Building Your Personal Brand

This lesson is designed to help students understand 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 their *My Profile* details in MEFA Pathway
3. Update their resume
4. Create a LinkedIn account

ACTIVITIES

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 navigate to their *My Digital Portfolio*. Students should update the information about themselves on this page while thinking about the following:

1. How do I describe myself?
2. Who is my audience (employer, college, etc.)
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 off line?

Grade Level: 12

MEFA PATHWAY SECTIONS WITHIN THIS LESSON:
- My Profile
- Resume Builder
- My Digital Portfolio
- My Journal

DOMAIN:
- College & Career Exploration
- Social Emotional Learning

TIME:
- 90 minutes

MATERIALS NEEDED:
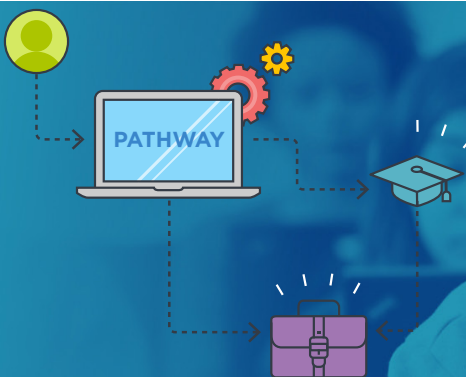- Internet connection to work with the MEFA Pathway website

FUTURE READY SKILLS:
- Communication
- Creativity
- Digital Literacy

VOCABULARY:
- Personal Brand
- LinkedIn
- Social Media

Email any questions to: info@mefapathway.org

LESSON PLAN

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 College Vine blog post, *How to Use LinkedIn in High School.* Once students finish reviewing the blog post, have them create a LinkedIn account.

Critical Thinking/Creative Application

In MEFA Pathway, have students write an entry in their *My Journal* under the *Create Profile* tab reflecting on what they want their personal brand to represent and how they can continue to develop their brand beyond high school.

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Building Your Personal Brand
Grading Rubric

CATEGORY	EXCELLENT 4	GOOD 3	SATISFACTORY 2	NEEDS IMPROVEMENT 1
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 entry includes all material needed to give a good understanding of the topic.	The entry is lacking one or two key elements.	The entry is missing more than two key elements.	The entry is lacking several key elements and has inaccuracies.
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. Student uses proper grammar, punctuation, and spelling.	The entry has no misspellings or grammatical errors.	The entry has 1- 2 misspellings, but no grammatical errors.	The entry has 1- 2 grammatical errors but no misspellings.	The entry has more than 2 grammatical and/ or spelling errors.