

Fall First Packet

Work Experience Students Homework

Name _____

This packet is due by October 5. Turning it in after that will result in losing half credit. Get it done early, turn it in early and relax. Turn it in Early. Late papers must be turned in to Mr. Riche' personally. It is impossible to pass this class without completing the entire packet and turning it in. Turn it in, you need the half credits to pass the class.

In the packet are assignments. Some of these assignments require more than just filling out the papers, they may require you to write a letter or find out information at work. Go through them thoroughly. Failure to complete every assignment will mean you get zero credits. Full packet must be completed!!!! If any assignments are missing, the entire packet is incomplete and will not be accepted.

Answers to the packet must be completed on a separate piece of paper and all answers must be completed in complete sentences.

Timesheets must be turned in every Friday. The timesheet should cover the week prior!!! Continue doing them even during the holidays.

- ✓ 45% of your grade is timesheets, 45% homework packet, 10% class participation
- ✓ Mr. Riche' is at MHS Mondays, Wednesday and Fridays. MSHS Tuesday and Thursday. Come see me at Break!!! I do not write passes to class. Best way of contacting me is timriche@maderausd.org or call 675-4469.

It is important you withdraw from Work Experience with a passing grade so do not get behind in your work. Any problems come see Mr. Riche' ASAP. Monday Wednesday are blue days. Tuesday Thursday are purple. Friday is split

Dangers At Work

A 15-year old teen lost his right arm while working in a meat processing plant. The tragedy occurred when a slip on the plant's greasy floor forced his arm into a meat grinder, causing him to lose his entire hand and forearm. His hope of someday working as an automobile mechanic or a firefighter seems impossible now. What could he or his employer have done to prevent this accident?



About 52% of young persons (ages 16 to 24 years) work in jobs during the summer months. In 2014, 356 of these young workers were fatality injured (died) on the job; and over 110,000 were injured. The National Consumer League lists the five most dangerous jobs for young adults: agriculture (harvesting crops and using machinery); construction and height work; traveling youth sales crews; outside helper (landscaping, grounds keeping, lawn service); driver/operator (forklift and tractors).

According to the Center for Young Worker Safety, a job hazard is defined as anything at work that can hurt you physically or mentally. The EFFECT of a job hazard may be **temporary** (example: broken arm or cut); or **permanent** (loss of finger or loss of hearing). The EFFECT of a job hazard may be **immediate** (brick falling on your toes); or **delayed** (wrist injury after long-term overuse of the hands on the job).

Job hazard CATEGORIES include: a) **Physical** (example: dangerous equipment such as knives and grease). b) **Chemical** (dangerous liquids, gases, vapors, dust). c) **Biological** (dangerous germs, viruses, insects that cause sickness). e) "**Pressure Cooker**" (job stress from work environment, deadlines, inadequate training and supervision, or no safety training and procedures to follow).

Frequently Asked Questions About Teen Safety

What happens if I don't feel safe doing a task on the job?

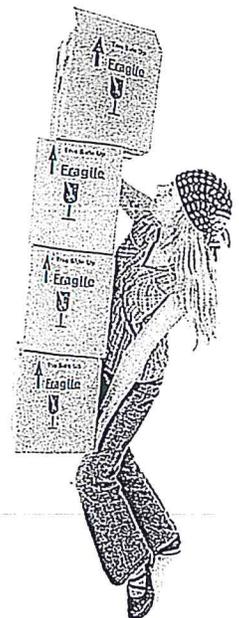
Let the person in charge know when you have questions about how to do a job task, or handle chemicals, especially if it looks tricky or dangerous. Ask how to do it in a safe manner. Then, learn to do it the right way. Always do it the same way — safely. Don't take any shortcuts! You should know that you have the right to work in a safe and healthful place. Injuries are not "cool" so stay alert to prevent them.

What happens if I get injured on the job?

Be sure to report all injuries, and seek treatment for all injuries from the first aid station, nurse, doctor or hospital. Don't ignore injuries. Tell the supervisor and the medical person that treats that the injury happened on the job.

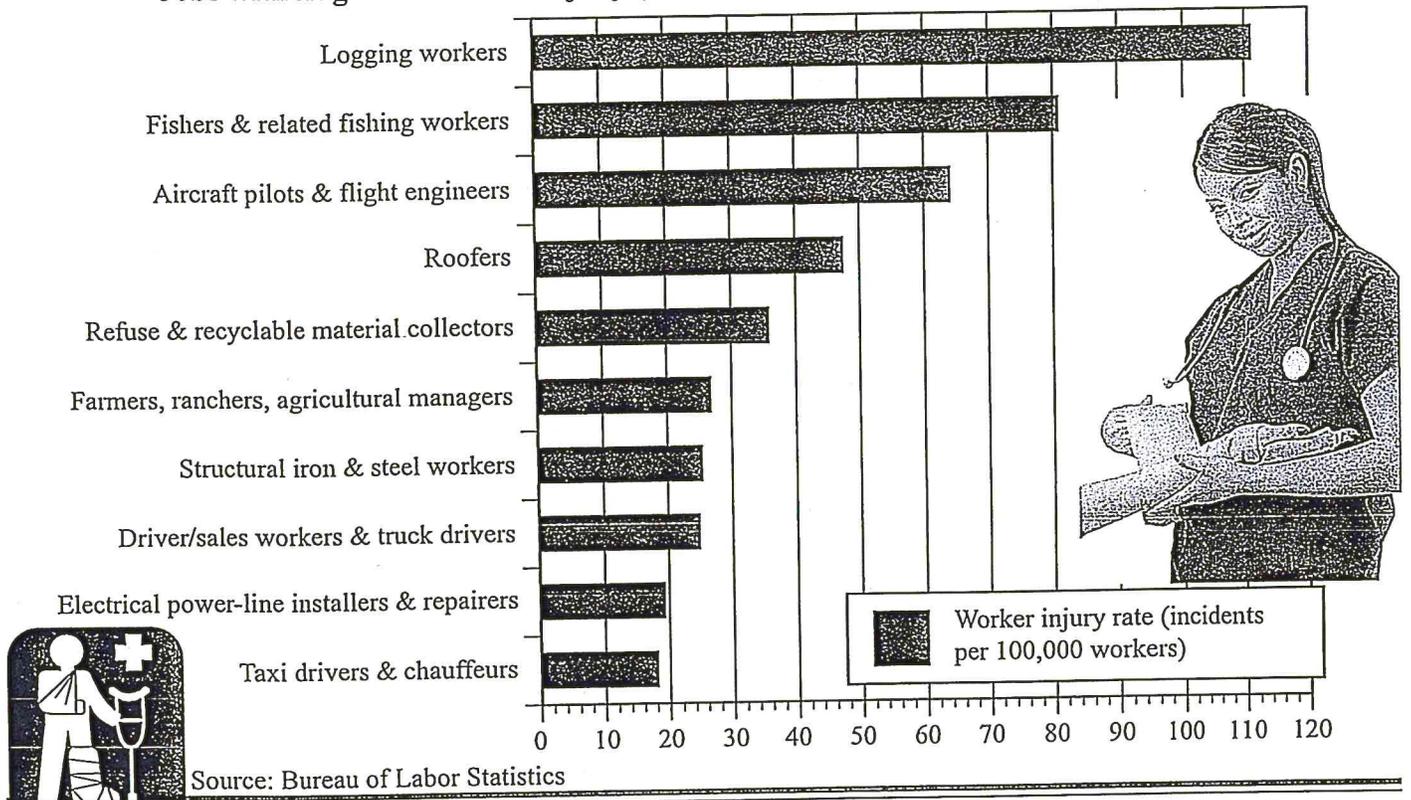
What is the best way to learn a new task on the job?

- 1) Ask for detailed instructions on how to do the task including what safety steps to take.
- 2) Watch how the task is performed. Ask questions on any step that is unclear.
- 3) Do the task while being watched to see if you do it right.
- 5) If you need to wear protective equipment such as safety shoes, hard hats, or gloves, ask where to find the protective equipment, how to wear it, how to use it, and how to care for it.



If you think there is a job hazard at your work site that the supervisor will not correct, you may report the situation to OSHA (Occupational Safety & Health Administration). You have the right to request that your name not be revealed to the employer. To report the job hazard, you file a complaint and request an OSHA inspection of the workplace to review the job hazard and safety procedure the supervisor is following. Complaints by workers are taken seriously by OSHA. In addition, it is against the law for an employer to fire, demote, transfer, or discriminate in any way against a worker for filing a complaint or using OSHA rights. For information or to report a hazard, visit OSHA website: www.osha.gov. Click on "For Workers."

Jobs with Highest Rates of Injury (Number of Incidents per 100,000 Workers)



QUICK CHECK:

1. What caused the 15-year old teen’s accident?
2. a) What percent of young persons work during the summer months? b) How many of these workers were fatality injured on the job? c) How many were injured on the job?
3. List the 5 most dangerous jobs for young adults.
4. Write down the definition of "job hazard."
5. List 4 EFFECTS of job hazards with one example for each effect.
6. List the 4 CATEGORIES of job hazards with one example for each category.
7. List 3 things you should do if you do not feel safe doing a task or handling chemicals.
8. When you are injured on the job, what should you: a) Report? b) Seek? c) Tell the medical person who treats the injury?
9. To learn a new task safely, what 3 things should you “ask”?
10. If there is a job hazard that the supervisor will not correct, what may you do?
11. What do you have the right to request?
12. To report the job hazard, list 2 things to do.
13. What 4 things are against the law for employers to do to a worker for filing a complaint?
14. What is the address of the OSHA website?
15. List the 5 jobs with the highest rates of injury.
16. From the graph, list a job where workers may:
 - a) Work around vehicles.
 - b) Work around chemicals.
 - c) Work around electrical tools.
 - d) Work around angry people.
 - e) Work around animals.
 - f) Work from high places.

Social Media & Digital Dirt

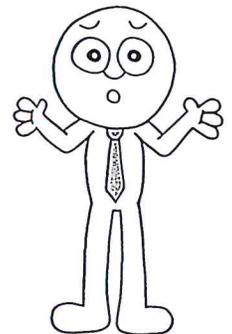
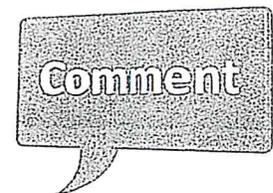
What can be a deal breaker for landing a new job? A new employer survey from CareerBuilder found the answers to this question to help job applicants. First, employers said to make sure your online "persona" (the part of yourself you present to the world) is free of digital dirt! Why? Because 43% of employers use the internet to discover additional information about applicants. And, 51% of employers who research job applicants on social media said they found content that caused them to not hire an applicant. Which social media sites do employers use?

- 48% of employers use Google or other search engines to research job applicants
- 44% of employers will research the job applicant on Facebook
- 27% of employers will monitor (read) the job applicant's activity on Twitter
- 23% will read the job applicants comments on Yelp, Glassdoor, or other rating site



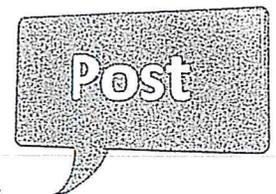
What "digital dirt" are employers finding on social media sites that is prompting them to eliminate job applicants from consideration? Here are some examples:

- 46% Job applicant posted inappropriate photographs or information
- 41% Job applicant posted information about them drinking or using drugs
- 36% Job applicant bad-mouthed their previous company or coworkers
- 32% Job applicant displayed poor communication skills and bad grammar
- 28% Applicant had discriminatory comments related to gender, race, religion, etc.
- 25% Discovered lies about job applicant's qualifications and skills
- 24% Job applicant shared confidential information from previous employers
- 22% Job applicant was linked to criminal behavior
- 21% Job applicant's screen name was unprofessional
- 13% Discovered job applicant lied about a work absence



In addition, employers said that social media postings caused an applicant to be rejected for a job offer. Here are some examples of these postings:

- Job applicant's profile included links to an escort service
- Job applicant posted a photo of a warrant for his arrest
- Job applicant featured a pig as his closest friend
- Job applicant posted his dental exam results
- Job applicant bragged about driving drunk and not getting caught
- Applicant posted "wild" pictures from Sasquatch (Big Foot) and other festivals

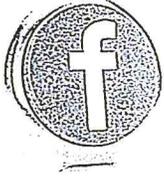
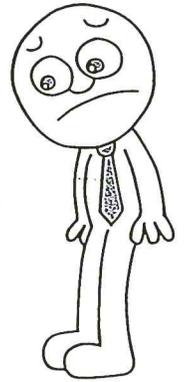


But, employers who research job applicants on social networking sites say they found content that made them more likely to hire the person. Here are some reasons employers gave for hiring an applicant due to information found on social media sites:

- 46% Got a good view of applicant's personality and could see a good fit with company culture
- 45% Job applicant's background information supported the application and resume
- 43% Job applicant's site displayed a professional image in social media
- 40% Job applicant displayed great communication skills
- 36% Job applicant was creative
- 31% Job applicant received awards, certificates, and accolades (praises)
- 30% Other people posted great references about the job applicant
- 14% Job applicant had a large amount of followers or subscribers



"It is important for job seekers to remember that much of what they post to the internet — and what others post about them — can affect their chances of getting hired down the road," said Rosemary Haefner, Vice President of Human Resources at CareerBuilder. "Job seekers need to stay vigilant and pay attention to privacy updates from all their social networking accounts so they know what information is out there for others to see. Take control of your web presence by limiting who can post to your profile and monitor posts you have been tagged in."



Today, wise workers, as well as alert job seekers, are taking steps to: a) clean up any digital dirt on social media sites; b) protect their privacy; and c) avoid over-sharing that employers may see. Almost 50% of workers and applicants only share posts with friends and family; 41% set their profile to private; and 18% keep separate professional and personal profiles. About 28% of workers say they do not use social media. Here is what you can do to improve your social media persona:

- **Search for yourself on Google** and social media sites to see what an employer may see.
- **Review your privacy settings:** Social media sites change their privacy settings often, the change may lead to a change in your personal settings. It is good practice to check in on the privacy setting for all of your social media accounts regularly.
- **Showcase your talents:** Social media provides an opportunity to provide evidence that you are as exceptional as your resume says by posting certificates and awards you received, volunteer activities, academic accomplishment, hobby skills, and positive comments from others. Employers who search social media to learn more about you will see that you are an excellent person. Be sure to put the information where it can be found by employers.
- **Keep tabs on friends:** Just because you are being careful with what you put online does not mean your friends are so cautious. **Pay attention** to what others are posting on your profile and where you are tagged to protect your online image.



QUICK CHECK:

1. Define "persona."
2. What percent of employers use the internet to discover information about job applicants?
3. What percent of employers found content that caused them to not hire an applicant?
4. List 4 social media sites employers use.
5. List the top 5 examples of digital dirt employers found on social media sites about applicants.
6. List 3 examples of postings that caused a job applicant to be rejected.
7. List the top 5 reasons employers gave for hiring an applicant due to information found on social media sites.
8. According to Rosemary Haefner, what is important for job seekers to remember?
9. According to Rosemary Haefner, what should you do to take control of your web presence?
10. List 3 steps that wise workers and alert job seekers are taking today.
11. What percent of workers: a) only share posts with friends and family? b) set their profile to private? c) keep separate professional and personal profiles? d) do not use social media?
12. To improve your social media persona, for what should you search on Google?
13. Explain why you need to review your privacy setting for your social media accounts regularly.
14. a) For what does social media provide an opportunity? b) List 6 things you can post as evidence that you are an exceptional person.
15. To what should you pay attention?
16. a) Before you apply for a job, do you think you need to spend some time to clean up any digital dirt that may appear on the internet about you? b) Give a reason for your answer.

Why Go To School?

While walking down the halls of a school, you may hear students say: “Why do I have to go to school? Why do I need to pass English, history, and math? What good are they?” One reason that success in school is important is that employers think that success in school is directly related to success on the job. Employers prefer to hire students who have proven themselves by succeeding in school. In a survey, employers were asked what things students should learn in school to help them succeed on the job. Employers answered that students should learn the following in school:



IN SCHOOL — LEARN RESPONSIBILITY

What is responsibility? Responsibility includes *dependability*, *reliability*, and *trustworthiness*. On the job, dependability means reporting to work on time every day scheduled to work, calling in as soon as possible when sick, and asking one or two weeks in advance when time off is needed. Workers show reliability by doing each task correctly and completely. They also show trustworthiness by handling the company’s merchandise or equipment with care and not taking home anything that belongs to the employer.

How do I learn responsibility? In your school’s classes, you learn *dependability* by turning in each homework assignment when it is due, taking the quizzes and tests on the correct days, and being in your seat when the tardy bell rings. You learn *reliability* by answering every question on homework assignments and bringing extra pens, pencils, and paper to class each day. You learn *trustworthiness* by doing your own classwork and homework, writing your own term papers, and handling the textbook with care.

IN SCHOOL — LEARN COMMUNICATION SKILLS

What are communication skills? The employers surveyed felt that the communication skills of listening, reading, writing, and speaking were important for job success.

How do I learn these skills? Although communication skills are used in all classes, English classes are responsible for teaching and giving you practice in communication skills. You learn to listen (and remember what was said) by not talking, writing notes to friends, or daydreaming while the teacher is lecturing. You learn to read (and remember what you have read) by taking notes to help you to understand the novel or essay as you are reading. You learn to write by studying grammar, reading literature, and completing the writing assignments that the teacher gives. You learn speaking skills needed for the business world by studying and practicing the rules involved in giving a good speech.

IN SCHOOL — LEARN MATH SKILLS

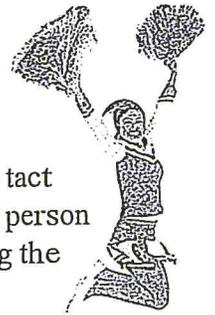
What math skills are needed? The employers surveyed said that it was important that students learn to compute (do math) and solve problems. One employer mentioned that it is important to learn how to solve a problem when “some pieces of the puzzles are missing.” This means that in school, students need to learn how to think to fill in information that may be missing to solve a problem.



Where do I learn to compute and solve problems? In all your math classes! In fact, math classes have an added benefit of teaching you the skill of thinking logically (in a sequenced order using the principles of correct reasoning) so that you can succeed at solving many types of problems.

IN SCHOOL — LEARN PUBLIC RELATION SKILLS

What are public relation (or PR) skills? The way you treat people and the attitude you show to the world are considered PR skills. Since employers like their business to appear organized, cheerful, and helpful to the customers, workers need PR skills. PR skills include tact (saying or doing the right thing in difficult situations), empathy (understanding how another person feels), respect (having consideration or concern for another), and a positive attitude (thinking the best about a person or situation).



Where do I learn PR skills? The discipline, effort, and attitude learned in sports programs are exactly the same qualities needed for success in the work world. When playing sports, you are part of a bigger picture — that is, the team (or later, the company). You and the team must present a united and positive “face” to the other team no matter how you really feel inside. You must learn to “read” the other team so that you understand how they are thinking so that you can win. You must have respect for the official (or supervisor) so that you don’t get too many fouls or thrown out of the game (or fired). Team sports provide opportunities for learning the good PR skills which will make you valuable to employers.

IN SCHOOL — LEARN INITIATIVE AND PRIDE

What are initiative and pride? Initiative is an ability to start a task without being told, and to continue working at that task until it has been completed. Pride is the feeling of self-respect a person gets when a task has been done well. These traits often lead to raises and promotions.



Where do I learn initiative and pride? Initiative and pride can be learned throughout your schooling years in all classes. This is why employers like to hire successful students. Employers know that students have to learn initiative and pride to succeed. For example, having an organized study time each night so that you are ready for the test (instead of cramming at the last minute) builds the initiative habit of seeing what needs to be done and doing it without being told. The pride (or self-respect) habit is built by doing your best on assignments and quizzes, not cheating, and trying to get the best grades you can instead of the minimum required for passing.

QUICK CHECK:

- Whom do employers prefer to hire?
- a) How is dependability shown on the job?
b) Reliability? c) Trustworthiness?
- a) In your school’s classes, what is one way to learn dependability? b) Reliability?
c) Trustworthiness?
- a) How do you learn to listen? b) How do you learn to write?
- What does it mean to solve a problem when “some pieces of the puzzle are missing”?
- Besides learning math, what added benefit do you obtain from your math classes?
- a) What are PR skills? b) What 3 ways do employers like their business to appear?
- Define the following: a) tact, b) empathy,
c) respect, d) a positive attitude.
- What 3 things learned in sports are needed for the success in the work world?
- In your opinion, what is meant by “you are part of a bigger picture”?
- Why must you learn to read the other team?
- Why must you have respect for the official or supervisor?
- a) What is initiative? b) What is pride?
- a) Give one example of how you can build the initiative habit. b) Give one example of how you can build the pride habit.
- Give one example of how you are learning the following in school this year: a) Responsibility. b) Communication skills. c) Math skills. d) Public relation skills. e) Initiative. f) Pride.

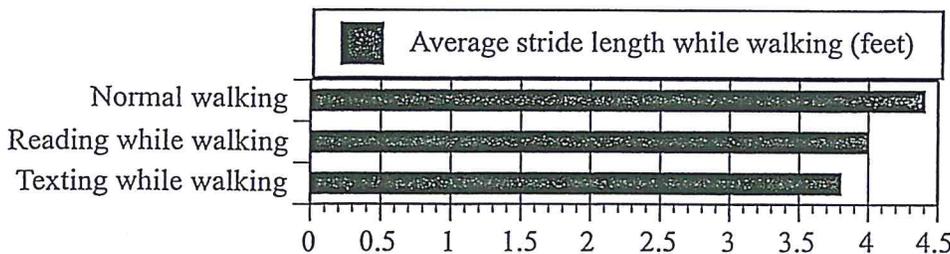
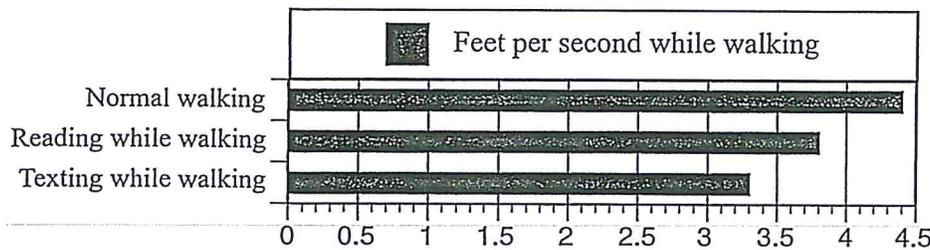
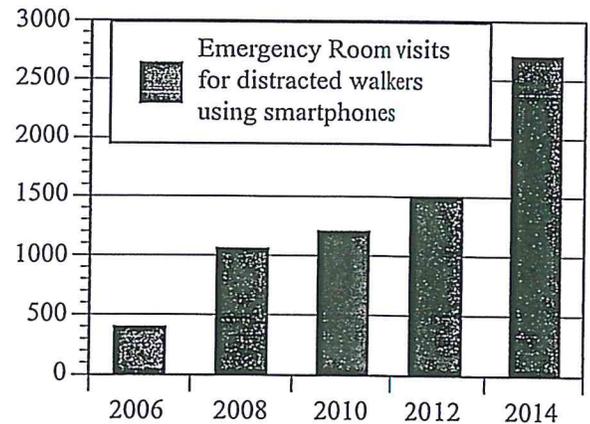
Text, Walk & Work



Germans call walkers distracted by a reading or texting on a smartphone "smombies" for smartphone plus zombie. Washington Post newspaper uses the word "deadwalkers" and adds that as many as 60% of walkers are distracted by talking, reading, or texting. Smombies, deadwalkers, or distracted walkers have become a workplace and public safety issue, and the symptom of an addiction. Deborah Hersman, National Safety Council, commented, "We're dealing with an addiction to electronic devices. When something beeps or buzzes or dings or vibrates, it really is as compelling as someone tapping you on the shoulder. People are being conditioned to engage in these activities, and they get immediate gratification. Our brains get a hit of dopamine (chemical in the brain that makes a person feel good) every time we open a message."

When a person reads, texts, or plays Pokemon on a smartphone when walking, his or her **speed and step length** changes. In addition, **body sway and arm swing used for balance** is thrown off because the walker keeps the head down, neck immobile (stiff), and arms locked at the side. Reading and texting on a smartphone leads to distracted workers walking into people, walls, machinery, in front of cars, or falling due to loss of balance. Since 2006, emergency room visits for distracted walkers using smartphones have increased over 550%. Due to this increase, a San Francisco company hires a security guard to guard the entrance to their parking structure to make sure distracted workers and other walkers are not stepping into driveways when a car is entering or leaving.

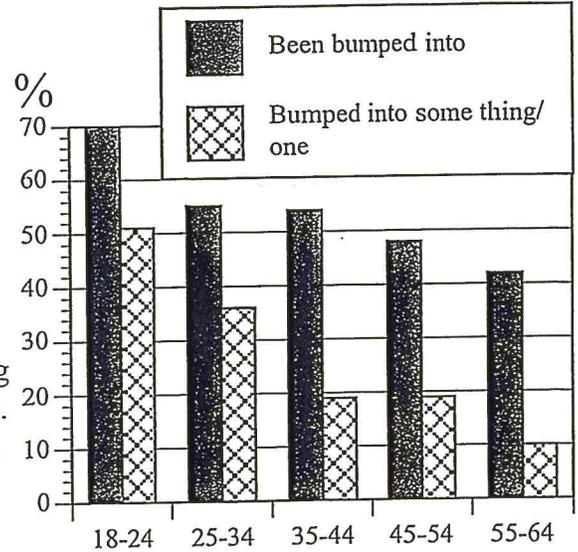
Work-related accidents due to texting and walking while using smartphones: 1) Cause workers to miss one or more workdays due to injury recovery. 2) Cause the employer loss of productivity (completed tasks) due the worker's absence. 3) Cause the employer high medical insurance costs due to more workers injured at the job site.



Auto makers save lives by providing seat belts, air bags, and automatic braking to help drivers. Do smartphone makers need to develop mobile apps with GPS to warn smombies and Pokemon players of oncoming cars, stairs, or other hazards?

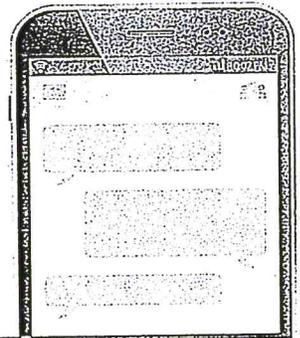


Percent of smartphone users in each age group who have bumped into something, or been bumped into by others who were distracted by their phone (Pew Research)



Texting Etiquette (Proper Way of Doing) at Work

- **Do not text while walking at work.** Give eye contact to people and say "Good morning" or "Good afternoon."
- **Do not send personal texts.** Let your friends and family know that you will not answer their text during work hours.
- **Follow company procedure for texting at work** by reading the employee handbook. Ask your supervisor any questions.
- **Do not text coworkers/supervisors unless it is important,** and you know this way of communication works for them.
- **Do not text during meetings.** Avoid group texting.
- **Show respect to your coworkers and supervisor time and privacy** by keeping your texts brief and not texting them after their business hours.
- **Use emojis carefully** to keep a professional image.
- **Use correct spelling and punctuation.** Avoid all abbreviations that may not be understood by all ages. Write high quality, easy-to-read texts.
- **Use a polite and upbeat tone.** Do not use negative words such as "failure" or "wrong." Use "please," "thank you." To sound friendly, use "our," "we," "us."
- **Never send important or bad news by text.** Call and talk to the person
- **If it takes over 3 texts to answer your question — stop.** Call the person.
- **Proofread all work-related texts** before sending. Double-check auto-correct if you speak the text, and your phone translates it into a written text!

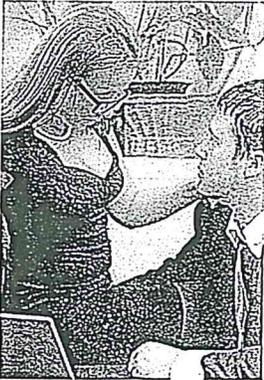


QUICK CHECK:

1. What do Germans call a distracted walker?
2. a) To what does Hersman say we are addicted? b) What 4 things do smartphones do that is as compelling as someone tapping you on the shoulder? c) What did Hersman say our brains get every time we open a message? d) Do you agree or disagree with Hersman? e) Why?
3. a) What 4 things changes or is thrown off when a person reads or texts while walking? b) What happens to the head, neck, and arms?
4. a) What 5 things may happen to distracted walkers at work? b) What does a San Francisco company do to prevent worksite injuries?
5. What 3 things do work-related accidents due to texting and walking while using phones cause?
6. What number of emergency room visits were due to distracted walkers using phones in: a) 2006? b) 2012? c) 2014?
7. What is the number of feet per second for: a) Normal walking? b) Texting while walking?
8. a) How do auto makers save lives? b) In 25 words or more, describe your idea for a new mobile app to help distracted walkers.
9. What percent of the following age people have been bumped into by distracted walkers: a) 18-24? b) 35-44? c) 55-64?
10. What percent of the following age people have bumped into something or someone? a) 18-24? b) 35-44? c) 55-64?
11. a) What do you say when you give eye contact? b) What do you let friends know? c) What should you read? d) May you text at meetings? e) How do you show respect for time/privacy? f) What should you avoid due to "all ages"? g) List 2 negative words and 3 friendly words. h) Describe 2 times you need to call the person. i) What must you proofread?

Sexual Harassment

What is sexual harassment? What can be done if it happens to you? Where can you turn for help? These important questions will be answered in this article. In fact, you are encouraged to photocopy this article and keep it at home to help you in case you should experience sexual harassment at any job you might hold in the future. If it happens, read this article again and follow the steps given to help you solve the problem before it causes you to quit your job. Don't let a sexual harasser stand in your way of a profitable job and good career. If you follow these steps, the law will be on your side.



What is sexual harassment? Sexual harassment is defined as unwanted sexual advances or visual, verbal, or physical conduct of a sexual nature by a person of the opposite or same sex. Sexual harassment include the following behaviors:

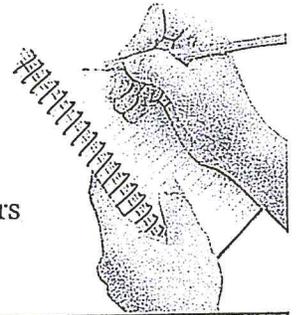
- 1) **Verbal comments:** Remarks, even joking ones, can be considered harassment. Sexual harassment occurs when the words, jokes, questions, or comments are about a person's sex, body, or body parts. Some people may try to pass off a harassing statement as a compliment such as, "I wish my wife's legs were as pretty as yours." This is not a compliment. It is a statement about a person's body which can make the person feel uncomfortable. Using such endearing words as "honey," "sweetheart," and "baby doll" can be also considered harassment.
- 2) **Physical acts:** In a work situation, touching, hugging, restricting a person's movement, assault, or rape are considered sexual harassment. A supervisor teasing an employee by standing at a doorway and not allowing the employee to pass could be defined as sexual harassment.
- 3) **Gestures:** Outlining a person's body with the hands or looking someone up and down with "elevator eyes" can be defined as sexual harassment.
- 4) **Visual objects:** Sexually offensive calendars, cartoons, posters, notes, invitations, or pictures as well as having nude dancers at office parties can be defined as sexual harassment.
- 5) **Sexual advances:** Requiring sexual favors such as hugs, kisses, and even more as a basis for employment benefits, transfers, or promotions is sexual harassment.
- 6) **Threats:** Threatening an employee who tries to report (or reports) sexual harassment with loss of employment or physical harm is sexual harassment.



Which agency handles sexual harassment cases? The U.S. Equal Employment Opportunity Commission (EEOC) handles sexual harassment cases. The EEOC will know if your state has an agency that also helps with sexual harassment problems. The EEOC handles other issues including discrimination and harassment related to age, sex, race, and religion. The 1992 Americans with Disabilities Act protects persons with physical or mental disabilities from harassment.

What should you do if you are being sexually harassed? If you think you are being harassed, you need to take the following steps. These steps are designed to stop the harassment and to help you obtain documentation (written information) to present to governmental agencies and a court of law. Without documentation, it is impossible to prove your case.

1. **Confront the harasser:** First, firmly tell the harasser that you will not tolerate any more harassment. Second, explain what behavior you feel is offensive. It is best to have a trusted coworker or friend present to serve as a witness to your conversation for the same reason that it is best if another person has seen the sexual harassment — so that it is not just your word against the harasser's word. Document (keep a written record) in a notebook or on a computer: a) date and time you confronted the harasser, b) name of witness that was present, c) what you said, and d) what the harasser said.
2. **Tell a supervisor or the Human Relations (or Personnel) Office staff:** If the behavior continues, tell a supervisor or the Human Relations office staff. First, explain that the harasser has been told by you in front of a witness what behavior is offensive. Second, tell the supervisor or HR office staff the name of your witness. Most sexual harassment behaviors are stopped at this point by the supervisor or HR staff. Most employers will not tolerate this behavior in their business because it can lead to costly legal cases. Document (write down) the date of your meeting, which person you told, and their answer to you.
3. **Continue to document the sexual harassment:** If the behavior continues, continue to document: a) what behavior is still occurring, b) date and time of the situation, c) witnesses, and d) your response to the behavior, if any, and e) harasser's response, if any. Keep this document at home since your proof may suddenly disappear if your document notebook is kept at the work site or is kept on a computer at work. Next, in a letter to the harasser, tell him or her what behaviors you want stopped and that you will file a complaint with a government agency if the behaviors continue. Date, sign, and copy the letter. With a witness present, give a copy of the letter to the harasser.
4. **File a complaint:** Harassment complaints may be filed with the EEOC (www.eeoc.gov). The EEOC will help you find your state's agency that also handles sexual harassment situations. You will be inform you of your rights and provided with papers to file a complaint. If sexual harassment is proven, action will be taken against the harasser to prevent further harassment and to remedy your loss.



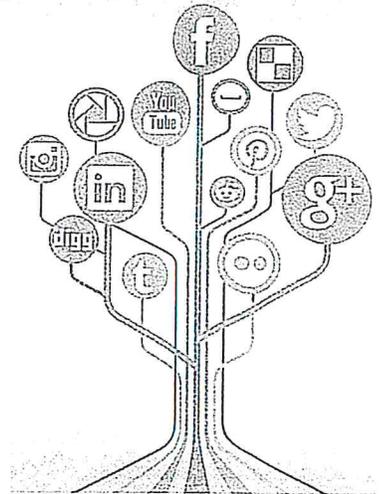
QUICK CHECK:

1. Define sexual harassment.
2. Give an example of a sexually harassing:
 - a) verbal comment, b) physical act, c) gesture.
3. List 6 visual objects that may be considered sexually harassing.
4. What may employers **not** require as a basis for employment benefits or promotions?
5. If an employee reports sexual harassment, what 2 threats are illegal for the employer to make?
6. a) Which U.S. agency handles harassment claims? b) What else will this agency know?
7. Which law protects persons with disabilities from discrimination and harassment?
8. List the 4 steps you should take to stop sexual harassment.
9. Why is it important to have a witness?
10. When confronting the harasser, what 2 things do you need to communicate?
11. a) Define "document." b) In what or on what may you document? c) List 4 things to document after you confront the harasser.
12. What 2 things should you tell the supervisor?
13. Why will most employers not tolerate this type of behavior in their business?
14. If the behavior continues, what 5 things should you continue to document in your notebook?
15. a) Where should you keep your document? b) Why?
16. What 2 things should be included in your letter to the harasser?
17. Where may you file a harassment complaint?
18. What is the EEOC web site address?
19. If you were a manager of a restaurant, what would you do if an employee came to you with a sexual harassment complaint? Explain your answer in an essay of 25 words or more.

Emerging Careers: Social Media

The world of marketing and advertising has changed with the rise of social media sites such as Facebook, Twitter, YouTube, Pinterest, Google+, tumblr, Instagram, LinkedIn and others.

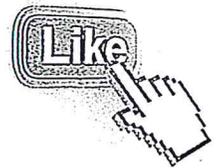
Companies are seeking customer attention with news blogs, tweets, pictures, videos, and anything else that will create a customer following. What does this mean? Companies are looking for workers with skills to understand social media and how to create online interest for customers. Some colleges are offering majors in Social Media that train students for the following jobs:



Social Media Strategist jobs require workers who have sales experience and skills to create a social media advertising campaign, and measure the campaign's online customer success. Social Media Strategists may supervise other workers during the advertising campaign. Pay ranges from \$45,000 to \$200,000 yearly depending on skills and experience.

Community Manager jobs require workers who have skills in sales and journalism or writing. Job duties include a) keeping blogs and forums current and interesting; b) using creativity to keep visitors coming to the website through outreach on social media sites; c) monitor conversations and comments on blogs and forums to make sure nothing illegal or insulting is posted. Pay ranges from \$45,000 to \$120,000 yearly depending upon skills and experience.

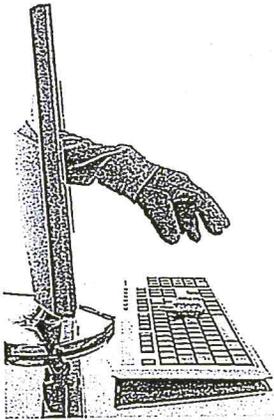
Blogger jobs require workers who have skills in writing to create and post short articles filled with links to the company's website to improve search engine (Google) ranking and traffic for the company. Many bloggers start their own personal blogs about a hobby or subject, and use this work experience to land a job as a blogger with a company. Pay is \$35 to \$80 per hour.



Social Media Marketing Specialist jobs require workers will skills to take a company's advertising ideas and circulate them successfully and continually in social media sites for current and future customers to see. Another job title for these workers is **Brand Specialists** because these workers successfully promote the company's brand and desired positive image throughout social media.

Search Engine Optimization (SEO) Specialist jobs require workers with knowledge of search engine marketing (SEM) methods. SEO specialists job duties include: a) Increase a company's search engine (Google) ranking and customer traffic. b) Verify that website architecture is technically accurate across all platforms (sizes of computers, phones, watches) and user experiences (video, sound, operations).

Online Identity Manager (OIM) jobs require skills to communicate with search engines, social media sites, and all areas of the internet. Another name for OIM is Personal Reputation Manager (PRM). OIMs and PRMs job duties include: a) Improve a company or person's reputation on the internet. b) Create a positive online identity. c) Solve (hide or erase) illegal or insulting online reputation problems. d) Improve search engine (Google) rankings. These workers may work independently from home or as an employee of a company. Professionals in business, the sports world, entertainment, and politics also hire OIMs and PRMs to: a) Create a clean and positive identity throughout the internet and social media sites, and b) Improve search engine rankings and customer (or fan) traffic.



The growth in social media has created growth in related careers. The recent Black Hat USA Computer Security Conference reported that there are more jobs in cybersecurity than workers to fill them. Also, Cisco 2014 Security Report expects up to a one million worker shortage for security IT professionals needed worldwide in business and government. The goal of cybersecurity is to keep online information secure: social media, company, personal, and government information. Job titles in cybersecurity include **Cybersecurity Specialists**, **Cybersecurity Engineers**, and **Certified Ethical Hackers (CEH)**. The pay for cybersecurity jobs range from \$70,000 to over \$200,000 yearly depending on skills and experience.

Cybercriminals attack victims through **malware** (viruses infecting software), **scareware** (fake virus alerts), **phishing** (attempt to obtain personal information under false pretenses), **malvertising** (using online advertising to spread malware), **mobile pickpocketing**, **jailbreaking** (removing hardware protection using illegal software), **spambot** (software to assist in sending spam), **mobile botnets** (targets smartphones for illegal access). Tactics to stop cybercriminal attacks include **fuzz testing** (software testing to discover coding errors and security loopholes), **blacklisting** (lists for denied access), **network sniffers** (procedures to capture internet traffic to decode and analyze), and **sandboxing** (method used to securely run untested code or programs from suspicious sources).



Cybersecurity jobs require college or online training and work experience. Required certificates may include: 1) **A+ Certification** (basic IT training). 2) **CCNA Certificate** (network technician training). 3) **Security+ Certificate** (computer security training). 4) **Certified Information Systems Security Professional Certificate (CISSP)**. 5) **Certified Ethical Hacker Certificate (CEH)**. 6) **Computer Hacking Forensic Investigator Certificate (CHFI)**. 7) **Certified Security Analyst Certificate (CSA)**.

Excellent skills in programming is required. Other skills needed include street smarts, people skills, problem solving skills, and ability to stay motivated and dedicated to the task. One employer advertising for job applicants said: Were you the kid who was always curiously taking things apart to explore how they worked or tried to break them for the thrill of it? Apply your technical skills to inflict some serious damage in a software demolition or hacker capacity and get paid for it! (Visit: <https://niccs.us-cert.gov>)

QUICK CHECK:

1. a) Companies are seeking customer attention with what 4 things? b) Companies are looking for workers with what 2 skills?
2. What do social media strategists create and measure?
3. a) What 2 skills must community managers have? b) List 3 job duties for these workers.
4. a) What do bloggers do to improve search engine ranking for a company? b) What do many bloggers do to gain work experience?
5. a) What skills do social media market specialists need? b) What is another job title for these workers? c) Why?
6. List 2 job duties of SEO specialists.
7. a) For what words to OIM and PRM stand? b) List 4 job duties for these workers.
8. a) List 4 professionals who hire OIMs/PRMs. b) For what 2 reasons do they hire OIMs/PRM?
9. What did the Black Hat Conference report?
10. What did the Cisco Report expect?
11. List 3 job titles in cybersecurity.
12. a) List 7 methods cybercriminals use to attack victims. b) List 4 tactics to stop cybercriminals.
13. List 4 of the 7 certificates that may be required.
14. List 5 skills required for cybersecurity jobs.
15. Describe what one employer advertised to get workers for the job.
16. a) Would you enjoy a career in social media or cybersecurity? b) Explain why or why not.