**Digital Footprint Unit Outline**

**Intro Activities**

* **Social media survey:** This could be used as a fun way to start the unit off. Have the students fill out the survey anonymously. Then count up the results and create a pie chart or bar graph to show students how many of them used the various social media sites. This can also be a way to see which sites in particular you may want to focus discussions on.
* **Social media scavenger hunt:** Have them fill out the questions about social media, what social media sites they use, and then have students spend some time googling themselves to see how well they are protecting their online profiles.
* **Survey Questions**
* Put a check next to the question if you can answer “yes.” Have you ...
  + Posted something, then checked repeatedly to see how many people liked it or made a comment?
  + Accidentally sent an email or text to the wrong person?
  + Been in school when someone showed you a post about you, a colleague, a parent, or a child that made you feel sad or anxious and didn’t know what to do next?
  + Had a friend or someone in your family post something that made you really upset and affected your relationship with that person?
* Now write down a few sentences that describe your experiences and feelings to any of these questions.
* Look back on your social media posts of the last six months and ask yourself the following questions:
  + If a stranger saw the posts you just looked at, what would they think about you?
  + What do you want people to think about you and your life?
  + How accurately do your online posts and interactions reflect what’s going on in your life?
  + Do you take steps to protect your online privacy? How important is privacy to you?
  + Is the way you handle conflict online similar to the way you handle conflict in real life? Are you proud of how you conduct yourself in either or both contexts?

Intro (possibly a powerpoint)

* Start with the students writing down all their activity online in the past 24 hours.
* Share with a partner, then as a class come up with a list on the board of all the websites they visited.
* Next write digital footprint on the board and ask students if they are familiar with the term. Discuss a definition.
* Internet can be friend or foe
* Give some examples of people who have been fired because of inappropriate posts on Facebook, Twitter, etc. <https://careers.workopolis.com/advice/14-canadians-who-were-fired-for-social-media-posts/>
* Have students Google themselves. May bring up good and/or bad things. Important to note that having no online identity can also be detrimental. Employers want to know something about the resumes that come across their desk. Having a visible, professional online identity can help students land their dream job. According to Forbes, employers have hired candidates because of something positive they have seen on a social media site and therefore… “those who are silent or invisible online may be at a disadvantage” (Smith, 2013).

**Activity – Privacy Settings**

* Have students spend some time exploring the privacy settings on their social media apps.
* Have them set strict limits on their accounts.
* Go over some of the terms/clauses in the online terms and services agreements.

**Small Group Discussions of Articles**

* Snapchat admits photos are not permanently deleted
* Justine Sacco – PR person fired for tweet
* Memes and Harvard
* Lil Tay’s mom gets fired

**Possible End Project/Assignment**

* Help students create a professional and powerful online identity.
* LinkedIn account
* Online portfolio

**Videos on Social Media**

* Digital Footprint on Vimeo
* Instagram is Ruining Your Life
* Relationship Status: Online
* Sexting PSA
* Marshall Davis Jones: Touchscreen slam poem
* Can We Auto-Correct Humanity? Slam poem
* Bulletin Board – Online Safety Commercial
* A Social Life – Award Winning Short Film – Social Media Depression

**Notes On Social Media**

* Social media is the newest medium of networking, connecting
* It spans through to websites like Facebook, twitter, Instagram to apps like WhatsApp, WeChat, telegram etc., through blog posts to news websites
* There are just over 3 billion active Internet users (45% of the world’s internet users)
* Nearly 2.1 billion people have social media accounts
* 3.65 billion mobile users have access to the internet via smartphones and tablets
* Close to 1.7 billion people have active social media accounts
* In India mobile devices account for 72% of all web site traffic
* There are 1.65 billion active mobile social accounts globally
* 561 million active mobile social accounts are located in East Asia
* There are nearly 1.4 billion Facebook users
* 47% of all Internet users are on Facebook
* 4.5 billion likes are generated daily
* The fastest growing group of new users on Twitter are aged between 55 and 64 years old.
* 45% of users feel “worried or uncomfortable” when email and Facebook are inaccessible
* Teenagers – spend 5 hours a day on social media
* 5-10% of kids cannot log off or control their social media use
* Multi-tasking abilities decreases
* Dopamine releases

**Notes on Social Media Relating to Careers/Jobs**

* <https://www.forbes.com/sites/jacquelynsmith/2013/04/16/how-social-media-can-help-or-hurt-your-job-search/#b7ff54c7ae24>
* CareerBuilder.com conducted a survey that asked 2303 hiring managers and human resource professionals if, how, and why they incorporate social media into the hiring process.
* 37% of employers use social networks to screen potential job candidates. This means that 2 in 5 companies browse your social media profiles to evaluate your character and personality.
* Reasons that employers are using social media in the job hiring process
  + 65% say they do it to see if the job seeker presents himself or herself professionally
  + 51% want to know if the candidate is a good fit for the company culture
  + 45% want to learn more about his or her qualifications
* 34% of employers who scan social media profiles said they have found content that has caused them not to hire the candidate.
* About half of those said they didn’t offer a job candidate the position because of provocative or inappropriate photos and information posted on his or her profile.
* 45% said they chose not to hire someone because of evidence of drinking and/or drug use on his or her social profiles.
* Other reasons they decided not to offer the job:
  + The candidate’s profile displayed poor communication skills
  + The candidate had mouthed previous employers, made discriminatory comments related to race, gender, or religion, or lied about qualifications.

**Staying Safe on Social Media**

* Limit your consumption
* Avoid the feed
* Stop posting

What are some strategies you can use to maintain a safe and healthy online presence?

* Ask yourself if you would be comfortable with everyone seeing this (mom, dad, teachers, strangers, bosses, co-workers, etc.)
* Could somebody use this to hurt me?
* Would I be upset if they shared this with others?
* What’s the worst thing that could happen if I shared this?
* Did the person in this picture mean for it to be shared?
* If it came from someone other than the original sender, did they have permission form the person who’s in it?
* How would I feel if somebody shared something like this with me in it
* Do you take steps to protect your online privacy?

**\*Important to note** – if you receive any nude photos or videos of students under the age of 18 you are in possession of child pornography and can be criminally charged!!

What do you do if you see something on social media that may be harmful?

* Assess what has been written/posted
* Ask yourself is it a direct threat? Do you feel the person will act on it?

**Take a Stand**  
Now that students have been thinking about social media use ask them to vote with their feet (and also allow them to move around after sitting for a while). Designate one side of the room ‘Agree Completely’ and the other side of the room ‘Disagree Completely.’ As you make statements ask students to move to one side of the room or the other depending on their level of personal agreement with your statement. If you’d like students may also go somewhere in the middle to designate ‘agree somewhat’. After you make a statement, and allowing students to take a stand, consider offering a tidbit of data before going to the next question.

Statements:

* I think online bullying is getting worse (fact: according to a study by the [Cyberbullying Research Center](http://www.cyberbullying.us/)it’s gone down since 2004)
* Girls bully online more than boys (fact: according to that same study girls are slightly more likely to bully online, but boys are more likely to post a hurtful picture or video than girls)
* When you delete a photo from Facebook it’s gone forever (probably true, but not if someone has downloaded it and the re-uploads it)
* Most adults don’t understand what teens do on social media ([good article with info on this](http://www.ou.org/jewish_action/08/2012/the-social-media-revolution-what-does-it-mean-for-our-children/))
* I’m not on Facebook or I’m considering deleting my Facebook profile ([some teens are giving Facebook a pass](http://articles.latimes.com/2012/may/30/business/la-fi-facebook-teens-20120531))
* I use a social network that is connected to my mobile phone like Instagram or SnapChat
* I think my social media use will help me get into college or land my first job

**Homework**  
Based on what you learned today and discovered about your own social media footprint what would you change? What are your goals for your online presence? Write a one paragraph statement of your goals with three action items for next class.

**Pros/Cons of Social Media**

Positives

* Easy to find and connect with people all over the world (can find old friends, classmates, relatives)
* More convenient than traditional methods of communication (faster than writing a letter)
* Businesses can use social media to target their specific audience (only show advertisements to specific groups)
* Many jobs are created for social mead development and management
* You can share your life events with others (getting married, graduation, new job, baby etc.)
* Source of news
* Can bring a situation to light (police brutality)
* Way to take a brain break, alleviate boredom
* Online dating
* Increased sympathy for others
* Increased self-confidence

Negatives

* Cyber buyllying
* Fake accounts, predators, etc.
* Decreased productivity (addiction)
* False sense of connection
* Lack of effective verbal and written communication skills
* Privacy issues – hackers
* Online advertising – it’s annoying and creepy
* Anxiety from posted content (pictures/videos)
* Trolls – people provoking arguments or posting nasty comments

**Discussion & Reflection Questions:**

* What are social networks?
* How many of you use social media?
* What do you generally use it for?
* What are some of the pros and cons of social media?
* What do you like about social media? What don’t you like?
* Do you act differently online than you do in real life? Do you know someone that does?
* How do you feel about what happens on social media?
* How do things on social media impact your life offline?
* Why is it important to watch what you post online?
* Discuss safety features on social networks.
* Discuss at least 3 rules of social networking and how they apply to your life.
* Do you believe that employers or post-secondary institutions should research social networks to learn more about their applicants, future students/employees? Explain.
* Do you take steps to protect your online privacy? If yes, what steps have you taken?
* How important is online privacy to you?
* Is the way you handle conflict online similar to the way you handle conflict in real life?
* Are you proud of how you conduct yourself in either or both contexts?