

Who's Looking at Your Digital Footprint???

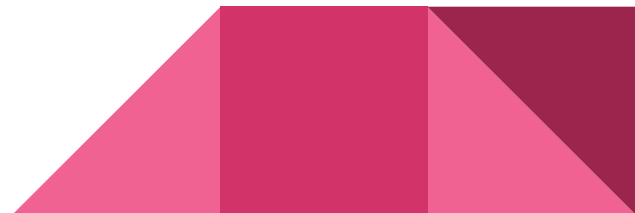
Media Literacy- Unit 1- Digital Citizenship

Learning Objectives

Learn that they have a public presence online called a digital footprint.

Recognize that any information they post online can help or hurt their future opportunities (college admission, employment, etc.).

Create a vignette that shows how a positive digital footprint can help someone take advantage of an opportunity.



Essential Question

How can information you post online affect your future opportunities?



Essential Vocabulary


“Digital Footprint”- All the information online about a person either posted by that person or others, intentionally or unintentionally

“Rescinded”- Taken away or canceled

“Personal Branding”- The practice of marketing yourself to the public using social media, a personal website, advertisements, or other non-digital tools



Know Your Digital Footprint

- ✓ **It's growing.** Your footprint expands as your information is copied and passed on, making it more searchable and viewable to a large invisible audience.
 - ✓ **It's not just up to you.** When other people—like your friends, companies, or groups you belong to—track, post, or share information about you, it becomes part of your footprint.
 - ✓ **It's permanent.** Because it's archived in a variety of ways and passed on by others, it doesn't ever go away.
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Watch & Discuss

- Why did Harvard revoke the students' admission? What was their reasoning?
- Do you agree with their decision? Why, or why not?



Directions- Part 1

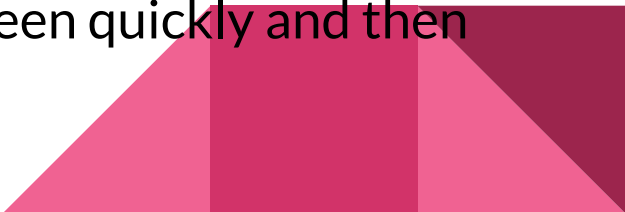
In your group, review **two** of the resources below. For each resource, click the link to open. As you review them, consider the question: *How can my digital footprint affect my future opportunities?* Capture your ideas in the Notes Tracker handout.

1. **Read-** [“How Colleges Use Kids’ Social Media Feeds”](#)
 2. **Listen-** [“Using Social Media, Students Aspire to be Influencers”](#)
 3. **Read-** [“The Case Against Personal Brands”](#)
 4. **Watch-** [“Top Tips:Social Media”](#)
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Whole Group Discussion

According to the resources, how can your digital footprint affect your future opportunities? What is your reaction to this?

Directions:

1. Close your computer halfway.
 2. Track the speaker and practice active listening.
 3. If you need to refer to your notes, check your screen quickly and then close it halfway again.
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Directions- Part 2

Step 1: Read the vignette "Haunting Picture" from the book *True Connections* (link below). Think about how the vignette shows the impact someone's digital footprint can have on future opportunities.

<https://826digital.com/writing/haunting-picture/>

Step 2: After reading the vignette, brainstorm and write your own vignette where someone's digital footprint has a positive impact on their future opportunities. Your vignette can be fiction or nonfiction but must include a situation where someone's posts or online activity help them take advantage of a future opportunity (college admission, job hiring, etc.). Your vignette must include **specific details**, including:

- What the person posted or did online that showed a positive footprint
 - What the opportunity was that was affected by their footprint
 - How the opportunity was affected positively by the person's footprint
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