

Lesson: Digital Reputations

Curriculum Areas: Digital Reputations

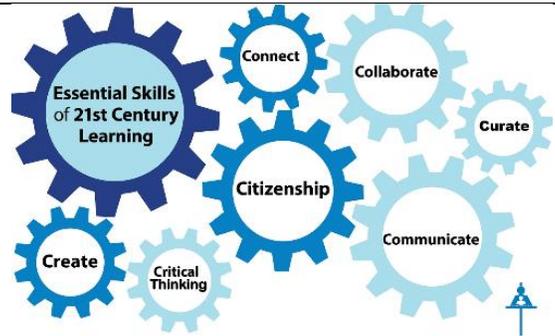
Curricular Outcome(s):

USC4.4 USC6.1

USC5.4 USC7.1

Resources /Materials:

- LCD Projector
- Camera, MovieMaker (for iPromise video)



Websites and Digital Resources & Sources:

<http://ikeepssafe.org/be-a-pro/reputation/digitalonline-reputation/>

<http://ictbyteachers.weebly.com/digital-reputations.html>

<http://www.slideshare.net/courosa/identity-in-a-digital-world?related=3>

<https://www.common sense media.org/blog/15-apps-and-websites-kids-are-heading-to-after-facebook>

<https://www.common sense media.org/blog/snapchat-and-7-more-iffy-messaging-apps-teens-love>

<http://katiahildebrandt.ca/digital-identity-in-a-world-that-no-longer-forgets/>

21st Century Essential Skills:

- Citizenship
- Critical Thinking
- Communication

Digital Citizenship Concepts and Skills: RESPECT, EDUCATE, PROTECT

- EDUCATE
- PROTECT

Digital Citizenship Essential Questions:

- Do I use e-mail, cell phone and instant messaging technologies appropriately when communicating with others?
- What rules, options and etiquette do students need to be aware of when using digital communication technologies?

Essential Knowledge - See Digital Fluency Continuum

- Knowledge: What will students understand?
 - There is a wide variety of social media and communication tools, including email.
 - Online communication is permanent and I need to apply appropriate rules and etiquette for different audiences.
 - My identity and reputation is determined by my communications and actions.
- Skills: What will students be able to do?
 - Describe what to do when they are not comfortable with online communication or behaviour.
 - Select and use a wide variety of social media tools for communication purposes, including email.
 - Identify and use social media appropriately for a variety of purposes including sharing information, connecting with others and displaying learning.
 - Examine and critically evaluate different social media sites and how they impact one's digital reputation.

Essential Question:

What is a digital reputation?

How does your online behavior influence your digital reputation?

How does social media impact your digital reputation? How can you protect your digital reputation?

Before:

Ask students about their presence on social media:

- Do they have Facebook? Instagram? Snapchat? Twitter? Vine? WhatsApp? Kik Messenger? Burn Note?

Watch the video: [Protecting Reputations Online in Plain English](https://www.youtube.com/watch?v=Y0XmN-wZ3PI)
(<https://www.youtube.com/watch?v=Y0XmN-wZ3PI>)

Discuss the video.

During:

Let's Talk:

<http://www.slideshare.net/law2smdeborah/lets-talk-being-safe-in-a-digital-world?related=1>

Use the scenarios in the slideshare to discuss digital reputations and how students act online.

Our digital footprint impacts our digital reputation as the things we do are captured, uploaded, archived, and shared across a variety of devices and social networks. These actions can be searched on sites such as google, so it is important to think before you post as you might post something you will later regret.

"According to one study, 19% of adults google other people to learn information about professional contacts (coworkers, competition, etc), and 11% use Google as a tool to weed out applicants for jobs [1]. The pictures and comments teens post on blogs, Facebook, and other platforms may permanently connect them with unprofessional, immature, and inappropriate behavior." (ikeepSAFE.org)

Google yourself (teacher) and a few students in the class. Discuss using the questions below.

Google Yourself Activity

1. Go to the search bar and type <http://www.google.com>
2. In the Google search bar type in your name (you might have to include, another identification such as the town you live in)
3. Click Enter, and explore not only the links that come up related to your name, but take it one step further and look at the images tab

So why should you care about this?

Privacy is a huge issue; many people think just adjusting their privacy and security settings is enough. But it goes to show that even though you may put in a huge effort adjusting your privacy settings, everything that you post leaves some sort of trail online, just like a footprint in the sand. For the sake of your reputation, future, or if you're applying for a job, it's always wise to see what's out there for the world to see.

Discuss:

What are you happy about?

What are you surprised to see? Is there anything embarrassing?

What would future schools or employers think about what they saw?

What might you want to change or do in the future to safeguard your reputation?

After:

Watch the [iPromise video](https://www.youtube.com/watch?v=TcKHWP4cBr8#t=93) (<https://www.youtube.com/watch?v=TcKHWP4cBr8#t=93>). Talk with students about what they promise to do to protect their reputation. Create a list of ideas of how you can protect your online reputation. Students will pick one promise they will make to protect their online identity, then create a video of the class saying their promises.

Assessment:

Students will be able to define a digital reputation.

Students will be able to list one way they can protect their digital reputation.
