



L2- Cultivating a positive online reputation

Online reputation action plan

Dan is on holiday. When he returns home, he is starting a new job as an activities co-ordinator at a foodbank that serves the local community.

Use this sheet to create an action plan for Dan that will help him build a positive online reputation:

1. Tick the posts you think Dan should write, give reasons why and then write the post for Dan.
2. Put a cross against any you think Dan should not post and explain why.
3. Add social media and online platforms you think Dan should use.

Y/N		Why? Why not?	Which SM platform?	Write the post for Dan
	Posting a goodbye message to his former colleagues..			
	Encouraging people to sponsor his 24 hour silence for a local charity.			
	Commenting on an announcement by his new employer that Dan will be joining the team			



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	Sharing a photo of the dinner at a restaurant.			
	Posting a video of a hotel guest slipping over and falling by the pool.			
	Reviewing the film he watched on the plane to his holiday destination			
	Apologising to fellow passengers about misreading his flight times and causing the plane to be delayed			
	Contacting the airline about his lost luggage			