want *certain people* to see?

Post Viewing Activities

Online Profile Search

Begin by dividing the class into two groups. Set a specific time limit to conduct an online search about the instructor.

Group 1 – Ask students to find out as much as they can about the instructor by searching online.

Group 2 – Ask students to assume the role of an employer – a social networking company that wants to hire someone who is passionate about social networking. Average age at the company is 30.

- What did they find?
- What is their overall impression of the instructor?
- Is there anything about instructor's web presence that would be unappealing to a potential employer?

Facebook Privacy Settings

Suggest that students investigate Facebook's *Choose Your Privacy Settings* page.
http://www.facebook.com/settings/?tab=privacy

Divide them into groups so that each group reads a different section on the privacy settings page: *Connecting on Facebook*, *Sharing on Facebook*, *Apps and Websites* and *Block Lists*.
Invite students to present their findings to the class, highlighting which features they found to be most important.

KQED Education New Media Literacies Project

Developing Good Practices

Initiate a group discussion on how to build a positive online presence. Draw up guidelines on good practices. Also draw up a list of things to be careful about.

Explore with the group ways to use social media when looking for a job.

Contact Assignment

- Have students interview and videotape native speakers about their online presence.

- Suggested question: Is there anything on your Facebook page that you wouldn't want a potential employer to see?