

# An Education of Social Media Literacy to High School Students in Social Media Times

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**Abstract:** Social media, such as Twitter and Facebook, has been popularized to our society. In the social media times, many people become more active between online and offline. Today, personal branding is very important to harness an individual strong point. We are studying about the personal branding for high school and university students by practical use of social media. This research aims at a career design of the students by personal branding. Concretely, we gave lectures to high school students and teachers (junior high school, high school) about social media and personal branding. We conduct surveys about individual strong points and personal branding for high school students. As the result, we confirmed that they had improved literacy and understanding of social media. From this survey, we propose a personal branding support service named "Mentors". In the near future, Mentors may be launched.

**Keywords:** career design, personal branding, social media literacy

## 1 INTRODUCTION

Today, the employment rate of students in Japan is very low level by the economic conditions caused by global depression, and major company intention of many students. The increase in the early unemployment rate for less than three years is a serious problem by the mismatch of adoption between students and companies [1]. People are required to harness individual strong point for survival in the society.

Recently, social media, such as Twitter [2] and Facebook [3], has been popularized to our society. In the social media times, many people become more active between online and offline. Then, personal branding (the activity which asserts own specialty and builds own brand) [4] is very important to harness an individual strong point [5]. In this case, social media literacy is important to use real name for personal branding.

There are several companies which uses social media for a recruitment activity as a communication tool with students in such circumstances. The purpose of these companies is to employ students with high information sensitivity who masters these tools, and the student excellent in communications skills. This new stream is called "social recruiting" or "so-katsu (the meaning of the job hunting activities using social media)".

We are studying about the personal branding for high school and university students by practical use of social media. This research aims at a career design of the students by personal branding. Here, career is "lifetime products".

Personal branding brings opportunities to get good human network and information. This may be good supports to construct own career and business. However, personal branding takes much time until effect appears. Therefore, the practice of personal branding and social media literacy in information education at high school class are important for their career design. However, many high school teachers cannot teach to students about advantage or risk of social media effectively, because they are not using social media. In addition, there is no true answer in how to use social media, because social media is dependent on discretion of each person.

Therefore, when people use social media, people need to have the purpose, and creatively uses of social media are required. There are few reports of case study about personal branding of students [6]. In this report, course inclusion experience about personal branding with social media was carried out to students who major in internet marketing. However, the case study which specialized in the social circumstances in Japan has not been reported. This research aims at the contribution to "students", "university", and "society", paying attention to the possibility of personal branding with social media.

## 2 SOCIAL MEDIA LECTURE

### 2.1 Purpose

We gave lectures to high school students and teachers (junior high school, high school) about social media and personal branding. Purposes of the lectures are as follows.

(1) Basic use of social media and practical use as a tool of information gathering.

(2) Social media literacy and suitable information disclosure and information transmission.

(3) Students have relation with society positively (participation of events, make human connections).

(4) Discovery of an effective use of social media for the personal branding of students by active discussions among professors and students.

### 2.2 Lecture to high school students

In our university, there is cooperation lecture between neighbor high schools and our university for high school students. We gave a lecture to students about practice of social media and personal branding [7][8]. Overview of this lecture is as follows.

- Date time: August 1, 2012, 10:00-17:00
- Number of students: 21
- Contents:
  - Own strong points
  - Social media literacy
  - Personal branding
  - Discussions about above theme

In this lecture, 21 students were divided into four groups. Each group consists of 4-5 students, and discussed about various theme.

### 2.3 Lecture to teachers

Our university also provides a lecture place for renewal of teaching credential. We gave a lecture to teachers about almost same as the students. Overview of this lecture is as follows.

- Date time: August 9, 2012, 9:15-16:20
- Number of teachers: 29
- Contents:
  - Own strong points
  - Social media literacy
  - Information education in the school
  - Personal branding for high school students
  - Discussions about above theme

In this lecture, 29 teachers were divided into six groups. Each group consists of 4-6 teachers, and discussed about various theme.

### 2.4 Discussions

#### 2.4.1 Discussions of lecture to students

In the lecture of students, their strong points were surveyed. We classified according to consciousness level of strong points. Level 0 is without recognition. Level 1 is only liking. Level 2 is abstract strong point. Level 3 is concrete strong point. Level 4 is connected with actual activity. Fig.1 shows the consciousness level of strong points of students. About 70 % of students have own strong points. However, 0 students connected with actual activity. Our mission is to promote consciousness level of the students. Concretely, many students answered as strong points that continuity (5 answers), creativity (5 answers), volition (4 answers), imaginary skill (3 answers), curiosity (3 answers), and communication skill (3 answers). And, there are language, human network, sense of commitment and leadership as a minor reply.

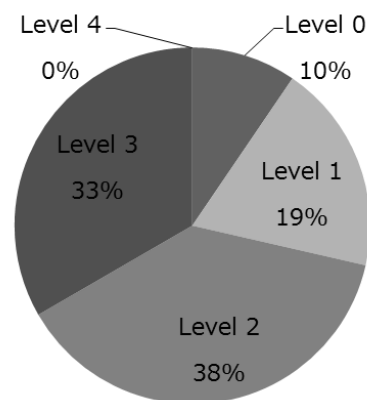


Fig. 1. The consciousness level of strong points

Next, we investigated whether high school students could practice personal branding. It answered that the students of 1/3 could practice personal branding, and the students of 2/3 answered that they could do conditionally. The merit of being the high school student whom the students answered is as follows.

- Easy to be observed from the society
- Easy to gather opinions from young people
- Can know about society from the young age
- Easy to construct human network
- Useful for information gathering

Personal branding from a young age is very important in respect of human networking, because it takes long time.

#### 2.4.2 Discussions of lecture to teachers

In the lecture of teachers, their strong points as an educator to support the students were surveyed. Table 1 shows strong points as a teacher whom the teachers answered.

**Table 1.** Strong point as a teacher

Strong points as a teacher	Answers
Specialty about own subject	21
Human network	10
Student guidance, career guidance	8
Social credibility	7
Sense of commitment	7
Keep youth	6
Communication skill	5
Experience in industries	1

From Table 1, it is confirmed that the teachers harness the strong point to education of students. Next, we investigated how the teachers could support the students to practice personal branding. The support to personal branding of the students that the teachers answered is as follows.

- Actual use of Twitter, Facebook
- Case introduction
- Observation of the students, interposition
- Training of sociality
- Improvement of writing skill
- Management instruction of personal information
- Responsibility to the information
- Installation of an opportunity to face oneself
- Information moral, literacy education
- Instruction corresponding to a trouble

There are many teachers with the volition to student guidance. The necessity of lecture about social media literacy and personal branding for the high school students were confirmed.

### 3 PROPOSED SERVICE

#### 3.1 Purpose

From the above discussions, a support service for personal branding is required all over the world. In personal branding, it is very important to harness individual strong point. And, existence of mentors which advises to find own

strong point is necessary. Then, we propose a personal branding support service named "Mentors".

#### 3.2. Overview of Mentors

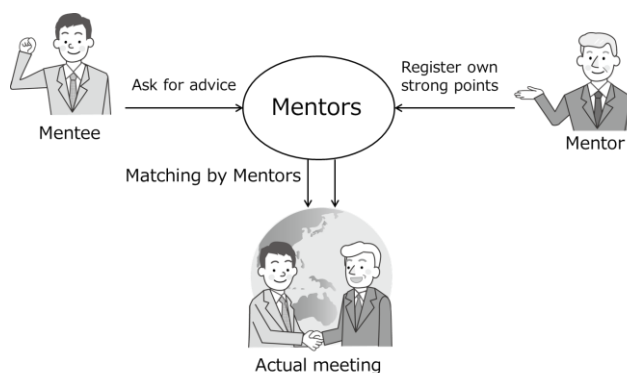
Mentors is a service which connects mentor and mentee. Fig. 2 shows overview of Mentors. In Fig. 2, mentee asks for advice to Mentors, mentor registers own strong points. Then, Mentors matches mentor and mentee.

The concept of Mentors is "Everyone has face of both mentor and mentee". An actual human had better judge an individual strong point rather than a system judges. The mind of Mentors are "actually met", "talking various theme", and "communication after meeting". Then, the functions of Mentors are as follows.

- Registration of searching mentor type
- Registration of own strong points
- Matching of mentor and mentee

Mentors is similar to Forkwell [9] and Wantedly [10]. Forkwell is skill based networking site for engineers and creators, and seems to be engineer version LinkedIn. The engineers can make a personal brand with Forkwell, and there is mechanism which has own skills evaluated from other people. Wantedly is matching service to meet others who has same purpose (project member, party friends etc.).

Mentors specializes in finding the mentor who mentee wants to meet. Mentors will be developed by Facebook based Web application, because social graph of Facebook is based on actual human network. Mentors aims at promotion of human life by understanding their strong points and using social media effectively.



**Fig. 2.** Overview of Mentors

## 4 CONCLUSION

This research aims at a career design of the students by personal branding with social media, and we gave a lecture about social media to the students. The contents of the lecture are mechanism about social media, social media literacy, and personal branding with social media. We conduct surveys about individual strong points and personal branding for high school students.

As the result, we confirmed that they had improved literacy and understanding of social media. For practical use of social media, not only an understanding of social media literacy, but also actual use by each person is necessity. From this survey, we propose a personal branding support service named "Mentors". In the near future, Mentors may be launched.

Future works are more long time observation about behavior of students, modeling to find suitable social media for each person, and evaluation method for teaching portfolio.

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