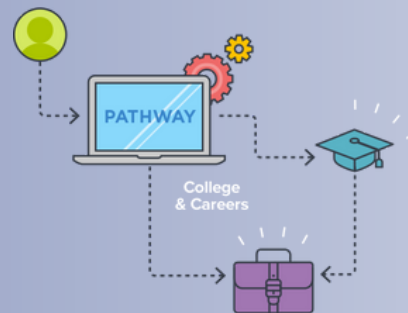


Building Your Personal Brand



Grade Level:



12

Domain:



College & Career Exploration



Social Emotional Learning

TIME:



90 Minutes

This lesson is designed to help students learn about their personal brand and how they can prepare for their future, including college and career.

Objectives

Students will:

1. Learn about personal brands and how to market themselves for their future, including college and career.
2. Review the details of their My Profile in MEFA Pathway.
3. Update their resume.
4. Create a LinkedIn account.

MEFA Pathway Activities

- My Profile
- My Resume
- My Journal

Materials Needed

- Internet connection
- LinkedIn's article, [*Build Your Professional Profile—A Guide for High School Students on LinkedIn*](#) +

Vocabulary

- Personal Brand
- LinkedIn
- Social Media

Future Ready Skills

- Communication
- Creativity
- Digital Literacy

PART 1

CONTENT KNOWLEDGE



Lead a class discussion about personal brands. A personal brand is how you promote yourself. It can include what you stand for, your values, and your skills. A personal brand can help students communicate their unique identity to scholarship providers, colleges, and potential employers.

PART 2

APPLYING INFORMATION

Instruct students to log in to MEFA Pathway and click on **My Journal** under the *About Me* tab and create a journal entry answering the following:

1. How do I describe myself?
2. Who is my audience?
3. What industry am I interested in?
4. Who do I want to network with?
5. What do I want my online presence to convey?
6. How can I convey my personal brand offline?

PART 3

EVALUATING INFORMATION

Explain to students that there are professional networking sites they can use to display their personal brand. LinkedIn is a professional networking site that can be very beneficial to students as they prepare for life beyond high school. It can be used to:

- Network with peers, organizations, or alumni
- Find employment, internships, apprenticeships, or volunteer work
- Research industries and companies of interest
- Present their personal brand

Have students read the article, [*Build Your Professional Profile—A Guide for High School Students on LinkedIn*](#)

PART 4

CRITICAL THINKING/CREATIVE APPLICATION

Have students sign up for and start to set up a profile on LinkedIn. Review the steps in the article about how to build a brand that reflects an individual's goals, talents, skills, and achievements in a professional way.

GRADING RUBRIC FOR PRESENTATIONS

CATEGORY	EXCELLENT	GOOD	SATISFACTORY	NEEDS IMPROVEMENT
	4	3	2	1
Content Accuracy	All content in the presentation is accurate. There are no factual errors.	Most of the content is accurate but there is one piece of information that seems inaccurate.	The content is generally accurate, but one piece of information is clearly inaccurate	The content is confusing or contains more than one factual error.
Sequencing of Information	The information is organized in a clear, logical way.	Most information is organized in a clear, logical way.	Some information is logically sequenced.	There is no clear plan for the organization of information.
Effectiveness	The presentation includes all the material needed to give a good understanding of the topic.	The presentation lacks one or two key elements.	The presentation is missing more than two key elements.	The presentation lacks several key elements and has inaccuracies.
Use of Graphics	All graphics are attractive (size and colors) and support the topic of the presentation	A few graphics are not attractive, but all support the topic of the presentation.	All graphics are attractive, but a few do not support the topic of the presentation	Several graphics are unattractive AND detract from the content of the presentation.
Font Choice & Formatting	Font formats (size, bold, italic) have been carefully planned to enhance readability and content.	Font formats have been carefully planned to enhance readability.	Font formats have been carefully planned to complement the content. It may be a little hard to read.	Font formatting makes it very difficult to read the material.
Conventions. The student uses proper grammar, punctuation, and spelling.	The presentation has no misspellings or grammatical errors.	The presentation has 1- 2 misspellings, but no grammatical errors.	The presentation has 1- 2 grammatical errors but no misspellings.	The presentation has more than 2 grammatical and/ or spelling errors.