This is Ellen Degeneres. Before she records her famous talk show, she gets the names of people who are going to be in the audience on that day and she checks their facebook profiles.

During the show, she shows some of the facebook pictures those people have posted. Some people get really surprised and embarrassed. But she just says, “It’s not my fault. You posted those pictures.”

Some time ago, Henrique Moura presented this talk where he mentioned self-presentation and image management literacy. He talked about the image you create and the information you choose to show others.

What image do you create?
How are you showing yourself to others?

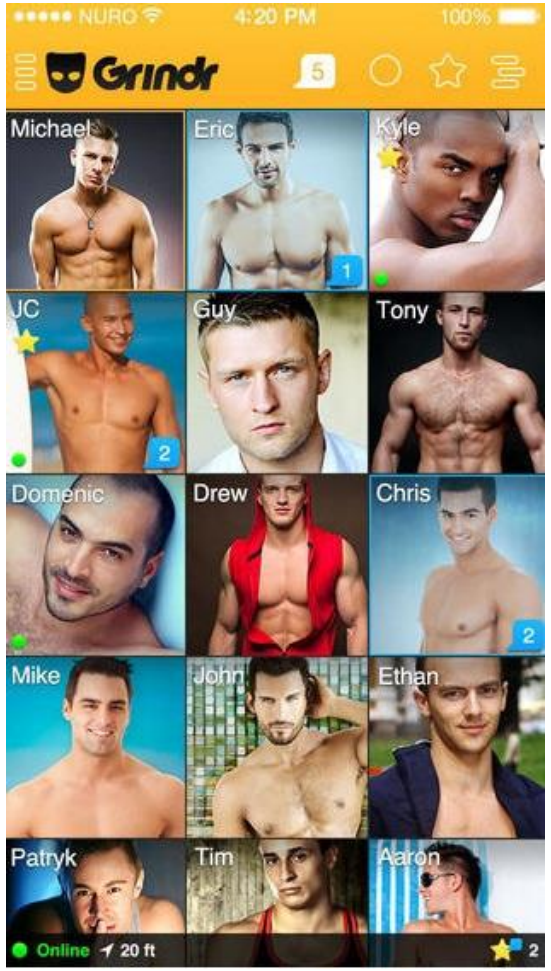
If you have an online profile, anybody can have access to that. Your students, your boss, and if you're looking for a job, before they even consider you, they will look at your profile, too.
I know your profile is personal, but is it just personal?

A couple of years ago this Brazilian kindergarten teacher was fired when a video was posted where she was seen doing this “immoral” dance. Parents said, “we don’t want this woman teaching our kids.” She lost her job. And she wasn’t the person who posted the video. Someone else had posted it.

So I decided to go over **your** facebook pages. A couple of weeks ago I asked on facebook, "Who's going to BrELT on the Road in Brasília?" and lots of people answered, "Me."

Are you afraid I'm going to show something inappropriate? Well, as Ellen said, "**You** posted it!"

This is Jeremy Harmer's facebook page. If you look at Jeremy's pictures and posts, you'll see that he loves traveling, he loves music, he plays the guitar a lot, he has a lot of friends in the ELT community, and he participates in **a lot** of ELT events. He comes across as a very nice person, very artistic and also very professional.



Now this is Grindr. It's a cell phone App for gay men who basically want to have sex. I'm sure many of the boys here know this App.

Guys use profile pictures where they show a lot of skin. But you know, they use these pictures for a reason. This is what they're advertising.

Well, some English teachers use the same kind of picture on their facebook profile.

Don’t get me wrong. I love to look at men’s chests. I just don’t think this is appropriate on social media, where your students, clients, anybody will see that. What kind of image are you trying to build for yourself?

Paula K. Cortazar
May 18 at 2:19 PM ·

Great day on the beach!
#iloveholidays

Paula K. Cortazar
Just now ·

Happy Valentine's Day, my love!

Like Comment Share

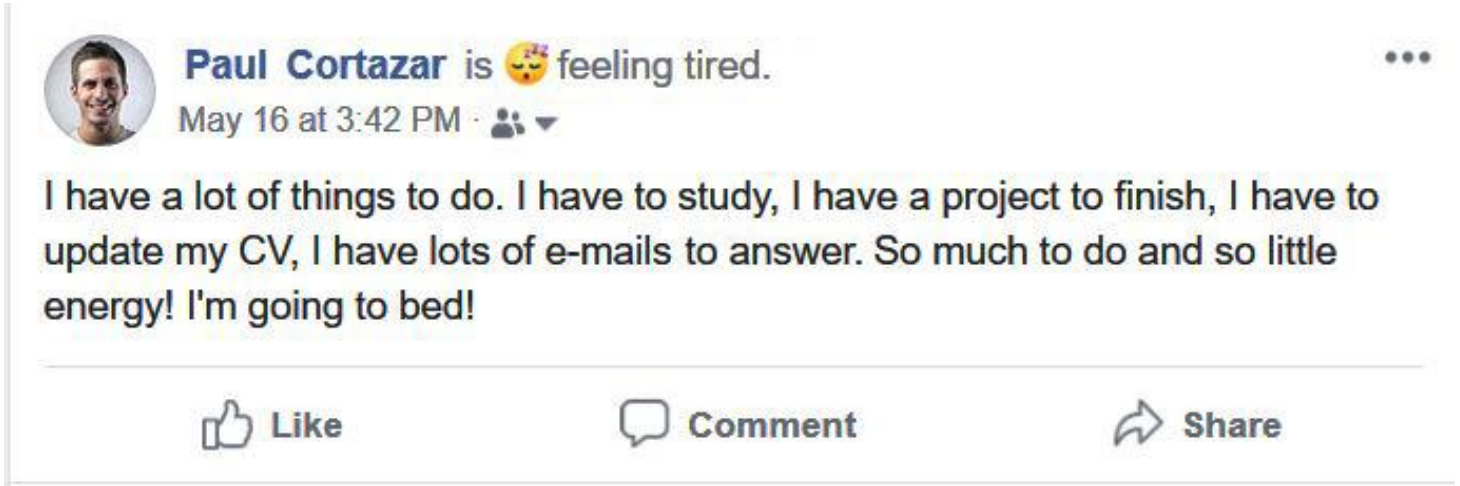
This English teacher posted a picture of herself in a bikini and she posted another picture of herself tongue kissing her boyfriend. I like to see women in bikinis (well, no I don't) and I love tongue kissing, but do you think this is appropriate for social media? Think about the people who will be looking at these pictures.

Fake profile!

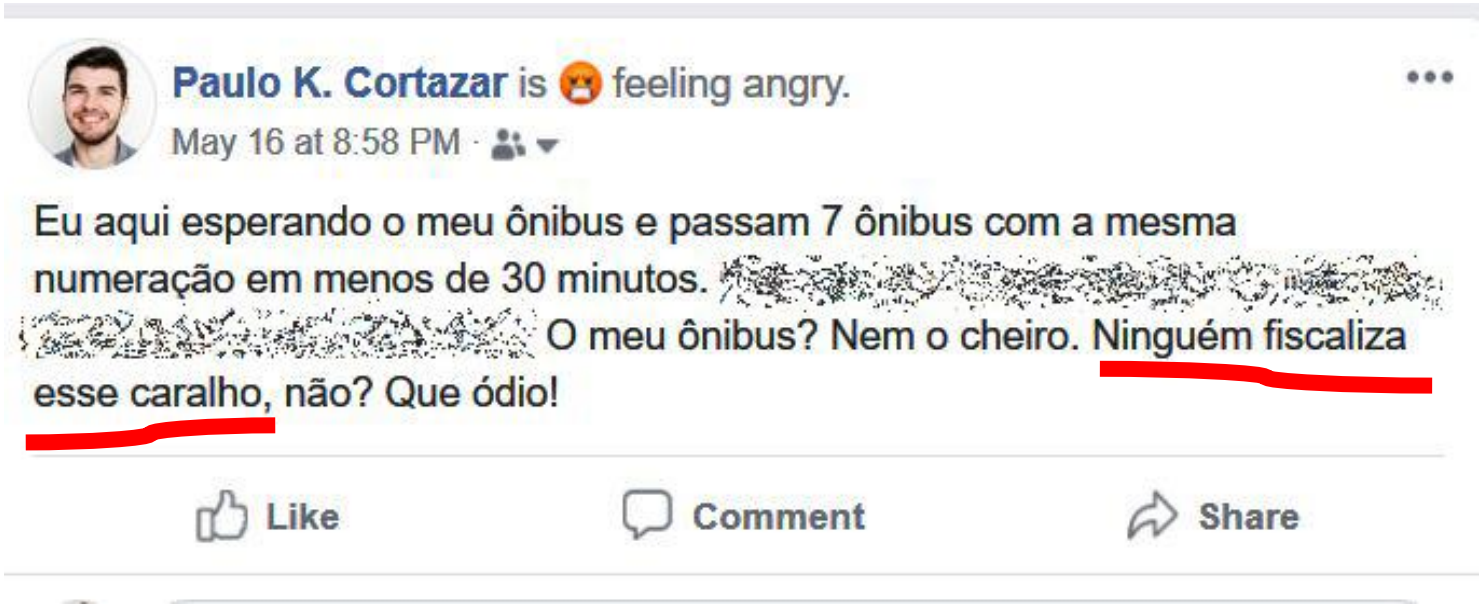
Real post!

Before we go on, I just want to say that these are fake profiles that I created, but that all the posts are real. I don't want to embarrass anyone publicly. I just want to propose a reflection about what we're doing online.
So don't be afraid, but you might recognize some posts.
Are you ready for more?

This English teacher posted on facebook that he had been fired and was looking for a new job. He asked his friends about job opportunities and asked them for recommendations. That's pretty common nowadays. We use social media for networking, right?



Some days later, the same teacher wrote a post on facebook saying that he had a lot of things to do, but he was just going to sleep.
Really? So you lost your job and are looking for another one and you want everybody to know that instead of doing what you have to do, you're going to bed?
Do you think a school coordinator would offer you a job? Think about your image as a professional.



This other English teacher was tired of waiting for the bus and posted this on facebook.
I was shocked, so I just unfriended this person. I don't want to read this kind of thing on my timeline. Think about the people who are reading your posts and how they might feel.
You can say this to your friends! I curse, too. But publicly? Really?

This is another English teacher. I'm not even going to read this out loud! I'll let you think about it for a while. What kind of person writes this on social media? What does this say about you?

Paulo K. Cortazar

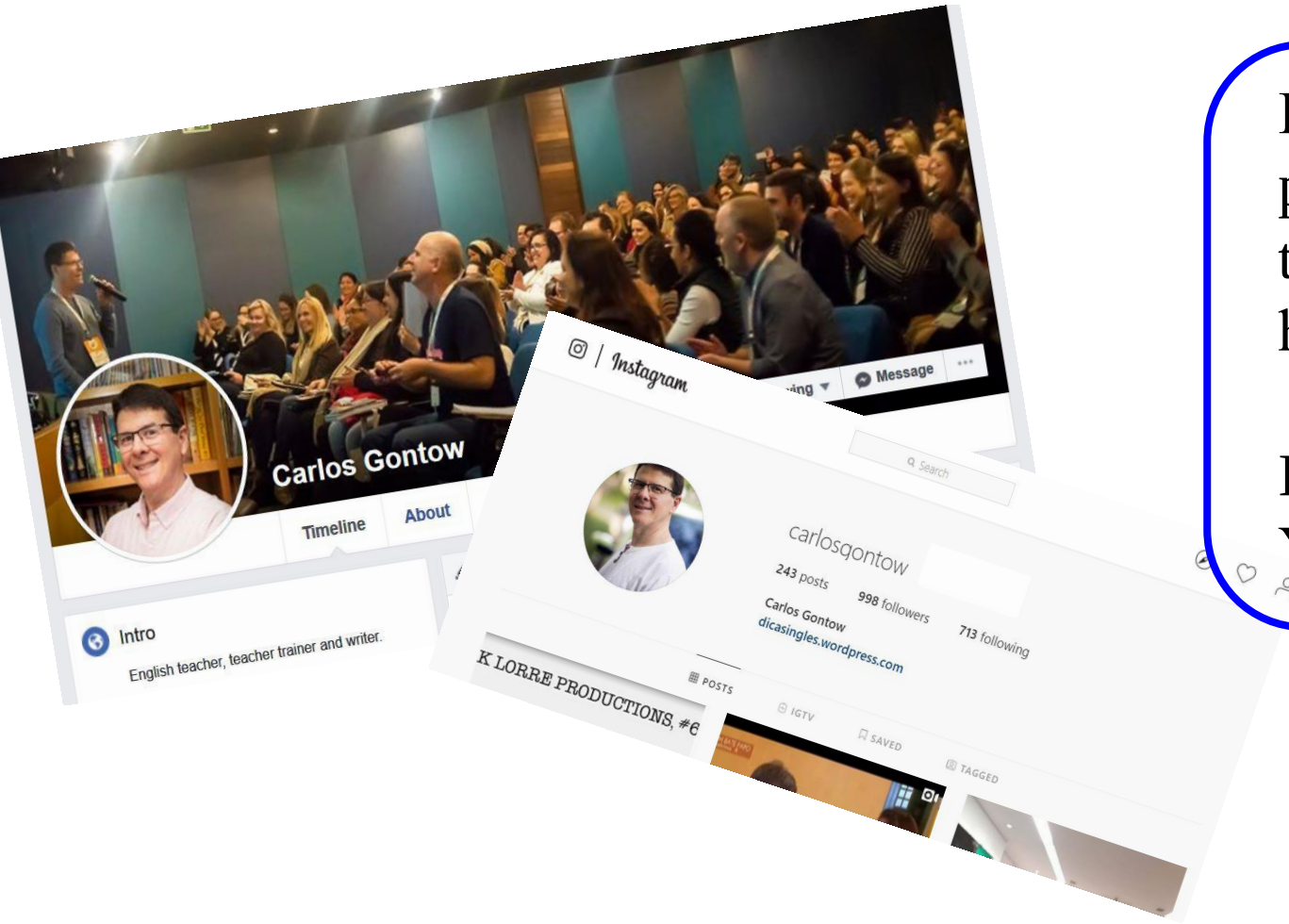
22 mins ·

I drank too much last night and have a terrible hangover. How am I going to work this morning?
Well, let's try!

This teacher posted a selfie with a hangover saying that he had drunk too much the night before. Really? Do you want to give your students and your boss the impression that you go to work drunk? Maybe you're feeling terrible, but do you have to tell the world about it?

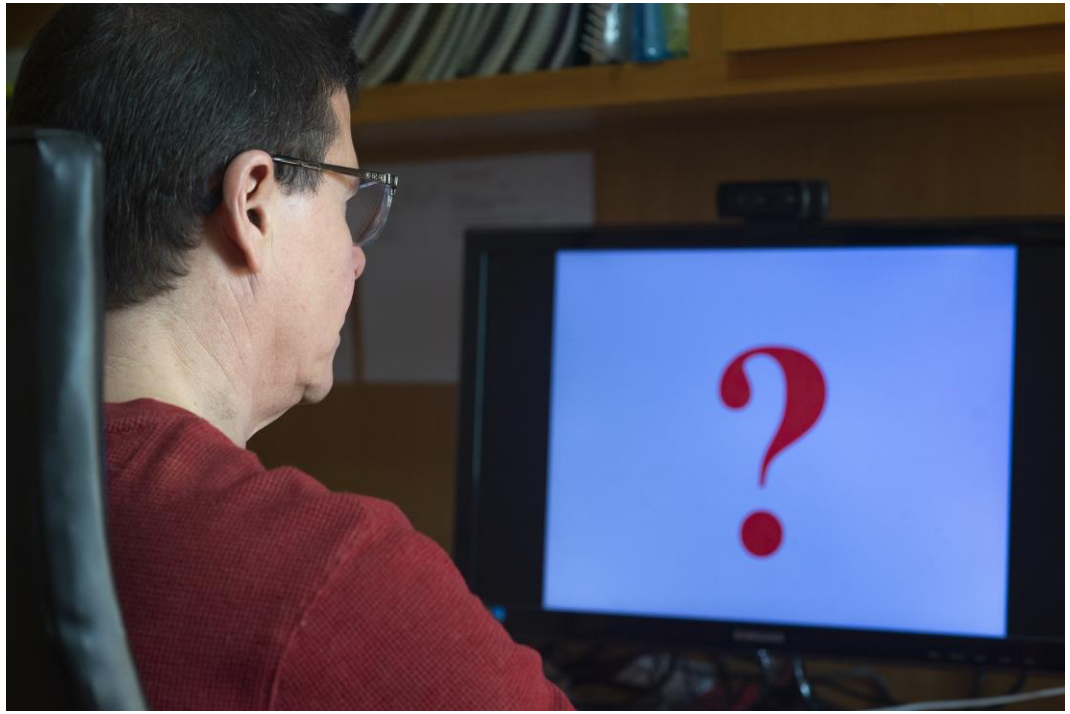
This teacher made a nasty comment about a student who cancelled a class. Nobody likes it when students cancel, but if you write a nasty comment about a student, you're showing everybody you're the kind of person who writes nasty comments about students online. I wouldn't feel comfortable having a teacher like this.

I know it's ***your*** personal profile and you can post whatever you want. It's your personal life and it doesn't have anything to do with your professional life. Just remember that people are looking at you. You have no idea how many people have access to your online profile.



I'm sure after this presentation a lot of people will scrutinize my social media pages trying to find something inappropriate that I have posted. Trying to say, "A-ha!"

If you find something, please let me know. You know, I'm only human.



I didn’t do this presentation to criticize anybody or to point fingers at anyone. I just wanted to start a reflection about it.
When people look at you online, what do they see?
What kind of image are you building for yourself?
Thanks!