



**Do Now**

# Why is my appearance online important?



Tom had applied for dozens of jobs, and not heard back from one of them. He was at a loss as to why; he had top grades and great work experience too. 'Maybe,' suggested his sister, 'you need a digital makeover. Any company can find you in seconds nowadays. I mean, just look at your profile picture here!'

**Discuss: What does Tom's sister mean by a 'digital makeover'?**



**Tom Seldon: Only wanna partaaay!!**

Why might Tom's public profile picture and personal slogan put off employers?

*I think this could put off potential employers because firstly.....*

# Why is my appearance online important?



## Learning outcomes:

Describe how the way people present themselves online can have positive and negative impacts on their future opportunities.

**Digital footprint – the information about a particular person that exists on the internet as a result of their online activity.**

**Online reputation - the public perception of a person, company, product, or service based on their online activity. It's also known as an e-reputation.**

Watch the clip, listening carefully. We know most do it, so around the mind map, write down as many reasons as you can why employers screen potential candidates by searching for them online.

<https://www.youtube.com/watch?v=I3U9n2GM8LU>



***Employers want to know you behave yourself online, e.g. no bullying no hate speech.***

***These are far more thorough than regular background checks.***

***Employers want to know they are being as fair and diverse in hiring policies as possible.***

***Employers want to know what your values really are and if they match theirs.***

***Employers want to know if they can trust the candidates.***

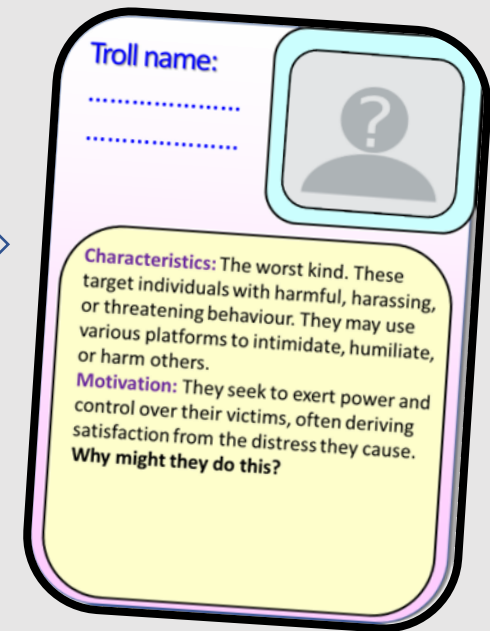
# Why is my appearance online important?



We're now going to assess some public profiles of some teenagers.

We'll look at the first one together.

As we go through, you need to complete your table to gauge how acceptable each of the profiles would be to potential employers looking up these teens on the internet before they decide whether to invite them in for a college or job interview.



Name:  
John Barrington



**PUBLIC:**

Email: [johnbarrington06@gmail.com](mailto:johnbarrington06@gmail.com)

Phone number: 07977656633

**PUBLIC:**

*'Doin ma thing. If ma thing aint your thing, aint no thing but a G thing.'*

**PRIVATE: Age 17**

**Interests: Manchester United, Gaming, Fitness, I help out with coaching a kid's football team, Manchester Minis. Annoying sometimes but love the little rascals really!**

**Class Discuss:**

**Here's our first example.**

**This is John Barrington's profile, a 17-year-old from Manchester.**

What do you notice about his profile picture?

How easy do you think it would be for a potential employer to find this profile? What impression would they get of John?

What do you notice about the information he has chosen to keep public, and that he's chosen to keep private?

What advice would you give John?

Name:  
John  
Barrington



**PUBLIC:**

Email: [johnbarrington06@gmail.com](mailto:johnbarrington06@gmail.com)

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1. He's wearing a hoodie – some employers could be put off by this look – and worse still, he has a black eye in the picture.

2. It would be very easy to find John as his phone number and email address would be on a CV / job application form and it's all public here.

3. They may think he gets in fights and sees himself as a gangster, although his private information actually makes him sound like a nice person.

**Make your personal info private, change your picture, show off your true self instead of a fake-tough image that would put off employers.**

**Name:**  
Ellie K-Sweet  
Li'l Blue Pop

**A**



**PUBLIC:**

Email: [cuteysweetyimthebest@gmail.com](mailto:cuteysweetyimthebest@gmail.com)

Phone number: 07977656634

**PUBLIC:**

*'I hate the Tories – kill the rich!'*

**PUBLIC: Age 17**

**Interests:** Photography, documentaries about serial killers, watercolour painting, reading books about serial killers, knitting, making TikToks about serial killers.

**Name:**  
Billie T.  
Haywood

**B**



**PRIVATE:**

Email: [Billiethaywood15@gmail.com](mailto:Billiethaywood15@gmail.com)

Phone number: 07977656635

**PRIVATE:**

*'Living my best life, share the love!'*

**PRIVATE: Age 17**

**Interests:** Probably too many to mention here! Love cats most of all, especially my fluffy little charmer, Babykins. Just been accepted to Oxford Uni to study English Literature. Won Junior MasterChef last year.

Name:  
Big Boi Bad  
Ole' Kingz

C



**PUBLIC:**

Email: yoimstilldag@gmail.com  
Phone number: 07977656635

**PUBLIC:**

'Gotta keep hustlin. Brap Brap!!! Mew!'

**PUBLIC: Age 17**

Interests: Any1 wanna buy a XL bully, hit me up on Telegram.  
Also, anyone know any construction jobs going in Leeds area?

Name:  
Amie  
Chesterton

D



**PUBLIC:**

Email: amiethemodel@gmail.com  
Phone number: 07977656636

**PUBLIC:**

'Follow me I will follow back ❤️❤️❤️'

**PUBLIC: Age 17**

Interests: I am a self-employed Insta model, open for new contracts, always available, model for my friend's market stall in Donny, see my portfolio here...'



### For each tweet:

- 1) Describe the point the celebrity was trying to make and one thing that the mistake reveals about their character.
- 2) Explain for each why you think the celeb deleted the tweet afterwards.
- 3) Analyse, using the tweets as examples, whether digital footprints serve a useful purpose in the public sphere.

Finished? Create a 3-step checklist to prevent negative digital footprints.

## Reporting a Concern at Thornden School

- It is important to us that all of you feel safe, happy and belong at Thornden.
- We also know that sometimes it is not as easy as simply telling a member of staff
- It could be:
  - A friend you are worried about
  - Someone being unkind to you
  - Something you have heard and think we should know



### How can you report anything you are worried about?

- Speak to a member of staff or parent / carer
- Visit the Well Being Den or Head of Year area
- On Satchel each week you will be sent a link to a form to share any worries you have
- On our school website homepage there is a 'Report a Concern' link.
- In the Student Bulletin there is a 'Report a Concern' link
- On all school desktops there is a 'Report a Concern' logo to click and report anything

# Need Support? You're Not Alone



If anything in today's lesson has affected you, or you want to talk to someone, there is help available.

## **Mental Health & Low Mood**

YoungMinds – <https://www.youngminds.org.uk>

Kooth – <https://www.kooth.com>

Mind – <https://www.mind.org.uk>

## **Apps That Can Help**

Calm – For mindfulness and sleep.

Headspace – Meditation and stress relief.

Clear Fear – Manage anxiety (designed for young people).

MeeTwo – Anonymously talk to other teens, moderated by experts.

## **Talk to Someone**

Your Tutor or Head of Year – We're here to help.

Wellbeing Team and School Nurse

Report a Concern on Satchel

Safeguarding Team with the Purple lanyards

## **Eating Concerns**

Beat Eating Disorders –

<https://www.beateatingdisorders.org.uk>

NHS Live Well – Eating Disorders –

<https://www.nhs.uk/mental-health/conditions/eating-disorders/>

## **Healthy Lifestyle**

NHS Every Mind Matters – <https://www.nhs.uk/every-mind-matters>

Change4Life – <https://www.nhs.uk/change4life>