Digital Footprint & Reputation

In order to build a positive self-image and identity online, it is important to remember that the nature of the Internet is very public and permanent; nothing on the Internet is private, even if you added a password. Information you choose to share with others can easily be broadcast without permission. Anything shared online might resurface in the future so it is crucial to make a conscious effort to manage your own privacy and respect the privacy of others.
<u>Self-reflect before you self-reveal!</u>

What is Digital Footprint?

Choose a video to show your students as an introduction to Digital Footprint:

- Primary: https://www.commonsensemedia.org/videos/follow-the-digital-trail
- Intermediate: https://www.commonsensemedia.org/videos/digital-footprint
- Alternate: Amazing Mind Reader Reveals his 'Gift' - https://youtu.be/F7pYHN9iC9I

Reflection Questions

- Reflect on what your current Digital Footprint. What does your typical daily online activity entail?
- What kind of personal information have you shared about yourself and your friends? What does it say about you as a person?
- How can you show respect to others' privacy when tagging, posting, or sharing information?
    - Poster: "I Took a Photo of my Friend that I Want to Share. Now What?" https://www.commonsensemedia.org/educators/middlehigh_poster
- What are possible harmful effects of over-sharing?
- How can you build and maintain a positive online presence?

Reputation – Building a Positive Online Identity

Who are you? What do you want others to know about you? Using the footprint frame, students can do one of the following:

- Draw and label images of things you feel are safe to share about yourself.
- Draw a few Polaroid-type images of you with your friends that would reflect what you might post and share online. Include captions.
- Brainstorm words that represent values important to building a positive footprint.
    - Create your own word cloud or use an online word cloud generator like Tagxedo.
- In text boxes, write positive comments you might find on your social media accounts.
- Write a list of items you hope to see in your digital footprint 10-20 years from now. As part of the activity, discuss your choices with parents.

Extension Activity - What is Your Digital Footprint?

"Google" yourself lately? Ever? What information is currently available on the web?

Have students look to see what information they can find on themselves. Or consider researching someone with a positive online presence. How has this person carefully crafted their digital footprint?