

Name: _____

Social Professionalism

Aligned to the following standards:

CS.05, FFA.PL-A, FFA.PG-J, FFA.CS-M, FFA.CS-N, AG5, AGC08.01, AGC09.01, AGC09.02, CCSS.RI.9-10.2, CCSS.RI.9-10.4, CCSS.W.9-10.1, CCSS.W.9-10.2, CCSS.SL.9-10.1, CCSS.RST.9-10.8, CCSS.RST.9-10.9, CCSS.WHST.9-10.1, CCSS.WHST.9-10.2, CCSS.WHST.9-10.4, CCSS.WHST.9-10.6, CRP.02, CRP.04, CRP.07, CRP.08, CRP.10, CRP.11

Directions:

Using the article "Building a Positive Professional Online Presence" (<https://www.agcareers.com/ag-and-food-career-guide/2024/US/33/>), complete the activity below.

Pre-Reading

Answer these questions before reading the article.

1. Which social media and/or professional networking platforms are you already using?

2. Which of those do you think a future employer might look at?

Post-Reading

Answer these questions after reading the article.

1. Why is having an updated, professional online presence important during your job search?

2. Describe what a professional photo should look like.

3. Create a professional headline you might use on a platform such as LinkedIn.

4. What is an example of a social bio you might use on a platform such as Instagram?

5. If you made an AgCareers.com profile, what is the importance behind having a career objective?

6. True or False: Companies are checking social media platforms such as Instagram, YouTube and Discord.

7. What are two tips you would give to someone who is participating in online communities, forums and groups?

Name: _____

8. Name something that is out of your control when it comes to social media.

9. Why is this out of your control?

10. Name one tip for building your social network and the impact this could have on you.

11. Name one tip for building your professional network and the impact this could have on you.

12. Based on what you have learned about professionalism when on a video call, such as Teams or Zoom, identify the positive and negative things from the scenario below. Circle the positive things and place an "X" over the negative things.

Raven has a Teams video call scheduled with her colleague, Marcus. Raven schedules the call for 10:00 a.m., which Marcus accepts on his calendar. Once Raven logs into the call, she waits for Marcus to log in, which happens at 10:11 a.m. He is wearing a button-down pajama top, and his hair is disheveled. Raven is wearing a nice top with a blazer, and her hair and makeup are complete. Raven begins the meeting, but when Marcus starts talking, his microphone is not working. It takes a few minutes but is fixed, and the meeting continues. Raven shares an agenda to lead their discussion in an orderly fashion. As Raven asks Marcus for updates on his project, he is quickly shoveling through loose papers. Once he finds the paper he needs and begins sharing, he turns his camera off. After speaking, he turns his camera back on. By this point, the meeting has gone over the planned time by five minutes, and Raven tells Marcus that she has another meeting. Marcus continues to ask a few more questions, which then creates a situation in which Raven is late for her next meeting.

13. What could both Raven and Marcus have done differently in this scenario?

14. What is one strategy you can use to audit your online presence?

15. Why do you think it is important to do this regularly?

Name: _____

Dig Deeper

Think about a social media or professional networking platform you currently use or are familiar with (Ex. Instagram, Facebook, LinkedIn, AgCareers.com, Forever Blue Network, etc.). Think of a well-known successful person or celebrity who you can find a profile for (Ex. Cody Johnson, Tim Cook, Taylor Swift, LeBron James, Caitlin Clark). Fill in the chart below as you analyze the selected profile.

List things that are a positive professional presence on this profile.	List things that need to be changed because they are not a professional presence on this profile.

Now think about your own profile on a social media or professional networking platform. Analyze your personal profile. If you do not have a profile on any networks, pick another successful person or celebrity.

List things that are a positive professional presence on this profile.	List things that need to be changed because they are not a professional presence on this profile.

- ❖ If you had to share the impact of online professional networking platforms with someone, what would you say?