Lesson Plan
Health Professions Week Instagram Chat

Unit Name / Topic:
Learning about professionalism; professionalism as a function of employment

Length of lesson:
60 mins

Objective(s):
- Students will learn 3 specific tactics of presenting themselves as a professional:
  - Professional email etiquette
  - Professionalism in online learning/virtual employment opportunities/interviews
  - Professionalism in social media presence

Essential Question: At the end of the lesson, can students link elements of being professional to future employment opportunities?

Benchmarks:
4.4 Employability Preparation
4.4.1 Develop components of a personal portfolio.

- Social media
- Personal networking
- Employer websites
- Internships

Materials / Resources:
- Instagram access to @HealthProfWeek

Procedure: Independent Work, Homework
- At 8pm ET/5pm PT on Tuesday, November 17, Health Professions Week will host a virtual chat with the 20 professional associations via the online platform Instagram.
- Topics discussed during the hour-long chat will cover 4 specific tactics of learning professional behaviors in the classroom and in employment situations:
  - Professional email etiquette (a) professional email address and (b) professional communication via email, and
  - Professionalism in online learning/virtual employment opportunities/interviews, and
  - Professionalism in social media presence

Formative Assessment:
- After presentations, the class gives feedback.

Summative Assessment:
- Each student will write a reflection about the activity.
Homework: Assignment can be assigned as homework, as it falls outside of traditional classroom hours. 
*Teacher tip:* If this scheduled event occurs during regular class-time, schedule a block of time as a “field-tip” at your library or computer lab for students to use school resources to access the fair.

Unit Assessment: NA

Reflection: