The four primary attributes of Digital Fluency covered in Lesson 1 & Lesson 2 are listed. This lesson will primarily provide an overview of attributes 3 & 4, with attribute 4 covered more fully in Analysis/Solution Mindset Lesson 1:

1. Knows what technology tools are available to help people work together in person and online.
2. Has a basic understanding of computer, tablet, smart phone hardware and software and how they work.
3. Understands the right and wrong, both morally and legally, in using or sharing any documents, pictures, programs, or access to personal or private information.
4. Uses online tools like Google and YouTube to find data, information, answer a question, or help solve a problem. Can determine the “usefulness” and “truthfulness” of sources.

**ACADEMIC LEARNING GOALS (OUTCOMES/OBJECTIVES) FOR THIS LESSON:**
(What learners should know or be able to do as a result of the lesson.)

**CRITICAL THINKING SKILLS UTILIZED IN THIS LESSON:**
(What elements of the lesson allow learners to utilize critical thinking techniques.)

- Using facilitation strategies in addition to instruction will encourage learner participation and opportunities to exercise critical thinking.
- In this lesson, the facilitation strategies are an online group activity, class discussion, and video.
- Think of the 80-20 rule. 80% of this lesson is ready for use, 20% can be enhanced by interactive activities and examples you come up with as an instructor. After using this lesson, you can provide your feedback and enhancements through the [www.newworldofwork.org](http://www.newworldofwork.org) website.
MEDIA, HANDOUTS, OR EXTRA MATERIALS: (What media is used in addition to lesson plan.)

The skills lessons have been designed to go along with the New World of Work/CreatorUp video content. All the Lesson 1’s can incorporate the “What Not to Do” videos and all Lesson 2’s can utilize the 21st Century Skills Video Assessments. These videos can also assist in hybrid/online courses. Gauge student interest in the videos and play throughout the course as needed.

This lesson uses:

- **Socialnomics 2017 video:** [youtub.be/PWa8-43kE-O](https://www.youtube.com/watch?v=MWa8-43kE-O)
- **New World of Work “What Not to Do” Digital Fluency video:** [www.youtube.com/watch?v=nujXijLKD0Y](https://www.youtube.com/watch?v=nujXijLKD0Y)
- **LinkedIn for Students Your Career Starts Here video:** [www.youtube.com/watch?v=YWp6AN00D_c](https://www.youtube.com/watch?v=YWp6AN00D_c)
- **LinkedIn for Students: Top Five Profile To-Do’s video:** [www.youtube.com/watch?v=B8WZxYFaSml](https://www.youtube.com/watch?v=B8WZxYFaSml)

**Student Jobs 101:** [students.linkedin.com/](https://students.linkedin.com/)

**LinkedIn in Higher Education:** [university.linkedin.com/linkedin-for-students](https://university.linkedin.com/linkedin-for-students)

**Students Guide to LinkedIn**

**LinkedIn Tip Sheet for Building a Great Student Profile**

**Portfolium:** [portfolium.com](https://portfolium.com)

INSTRUCTION: (List of reproducible steps for the lesson.)

**Instructor Notes (General):**

To allow for greater flexibility of delivery, lessons can be shortened to fit into a 45min class period. They can be expanded, with more time for facilitated activities and examples, up to a 90min session.

PPT presentation slides have been kept basic to avoid copyright infringement on images hosted open source. Feel free to add your own images when presenting the slides to your learners.

**Instructor Notes (Lesson-Specific):**

If you are covering the skills in a series, the Digital Fluency lessons can follow after the Adaptability and Self-Awareness lessons. This will provide students a broader understanding of the changing work world they are
entering/re-entering, and how important an analysis of their own skills sets is when promoting themselves as potential employees/contract workers.

This lesson also pairs well with the NWoW Resume and Cover Letter Tips resources. You may want to have students work on the hardcopy versions of resumes/cover letters before introducing the concepts of online presence and e-resumes.

**Additional notes have been added to the PPT slides and can be utilized in presenter mode.**

1. **Attributes and Action Items slides:** Review the primary traits of Digital Fluency, and the action items for this lesson.

2. **Socialnomics 2017 Video slide:** Play video to introduce the concept that advances in technology mean we are globally connected now more than ever. New forms of technology including social media connect us like never before, and we must determine how we will use the tools appropriately.
   
youtu.be/PWa8-43kE-Q

3. **What is Private & What is Public slide:** Remind students that “public” and “private” information can both exist online, and must be treated differently from one another. After reviewing the tips on the slide, ask students to provide other examples of information or data that is private and couldn’t be openly shared? Ask them if they have specific examples from their work experiences?

4. **Technology, Social Media & the Job Search slide:** Technology and social media are becoming increasingly important in our hyper-connected world, and as more digital natives enter the workforce, this is especially true in the job search. You can use social media to build an online presence by sharing your background, demonstrating your experience, and showing your personality. Your online presence conveys who you are to the world, both personally and professionally. Remember, what you share online is available for all to see, even prospective employers. Employers do search candidates online, and your online presence could be the difference between getting the job and being eliminated for consideration.

   Your online presence includes social media; even personal platforms such as Instagram, Facebook and Twitter are open game for employers. Be mindful of what you post, and think through how it might reflect on you before you post.

   Social media can also be used as a job search tool because many companies are using social media to brand their company culture. Social media is a great tool to use when researching a company. This gives job seekers the opportunity to research company culture, identify trends and hot topics in the industry, identify management changes, and connect with professionals in the organization.

5. **Recruiters Use Social Media slide:** According to Jobvite Recruiter Nation Report 2016, the Annual Social Recruiting Survey, the overwhelming majority of recruiters (87%) find LinkedIn most effective when vetting
candidates during the hiring process. Everything posted on the internet is written in pen, not pencil. It cannot be “erased” even if it’s deleted. It’s important to be conscientious about what we post as well as what our networks post about us. Proactively managing social media presence and our online reputation is a must. A good rule of thumb is to post content you would be comfortable addressing in an interview. Refrain from posts that are emotionally charged especially as they relate to politics, details about your personal life, work complaints. Keep content positive, light and fun.

6. **Your Online Reputation slide:** It's imperative we are aware of our online presence and we create and maintain a professional online presence that will impress. Ask students to use their mobile device, or share if they do not have one, to Google their name and see what they find. Have a class discussion on what they find. Let them know that if they found content that could be considered inappropriate by a recruiter, you will discuss tips on “cleaning up the digital dirt.” Also, tell the class you will discuss strategies on using social media positively and ways they can strengthen their online reputation.

7. **Tips for Finding and Cleaning Up Digital Dirt slide:** Review the list of tips.

8. **Strategies for using Social Media and Technology as a Networking Tool slide:** Tell students to include an abundance of positive attributes and characteristics in their profiles such as leadership, membership and affiliations, community activities, interests and hobbies. Also, be positive when communicating in a post or message. Finally, supporting and recommending other people’s work, sharing helpful information and contributing to discussions are other ways a job seeker can show they are authentic, polite and positive. Incomplete profiles can communicate to recruiters that you would not follow through or complete projects in your work.

9. **Social Media and Job Search/Promotion slide:** Utilizing social media sites like LinkedIn, Facebook, Twitter and Pinterest allow one to build a professional online presence and showcase experience, skills, knowledge and expertise in a specific field. Job seekers, contract workers, and entrepreneurs should be strategic with the social media platforms they use, choosing the ones that showcase their unique skills and experience. For example, Pinterest is a great tool for job seekers who would like to showcase their skills and knowledge in a creative way. Use the end of this slide to introduce the next slide’s video on “What Not to Do” in online promotion.

10. **Digital Fluency “What Not to Do” Video slide:** [www.youtube.com/watch?v=nuiXijLKD0Y](https://www.youtube.com/watch?v=nuiXijLKD0Y)

   Point out to students this is exaggerated, but often times people do make basic mistakes on social media that negatively influence how others see their abilities and skills. On the next slide, focus on positive examples of how individuals have successfully used social media in professional promotion.

11. **Class Discussion slide:** Ask students what ways have they seen friends, family or colleagues use social media to create or maintain a professional and positive online presence?

12. **LinkedIn slide:** Introduce LinkedIn and reiterate some of the key aspects that make LinkedIn different from other social networking sites like Facebook or Instagram. LinkedIn is a networking site for your professional
life. It allows users to connect with others, learn about trends and news in their field, search and apply for jobs and internships. Students and recent graduates are the fastest growing users of LinkedIn. Reassure students that if they are hearing about LinkedIn for the first time, it’s understandable as many students are still learning about the tool.

Let them know it’s an exciting tool to help students develop as professionals and bridge what they’re doing in school to the world of work. Explain that the next section of the presentation will include resources on how students can use LinkedIn.

**Video- LinkedIn for Students:** Show the video to ensure students understand what LinkedIn is and its value to them as students. The video is imbedded in the slide but can also be accessed here: [youtu.be/YWp6AN00D_c](youtu.be/YWp6AN00D_c)

**LinkedIn- Build your professional brand:** Review the points on the slide and refer to the resource *The Student’s Guide to LinkedIn* produced by LinkedIn that’s included in the lesson.

**Video- LinkedIn for Students:** Top Five Profile To-Do’s: [www.youtube.com/watch?v=B8WZxYFaSml](www.youtube.com/watch?v=B8WZxYFaSml)

**More LinkedIn Resources for Students:** Give students the accompanying handouts *Students Guide to LinkedIn* and *Building a Great Student Profile*. Pull up the Students Jobs 101 page to show learners the resources available to help them use LinkedIn. Reference the LinkedIn Students app they can download for free to get personalized recommendations on reading material, companies to follow, careers to research and jobs to consider all based on their education. Lastly, pull up the LinkedIn in Higher Education website to show students the additional resources to help them use LinkedIn and build a profile. There are tons of great videos they can watch.

*Note: LinkedIn also provides resources for higher education professionals: [university.linkedin.com/higher-ed-professionals](university.linkedin.com/higher-ed-professionals)*. Tools include tip sheets and videos on topics such as conducting profile reviews with students, using university pages, and marketing materials for campus use.

*Note: You may want to set up a Group LinkedIn page for your class so your students can add as members to the group. This way, you can continue to track their academic and career progress.*

13. **Electronic Portfolios slide:** Review the value of creating an ePortfolio

14. **ePortfolios and the Job Search slide:** Bring up the Portolium website for visuals: [portolium.com](portolium.com)

*Note: As a follow-up to the information presented in this lesson, assist students in developing or enhancing their LinkedIn profiles. Assist those that are interested in learning more about ePortfolios and setting up an account with Portolium. This can all be done in class sessions held in computer labs, or as out of class assignments with assistance through online course management tools.*
**CLASS CLOSURE:** (How the information relates to students’ life experiences/academic goals and/or the intro. for the next session of instruction.)

LinkedIn and New World of Work have partnered to provide suggested next steps after each of NWoW’s 21st Century Skills lessons. Learners can go through self-paced, online video courses through LinkedIn Learning’s Lynda.com platform to build on their knowledge and application of employability skills. **This can be done within the class, assigned as homework, and/or hosted online if you are incorporating a hybrid format.** Learners earn certificates of completion, which can be showcased on their LinkedIn profiles along with digital badges and skills verifications. Go to: [www.linkedin.com/learning](http://www.linkedin.com/learning)

**Suggested Courses and Videos for Digital Fluency at the Postsecondary Education Level**

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<thead>
<tr>
<th>Course</th>
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<tbody>
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<td>Computer Components and Peripherals for IT Technicians:</td>
<td><a href="http://www.linkedin.com/learning/computer-components-and-peripherals-for-it-technicians">www.linkedin.com/learning/computer-components-and-peripherals-for-it-technicians</a></td>
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<td>Top 5 Tips for YouTube Channel:</td>
<td><a href="http://www.linkedin.com/learning/top-5-tips-for-youtube-channel">www.linkedin.com/learning/top-5-tips-for-youtube-channel</a></td>
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<td>Understanding search engines:</td>
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*Videos are hyperlinked and can also be accessed through the NWoW-LinkedIn Crosswalk*