

Business Communication

Haskin

FBLA Lesson: Future Activity 13

Tomorrow's Business Leader—Letter Writing Activity

FBLA's national publication is called "*Tomorrow's Business Leader*." An excellent article is included in the Winter edition (2015) on Social Media Do's and Don'ts. Please pick up a copy from my bookcase.

Read the article then write a one-page letter in proper business format summarizing and reacting to this article. Address the letter to your local chapter adviser. Be sure to prepare your summary as a Business Letter. Proofread your work. Save in your FBLA folder as xx Future--Activity 13. Submit for a grade.



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100/100

Teacher Feedback: Amazing job on your letter! Your formatting for a letter is perfect, the advice is up to date and relevant to this generation. Social Media is such a powerful tool, but such a dangerous one at the same time. Remember that all of your BAA activities will be averaged together for one project grade this 9 weeks.

Dear Mr. Haskin

Social media has grown to be a large portion of most every person's daily life but, not everyone knows the dos and don'ts of social media. When on social media practice positive thinking. People who may not be having a good day can see your inspirational video, comment, status or picture and smile. Social media is meant for positive interaction, which leads me to the next one; don't excessively share your sadness. It can be easy to get caught up in a bad day, it happens to the best of us but, don't excessively post the gloomy days. Focus on the positive side of every dark situation.

Do's

- Make your profiles private, if that's an option.
- Form as many connections as you can with other students, professionals, or people related to your studies or field of interest. This could be on a platform like LinkedIn.
- Upload pictures from your semester or year abroad! This can show you are interested in visiting new places and cultures and can show that you are an open-minded person. Moreover, this also goes for any other trips abroad you've done during summer vacation, for example.
- Show that you have interests and hobbies and that you are a well-rounded person.
- Add yourself to all the groups you are involved in. This type of information is usually displayed on your profile. If you are involved in a student association or volunteer, you should definitely showcase it!
- Share articles you find interesting. It might be a good idea to have some sort of social media presence in the field you are interested in!
- Google yourself to see what comes up. If there is something you don't like the look of, you can edit or delete it.

Don'ts

- Be negative or aggressive online. Free speech is important and you are entitled to your opinions but be smart about it. Basically, don't be a hater and don't be a troll. Hateful, harmful and hurtful comments will not paint a positive picture of you. Beyond that, being a decent and courteous human being online isn't that hard.
- Post anything illegal. That means drugs, violence, or any sort of stealing or damaging of property!
- Share sexually explicit stuff...you know what we're talking about. That can come back to haunt you in the long run.
- Rely on privacy settings. They aren't always as reliable as you might think them to be.
- Have an embarrassing or inappropriate handle or name. This is on-par with having an email address like barbiepricess@hotmail.com or markisthebest2406 or something equally bad and cringy.
- Use strange or inappropriate hashtags. Hashtags are often forgotten but you can also be found using them!

Promote good behavior. What you post can be seen by anyone all over the world, so be sure to post what will inspire not hurt. We all know that sitting behind a screen can give a person confidence they didn't know that had but, don't let that create a know-it-all attitude because not everything you read online is true. Look into the sources, the author, and the information in the post, if it looks suspect, it probably is. Be sure to use social media to promote your work; don't be afraid to promote your business. Make the best out of the internet but don't use it to avoid tasks. Don't let your work pile up; social media shouldn't get in the way of your work.

Sincerely,

Catherine Mulford