

NEW

Technology & Communication Communications Unit

MIDDLE SCHOOL OR HIGH SCHOOL

**A Full Technology &
Communication
Unit aligned with
the National Business
Education Association's
(NBEA) standards**

**Includes a
Lesson Library
to make the activities
Easy-to-Find**




NO PREP!

BUSINESS EDUCATION WITH *Denise Leigh*

WHY IS THIS TECHNOLOGY & COMMUNICATIONS UNIT SO GREAT?

- ✓ Designed by an educator with **30 years** experience.
- ✓ **NO PREP** lessons that are **ENGAGING**.
- ✓ **Aligned** to the National Business Education Association (NBEA) standards.
- ✓ All NBEA standards are **cross-walked** with the appropriate lesson.
- ✓ Great for Middle School, High School & Higher Ed

Includes a **LESSON LIBRARY** to keep you organized

 Technology & Communication	Student Copy	Teacher's Key/ Student Example	Pacing /Timing	NBEA National Business Education Standards
	16 Communication Technology Examples	16 Communication Technology Examples Teacher's Key	30-35 mins	D. Technology Level 1 Performance Expectations 1. Identify technology tools used to communicate information 2. Use technology tools to communicate information 3. Communicate effectively with social media applications for demonstrate basic ability to input written information 5. Use basic applications to communicate a specific message 6. Use the phone to communicate effectively 7. Identify proper etiquette when communicating with technology 8. Participate in Virtual activities 9. Design and publish effective web pages Level 2 Performance Expectations 10. Evaluate a positive image over the phone 14. Recognize importance of promptly, politely, and accurately responding to digital messages 15. Sent an effective technology tool to communicate information based on audience and context 16. Integrate functions of word processing, spreadsheets, databases, and presentation applications to various workplace scenarios 17. Participate in Virtual conferences Level 3 Performance Expectations 23. Compose informal and formal messages using technology tools 24. Use social media to communicate with internal and external audiences effectively 25. Enhanced documents by using Advanced layout design and graphics 26. Identify ethical and legal issues regarding the use of digital information Level 4 Performance Expectations 30. Use technology to complete complex business projects 31. Collaborate using technology to acquire needed expertise to solve specific business problems 32. Use asynchronous and synchronous collaboration tools 34. Create and deliver virtual conferences and presentations 35. Use social media for marketing business products and services Entrepreneurship Level 4 Performance Expectations 14. Demonstrate effective communication methods in business scenarios
	How to Create a Good Digital Presentation- Collaborative Slide Show (print it out and have a student-created bulletin board)	N/A	20 mins	
	Texting in the Workplace Write an Email about texting guidelines in the office Job #1	Texting in the Workplace Teacher's Key Write email here Email about texting guidelines example	25 mins 20-25 mins	
	Blog Writing and Marketing	Teacher's key AND formative assessment are included in the link in the column to the left.	35 mins	
	Write a Blog Post Job #2	Create a Blog Example	30-40 mins	
	Social Media Platforms	Teacher's key AND collaborative bulletin board are included in the link in the column to the left.	60-75 mins	
	Social Media Posts I recommend assigning these one or two at a time throughout the semester.	Student examples	15 mins for each post	
	Phone Etiquette	Phone Etiquette Teacher's Key	30 mins	
	Etiquette while on video conference Mock Video Conference Class activity	Etiquette while on video conference Teacher's Key N/A	15-20 mins	
	Top video conferencing apps	Top video conferencing apps Teacher's Key	15 mins	
	Google Keep-technology tool Activity Job #3	The student example is in the link to the left.	15 mins	


Includes:

- Student Copies
- Teacher's Keys / Students Examples
- Expected Time / Pacing
- National Business Education Assoc. standards (NBEA) cross-walked

Google Docs & Google Slides format or
EASILY convert to Microsoft Word & PowerPoint

16 Communication Technology Examples

How to Create a Good Digital Presentation




16 COMMUNICATION TECHNOLOGY EXAMPLES TO USE AT WORK

It is easy to communicate with everyone in the work world with communication technology tools. Some of the communication technology tools used today didn't even exist 10 years ago. Click on [THIS LINK](#) to discover 16 communication technology tools used in the world of work. Give one bit of information about that form of communication technology.

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What communication technology tools have you used and how have you used them?

Communication Technology	How I have used this technology tool...

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Creating an Attractive and Effective Digital Presentation using PowerPoint or Google Slides

It is really important that when creating digital presentations, one follows the following guidelines to create attractive and effective visual presentations:

- Use the same colors throughout the presentation. Be sure that the colors are not distracting and complement each other.
- Use no more than two different fonts throughout the presentation. Fonts should be easy-to-read and professional.
 - Don't use funky transitions that can be distracting.
- Be mindful when using animations so that they are not distracting to your audience.
- Don't put too many words on each slide. Try to limit your message on each slide to bullet points or no more than 2 sentences. (Instructional slides, such as the one you are reading now, often DO have a lot of words on them as they are meant to be 'read' but meant to be read quickly.)
- Add graphics throughout your presentation. Choose images that are appropriate for your presentation. Don't mix cute clipart with real photos.

*Of course, there can be exceptions to any of these guidelines if there is a particular effect that you are trying to create in a presentation.

A 19-Slide Collaborative Slide Show

Assignment: Each student in the class is to complete ONE slide in this file. **This file should be shared with everyone in the class and everyone in the class should be given a slide to complete.**

***STUDENTS / STUDENTS TO BE ASSIGNED:**

Students are to follow the instructions in the margin that are in yellow.

To assure that this collaborative slide presentation is abiding by the guidelines on the previous page, use the following specifications when completing your slide.

- Change your background color for each slide to black
- Use white font.
- As a class, decide on 2 font styles to use for this presentation. (one for the title and one for the rest)
- Other colors used in this presentation can be red and yellow. (feel free to change these as a class)
- As a class, decide what style of images you will be using throughout your presentation. (example: cartoon clipart, photos, clipart, etc.)
- Each slide should have a title, an image, and a brief description of the communication technology assigned to them.

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Print Out to make a Student-Created Bulletin Board


30-35 Minutes
Teaching Duration

20 Minutes
Teaching Duration

Texting in the Workplace

Write an Email about Texting Guidelines in the Office

Job #1



Texting in the Workplace

Texting in the workplace is sometimes acceptable and sometimes unwelcome and can be uncomfortable. Explore [this resource link](#) to discover some guidelines that can be used in the workplace.

Record the guideline below and list one thing that you learned about each.

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Email Etiquette and Email Writing...

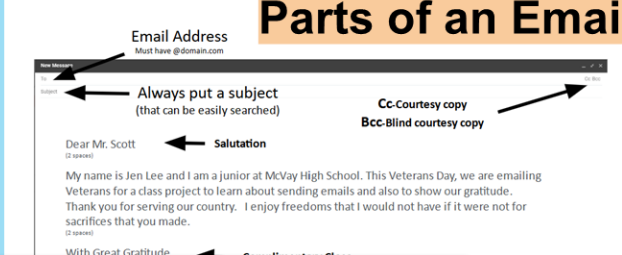
Use proper Email formatting and Tone
Use a clear and concise subject line that clearly indicates the email purpose.

Professional Greeting and Closing
Use a professional greeting.
Use an appropriate complimentary close to sign off of the email.

Body of the email
Have a clear direction with main content and conclusion.
Use short paragraphs and bullet points for readability.

Tone and Language
Maintain a professional and respectful tone.
Avoid the use of all caps, excessive exclamation points, or negative language.

Parts of an Email...



Do NOT use slang, abbreviations, or exclamation points

Emails are PERMANENT, formal correspondence

Write an email to employees as an office manager...

Texting in the office has gotten out of hand. There has been some issues with texts sent to customers and co-workers that are not keeping with the professional environment. We need to take steps to prevent this from happening again. Your company prides themselves.

- Send an email to employees giving them the eight guidelines in this activity. There is a visual to go with this email.
- Create an appropriate subject for this email.
- Open with a pleasant salutation.
- State the problem.
- Explain that if texting is being used, please abide by the guidelines.
- List the 8 guidelines (to the right) in bullet form.
- Let them know that if they have any questions, you will be happy to answer them.
- Close with a nice message and complimentary close.

1	Keep your phone on silent
2	Do not text while you are working
3	Do not post anything on your company's social media
4	Take texting breaks
5	Use other methods of communication
6	Reply promptly
7	Spell and punctuate properly
8	Eliminate the emoticons

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25 Minutes
Teaching Duration

20-25 Minutes
Teaching Duration

Blog Writing & Marketing

Blog Marketing

Blogs are web spaces to write about anything of interest. They are also a great place to market products or services. Here is a [LINK](#) to learn more about blog marketing.

Where does the word "Blog" come from?	
When blogs first began, what were they like?	
What are some common topics of blogs today?	
What do entrepreneurs blogs for today?	

What are the PROS & CONS of blog marketing?

PROS	CONS

Create an X POST
in 280 characters or less, explain how blog marketing is essential to many small businesses.

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Using the same resource link, read the "How to do Blog Marketing" section and list the steps as well as one aspect of each step.

Searching for a website (above) analyze the blog and answer the following questions...


Link to the blog here→	
Blog answer your Explain	
Place that sells on this	

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35 Minutes
Teaching Duration

Write a Blog Post

Job #2



WRITE A BLOG POST...

Find a topic that you know a great deal about. There are several suggestions in the box below. Use one of those or a topic of your choice in which to write a blog. It is recommended by marketing experts that blogs be no more than a 5 minute read at a fifth grade level. You can make a blog post easier to read by writing it in bullet or list form.

Examples: Top three ways to... The top five... The effective ways to.... Five books to...

Use the following format when writing your blog post:

- ❑ Create your blog post in Microsoft Word or Google Docs. Your margins should be at least 1 inch. The body of your post should be typed in a legible size font. Center the Title. Memorable Titles should be organized. Your paragraphs should describe what your blog post is about. Paragraphs should be at least 3 sentences in length. You want to make your blog post interesting. It is important that you list your steps or items. Use a brief description of each step or item. This can be done in two paragraphs. When making a list, use the bullet or numbering tools in the program that you are using.
- ❑ Write a concluding paragraph that sums up your blog post. This should be 2 to 4 sentences.
- ❑ Select a photo (not clip art) from online to include in each step of your blog post. Because this is for a class assignment, you may use any photo that you find. If you were writing this blog and publishing it for anyone to read online, you would either have to select photos or images that are for 'free use' or you would need to purchase photos from an online stock photo site.

Blog post topic ideas:

- Three gaming accessories that are must haves!
- Three protein smoothies for optimized health
- Five books to read in the winter months.
- Five books to read in the summer months.
- Three things to keep in mind when starting a weight-lifting routine.
- Five FREE or inexpensive things to do with friends on a Friday night to stay out of trouble and still have fun.
- Three top cars for teens.
- Five best songs to dance to at prom.
- Three tips when buying leggings.
- Five things to do during your makeup routine.
- Three favorite teen cosmetic must-haves.
- Five social media accounts to follow.
- Top five athletic brands for teens.
- Five Youtube accounts to follow for teens.

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30-40 Minutes
Teaching Duration

Social Media Platforms

Social Media Posts

Social media is a great way to advertise. However, not all social media platforms are ideal for marketing or promoting a business. This activity file highlights 8 social media platforms that are frequently used by businesses to sell and promote their products or services, find new customers, and engage their audience with their business content.

Facebook is an extremely popular social media network with a varied audience of more than 2.9 billion active monthly users as of 2022. It's worthwhile for any business of any size to use Facebook's business tools and have a Facebook business page.

Use Facebook to share everything from photos to essential company updates. With a business account, you have access to powerful advertising tools and in-depth analytics. Business pages also have many customization options. Highlighting your content.

Instagram is also incredibly popular, with more than 1.1 billion active users in 2022. From Instagram Live to Instagram Stories, there is no shortage of Instagram business tools that help brands promote and sell their services and products. Instagram is a visual platform focused on photo and video posts, so it's an excellent tool for businesses with strong visual content to share. It's also almost entirely mobile, with tools and services optimized for mobile.

More artistic niches tend to excel on Instagram, but most businesses can benefit from the platform and its broad user base.

While X (formerly Twitter) is great for short updates, engaging with followers and sharing links to blog posts, the platform isn't ideal for all businesses.

On X, you can share short tweets (240 characters or fewer), videos, images, links, polls and more. It's also easy to interact with your audience on this platform by mentioning users in your posts along with liking and retweeting tweets.

If you're a highly visual business or you don't have a strong brand voice, you may want to skip this social media network. However, many companies excel on X because they have a unique, on-brand voice they use to their advantage.

Other companies use X for business functions like handling customer service, active X-using customers will seek out companies to express concerns or share praise.

If you have interesting content and can engage your audience, you can use X to your advantage. Your content could go viral.

Pinterest is a visual discovery platform where users find and display content. It's a place where users can find inspiration for their personal and professional lives. It's also a place where businesses can promote their products and services.

Businesses can use Pinterest to promote their products and services. They can create a series of special pins called Rich Pins, which can include specific information to their pins, including product details and location maps. Every pin on Pinterest includes an image or video, making it a purely visual platform. As such, Pinterest is not the place for you to share information like your business hours.

Pinterest is great for niche businesses, but it may not be for every company. Popular niches include:

- Home decor
- Food and drink
- Fashion
- Travel
- DIY
- Art
- Education
- Health and wellness
- Business

Snapchat is a mobile-only, visual social media network known for its disappearing content. Users can send videos and photos to each other or post content to their public Stories, which disappear after 24 hours. The app has expanded to include chat, messaging, image storage, events and media content. Now, content posted on Snapchat can easily be saved and uploaded elsewhere.

Because posts are temporary, there is less pressure to create super-polished content. You can also see how many and which specific users viewed your story. When it comes to Snapchat for business, it's a great way to connect with your audience.

YouTube is a video-sharing platform where people can view, upload, rate, share and comment on content. The site is a massive hub for news and entertainment.

Many businesses on YouTube have a creative, visual or educational component. The platform is heavily creative, so it's essential to have a dedicated video editor producing content. However, your business doesn't need a channel to market on the platform; there's a subculture of YouTube influencers who publish frequent videos and often maintain large followings.

LinkedIn has 280 million monthly users and is the best platform for professional networking. As far as LinkedIn business uses, it's an excellent place to find top talent, position yourself as an industry leader and promote your business.

LinkedIn is designed to be more professional than other social media platforms and is geared toward businesses and professionals. Users create profiles similar to resumes, and companies can create pages that showcase their business. Because LinkedIn is a professional platform, it's the best place to post job openings and information about your company culture.

You can join industry-specific LinkedIn Groups to ask and answer questions, which can help you establish brand recognition and bring users to your company page and website. Like on Twitter, it is best to have a mix of original and shared content on your page, so commit to creating polished, professional content related to your business.

WHAT HAVE YOU LEARNED ABOUT facebook?

In 2022, how many active users did Facebook have?

Does a business use the same type of account as an average Facebook user? Explain...

What benefits does a Facebook business page offer?

What might a business want to place on their business page?

WHAT HAVE YOU LEARNED ABOUT Instagram?

In 2022, how many active users did Instagram have?

How does that number compare to the number of Facebook users in 2022?

Name 2 tools that businesses can use on Instagram...

What is unique about Instagram that makes it perfect for businesses with strong visual content?

What type of business excels on Instagram?

WHAT HAVE YOU LEARNED ABOUT X?

What are 3 things that X (twitter) is good for?

What are 2 ways to interact with your audience?

What types of businesses might not want to use X (twitter)?

What can hashtags do?

What is a good way to take your X (twitter) content to go viral?

WHAT HAVE YOU LEARNED ABOUT Pinterest?

What is a pin?

What is called to 'save and display' on Pinterest?

Collections of pins are saved on digital what?

What are pins called that contain specific information such as location and product details?

Every pin includes what?

What will NOT be found on Pinterest?

What are some popular categories on Pinterest?

WHAT HAVE YOU LEARNED ABOUT Snapchat?

What is Snapchat known for?

What can be sent through Snapchat?

Do snaps need to be polished? Explain...

What feature will a small business most likely use on this platform?

Who are your limited audience for views?

WHAT HAVE YOU LEARNED ABOUT YouTube?

Who owns YouTube?

What can people do on this platform?

Businesses on YouTube most likely have what type of content?

If your business doesn't have a channel, what is a way that they can promote using YouTube?

WHAT HAVE YOU LEARNED ABOUT LinkedIn?

How many monthly users does LinkedIn have?

What type of platform is it?

List 3 uses for LinkedIn as a business...

LinkedIn is geared toward who?

What type of content make up the pages on LinkedIn?

How can you establish brand recognition on this platform?

If you had to GUEST the AGE RANGE AND GENDER OF LINKEDIN'S TARGET YEA, WHAT WOULD BE YOUR GUESTS?

Joana has a dog daycare.
She would like you to create an instagram story post with the information below.

Name of the Business:
Precious Paws

Promotion that they are running:
20% services for a new customers!

Images they want included in the post:
Small dogs and large dogs in a fun environment.

Include the following call to action:
CLICK HERE to get a coupon!

Brand colors:
Yellow, Red and brown

Be sure that you are using the **STORY** template in Canva and not the **POST** template.

When you are done creating the story post, drop your post creation in the cell phone mock up. (this can be done by downloading or taking a screencast, capture, or snip of your artwork)


11 Slides Total
I assign 1 or 2 at a time.

60-75 Minutes
Teaching Duration

15 Minutes Per Post
Teaching Duration

Phone Etiquette

PHONE ETIQUETTE



Knowing how to use the phone in a professional manner with a polite delivery is essential in maintaining a good relationship with customers. Click on [THIS LINK](#) to complete the following prompts.


There are many benefits in having good phone etiquette with customers. List the five benefits listed in the resource link below.

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List four common examples of phone etiquette listed in this resource link.

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18 VIRTUAL MEETING ETIQUETTE



Virtual meetings became very popular during 2020 with the shut down of small business and corporate America. Since then, businesses continue to use this type of communication because of ease of use and effectiveness. There are some common tips on etiquette to follow when hosting a video conference. Click on [THIS LINK](#) to discover the tips and record them below...

THINGS NOT TO DO...

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THINGS TO DO...


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Click on [THIS LINK](#) to explore how attendees can use proper etiquette on virtual meetings...

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Etiquette on Video Conference & Mock Video Conference Class Activity

18 VIRTUAL MEETING ETIQUETTE




Virtual meetings became very popular during 2020 with the shut down of small business and corporate America. Since then, businesses continue to use this type of communication because of ease of use and effectiveness. There are some common tips on etiquette to follow when hosting a video conference. Click on [THIS LINK](#) to discover the tips and record them below...

THINGS NOT TO DO...

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THINGS TO DO...

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Click on [THIS LINK](#) to explore how attendees can use proper etiquette on virtual meetings...

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Teacher: This mock conference activity takes 12 students. This is a practice of speaking, muting your microphone and unmuting, sending messages in chat, and proper business communication etiquette.

You will need to use a video conferencing app of your choice and start the meeting. All students will need to learn how to get on the video conference. You can send the link through your LMS or email it to students. I set up the meeting using Zoom while my students are watching me do so to expose them to the process of setting up a video conference. All students will need their own device in order to participate in the video conference.

Print out the next two pages for your students so that they can follow along during the meeting.

Reflection:
After the exercise is over, take a moment to reflect on the experience. Write down your thoughts and answers to the following questions:
"Were you comfortable on the video call?"
"What other types of business communication methods did you use?"
"What other types of business communication methods did you use?"
"What other types of business communication methods did you use?"

Just as an example, here are some questions that you can use to guide your reflection:

Mock Video Conference: Use the etiquette tips learned in the previous activity. Mute your microphone when you are not speaking. Keep your video on.

Meeting Purpose: Getting ready for the upcoming conference.

Facilitator: Thank you, everyone for joining us today. I am on the same page as everyone else. We are all set with our vendor packets. We have a registration sign in sheet for all attendees. We are all set with our vendor packets. We have a registration sign in sheet for all attendees. We are all set with our vendor packets. We have a registration sign in sheet for all attendees.

Attendee #1: I am on the same page as everyone else. We are all set with our vendor packets. We have a registration sign in sheet for all attendees. We are all set with our vendor packets. We have a registration sign in sheet for all attendees.

Attendee #2: I am on the same page as everyone else. We are all set with our vendor packets. We have a registration sign in sheet for all attendees. We are all set with our vendor packets. We have a registration sign in sheet for all attendees.

Attendee #3: I am on the same page as everyone else. We are all set with our vendor packets. We have a registration sign in sheet for all attendees. We are all set with our vendor packets. We have a registration sign in sheet for all attendees.

Attendee #4: I am on the same page as everyone else. We are all set with our vendor packets. We have a registration sign in sheet for all attendees. We are all set with our vendor packets. We have a registration sign in sheet for all attendees.

Attendee #5: I am on the same page as everyone else. We are all set with our vendor packets. We have a registration sign in sheet for all attendees. We are all set with our vendor packets. We have a registration sign in sheet for all attendees.

Attendee #6: I am on the same page as everyone else. We are all set with our vendor packets. We have a registration sign in sheet for all attendees. We are all set with our vendor packets. We have a registration sign in sheet for all attendees.

Attendee #7: I am on the same page as everyone else. We are all set with our vendor packets. We have a registration sign in sheet for all attendees. We are all set with our vendor packets. We have a registration sign in sheet for all attendees.

Attendee #8: I am on the same page as everyone else. We are all set with our vendor packets. We have a registration sign in sheet for all attendees. We are all set with our vendor packets. We have a registration sign in sheet for all attendees.

Attendee #9: I am on the same page as everyone else. We are all set with our vendor packets. We have a registration sign in sheet for all attendees. We are all set with our vendor packets. We have a registration sign in sheet for all attendees.

Attendee #10: I am on the same page as everyone else. We are all set with our vendor packets. We have a registration sign in sheet for all attendees. We are all set with our vendor packets. We have a registration sign in sheet for all attendees.

Attendee #11: I am on the same page as everyone else. We are all set with our vendor packets. We have a registration sign in sheet for all attendees. We are all set with our vendor packets. We have a registration sign in sheet for all attendees.

Attendee #12: I am on the same page as everyone else. We are all set with our vendor packets. We have a registration sign in sheet for all attendees. We are all set with our vendor packets. We have a registration sign in sheet for all attendees.

Attendee #1: (Send this note in group chat...I have a bill for vendor supplies from the office supply store.)

Attendee #10: (Send this note in group chat...I have an outstanding bill for conference expenses too. I will bring it to your office too.)

Attendee #6: (Send in group chat...Got it, bring it to my office soon so that I can get bills paid.)

Facilitator: How are we promoting this conference on social media?

Attendee #11: I am making all of the social media posts. I just put one on Facebook and Instagram as well as X.

Attendee #4: I also put a page of information on our Intranet interface.

Facilitator: I am loving this collaboration. Next week, I will be having this meeting in person in conference room #2 so that we can go over every detail as we get closer to the conference. I will send out an email with meeting details. Thank you everyone for all of the hard work and time to make this event a big success! I'll be in touch.

All Attendees: Take turns saying goodbye and/or thank you/see you later

30 Minutes
Teaching Duration

15-20 Minutes
Teaching Duration

Top Video Conferencing Platforms


Google Keep Technology Tool Activity

Job #3

7 TOP VIDEO CONFERENCING PLATFORMS

Face to face communication is important, even if everyone can't be in the same room. There are several great options for video conferencing platforms. [CLICK HERE](#) to discover more of the top video conferencing platforms.

Video Conferencing Platform	Features
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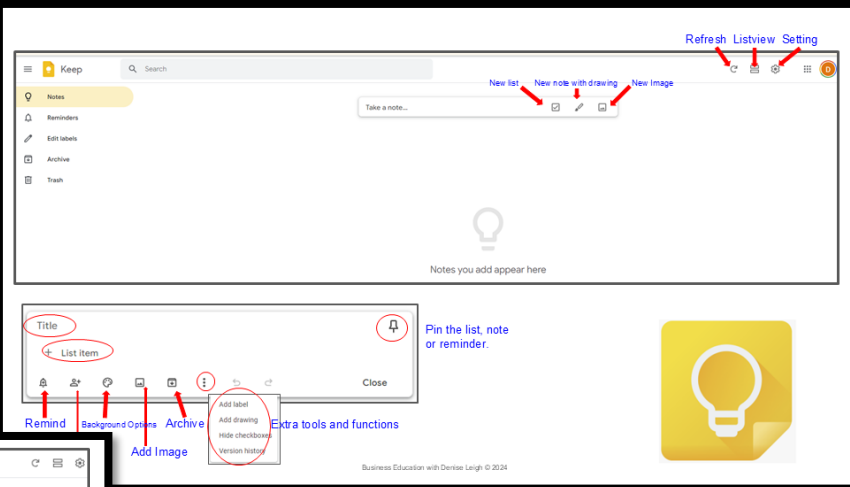

PREVIEW

15 Minutes
Teaching Duration

Google Keep

A simple and easy way to make lists and keep track of tasks.

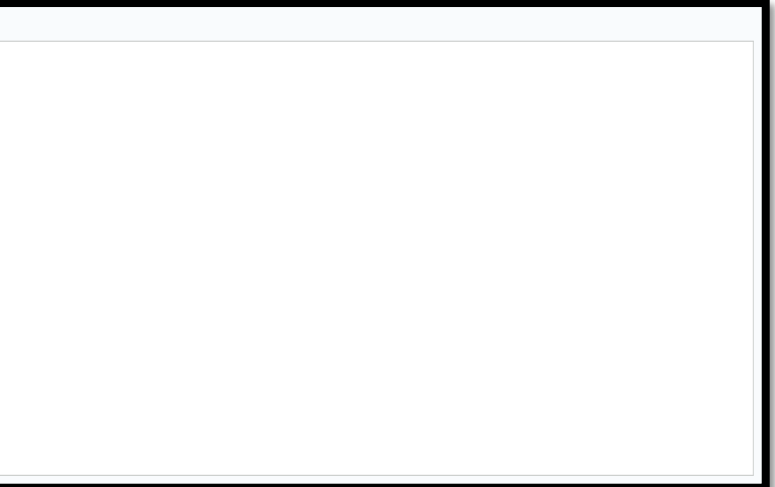
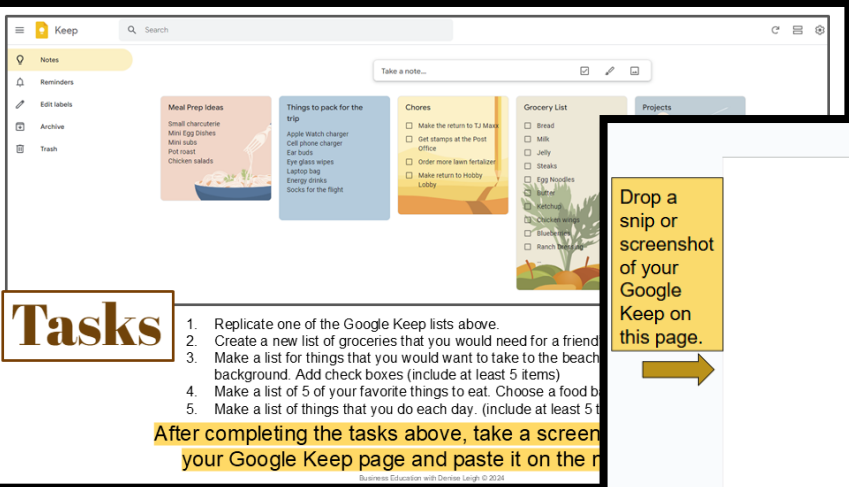
Some ways that students can use Google Keep:
Time management and To Do lists, Vocabulary Tests, Project Management, Daily Tasks and Habit Tracker, Reading Logs, Journaling, Mobile Voice Notes, Class Notes, & Notecards.



Tasks

1. Replicate one of the Google Keep lists above.
2. Create a new list of groceries that you would need for a friend.
3. Make a list for things that you would want to take to the beach background. Add check boxes (include at least 5 items).
4. Make a list of 5 of your favorite things to eat. Choose a food background.
5. Make a list of things that you do each day. (include at least 5 items).

After completing the tasks above, take a screenshot of your Google Keep page and paste it on the next page.



30 Minutes
Teaching Duration

Business Communications Semester Course Bundle

MIDDLE SCHOOL OR HIGH SCHOOL

A FULL Semester
Bundle aligned with
the National Business
Education
Association's (NBEA)
Standards

Includes a
Lesson Library
to make the activities
Easy-to-Find



NO PREP!

BUSINESS EDUCATION WITH *Denise Leigh*

**This UNIT is
included in my
Business
Communications
Semester Course
Bundle**

Hi! My name is Denise Leigh. I have been teaching Business Education for over 25 years! I love collaborating with business educators all over the world. I am a 2022 Pennsylvania Teacher of the Year Finalist and relentless lifetime learner and lover of everything education. Engaging students and connecting them to their world is my jam! Thank you for exploring my resources and sharing my passion for BUSINESS EDUCATION!

Denise Leigh is an expert on student-led instruction. She was featured on CBS Pittsburgh for her City Collaborative™ Project-Based Business Education (PBL) Classroom.

