

LESSON 4 – FACEBOOK

GOALS: This lessons aims to give students an understanding of :

- What Facebook is
- How Facebook differs from LinkedIn
- The difference between a Page and a Profile
- The difference between a Facebook “friend” and a real friend.
- Facebook privacy settings
- Using Facebook as a job-search tool

OBJECTIVES: The student will:

- Set up a Facebook profile
- Identify 5 differences between a profile and a page
- Amend privacy settings from the default Facebook settings.
- Be able to put “friends” into lists
- Edit the privacy settings for individual posts
- Edit the privacy settings for general access
- Add a tag to an image
- Remove a tag from an image
- Prevent “friends of friends” seeing photos
- “Like” a page

INTENDED LEARNING OUTCOMES: Students will understand how Facebook differs from LinkedIn and how each of these two social media is best used for a job-search. Students should be able to search for companies and to “like” a relevant Page.

PRESENTATION: Facebook and “friends”

Sample timeline:

09.00-09.15: recap of last week’s class.
Answer any queries raised.

09.15-09.30:
presentation

09.30-10.15: practical activity

10.15-10.30:
Q&A/discussion

Required equipment

- Laptop x 1
- PCs x 10
- Projector
- Whiteboard

HOMEWORK

Students will “like” 4 other companies and follow their Newsfeed for a week to see what they can learn about the companies and what jobs are offered via Facebook.

