



Online Presence Activity Handout

Directions

With your partner, read the examples of online presence below, and then respond to the questions about your own online presence. Be prepared to discuss.

Example online comments about LeBron James

@KingJames I may have been one of your biggest fans. But THIS series you played worse than a high school student who didn't make the team.

@KingJames You make millions but you can't make a free throw to win the game? COME ON!!!!

@KingJames You suck and you're not Kobe Bryant! You can't just shoot left handed free throws. Only Kobe can do that. Better luck next time.

1. What are your reactions to negative tweets directed at LeBron James?

2. How do you think they might make LeBron feel? (e.g., offended, potentially amused?) And how might they make other people feel in terms of how much they like or dislike LeBron?



Now think about your own social media profile(s)

1. What is the story that people might take away from reading your profile?

2. Who writes that story?

3. How might you manage that information?



4. What can you influence with respect to online content about you?

5. What can't you control?

Let's Get Real

Pull up one of your social media profiles on your phone. Pick one post on your social media account to examine closely.

1. Who created the content? Why?



2. What are some of the comments?

3. Who was the target audience for this piece of content?

4. What information was left out (for example, if it's a photo, was it cropped in any way)?



5. What is one type of content that you/the account owner DO control?

6. What is one type of content that you/the account owner DO NOT primarily control?

7. What is one thing you can do about content that someone else has shared about you that you don't like for some reason (i.e., this information is NOT in your direct control)?

