Social and Online Media Virtual Learning

Grades 9-12/Digital Footprints - Day 2 of 5

May 12, 2020

9-12/Social and Online Media
Lesson: May 12, 2020

Objective/Learning Target:
Students Will Understand What a Digital Footprint Is

Let's Get Started:

[Watch this short linked video](#)

1. What are your initial thoughts on what the students discovered about themselves?
2. Does it make you rethink your thoughts on your digital footprint?

Review: What is a Digital Footprint?

A digital footprint is a trail of data you create while using the Internet. It includes the websites you visit, emails you send, and information you submit to online services. A "passive digital footprint" is a data trail you unintentionally leave online. ... The more email you send, the more your digital footprint grows.

It also includes everything you do on Social Media.

A digital footprint is your online identity and individuality and is what makes you unique. It is builds the online reputation, or impression depending on the things you do online. It is important to be aware of it because anything posted online is permanent and stays there forever regardless of being deleted.

Review: How is Your Digital Footprint Used

- Your digital footprint is often used to obtain personal info about you, such as demographics, religion, political affiliations or interests. Information could be **gathered using cookies**, which are small files websites store on your computer after your first visit to track user activity.

- Cookies also allow you to hold items in a shopping cart, store preferences or login information and make personalized suggestions based on your location or interests. Your digital footprint is used by advertisers to **target you with customized ads**. For example, if you look at a pair of shoes online, you may later see ads for those shoes or similar items.

- Your digital footprint is also used by employers—both current and prospective. It is especially important to care for your digital footprint if you're job hunting, as Googling is now a central part of the hiring process.

- "An online background check by recruiters and employers is a common practice these days," says Mehmood Hanif, founder of **The Signature Post**. "In worst-case scenarios, individuals could lose their job offer if employers come across something inappropriate."

- Scholarships, college applications, and awards can also be impacted by your digital footprint.

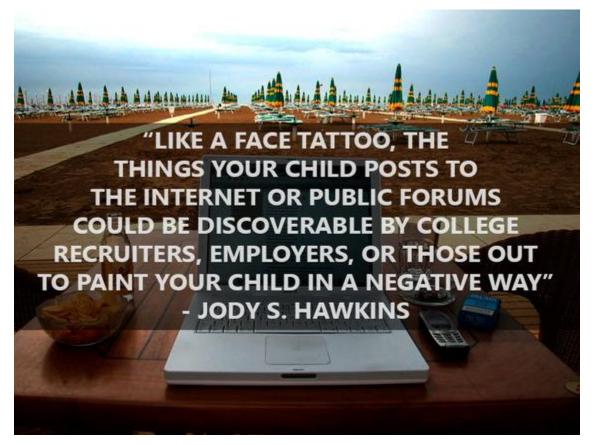# Review: Benefits of a Positive Digital Footprint

- Can show your digital responsibility
- Can highlight your character, strengths, and accomplishments
- Demonstrated who you are as a person and how you handle things

Which do you think has a bigger impact? A positive or negative digital footprint?

Review: Dangers of a Negative Digital Footprint

Unfortunately, a negative digital footprint can impact you much more than a positive one.

"LIKE A FACE TATTOO, THE THINGS YOUR CHILD POSTS TO THE INTERNET OR PUBLIC FORUMS COULD BE DISCOVERABLE BY COLLEGE RECRUITERS, EMPLOYERS, OR THOSE OUT TO PAINT YOUR CHILD IN A NEGATIVE WAY" - JODY S. HAWKINS

Review: <u>Dangers of a Negative Digital Footprint</u>

Your Digital Footprint, no matter how well controlled, will always have some negative consequences.

Most of these issues are ones of privacy and the real life effects that your online actions can have.

One of the largest positive consequences is arguably one of the largest negative ones. Everything on the internet is stored, and everything you ever post on social media sites can be seen by potential future employers.

This can greatly effect your job opportunities, as most modern employers run background checks on the internet in order to get a better idea of who they are hiring. If any of your internet profiles contain questionable material like profanities, explicit photographs of instances of general irresponsibility, they would be much less likely to hire you over somebody with a clean, friendly online profile.

Job interviews have become much less important in modern times as often first impressions are more accurate by tracking your digital footprint. This can also affect you socially. Much like employers do,

Friends, acquaintances and even strangers will see parts of your digital footprints, whether it is from social media sites, a personal or professional website or even your browser.

Practice #1: Your Digital Footprint

1. Just as the students did in the start up video, Google yourself.
2. If nothing comes up, put your name in parenthesis and add other key words (outside the parenthesis) such as your school name, Independence, and something you are involved in?
3. Did what you find surprise you?
4. Was it positive or negative?
5. Would you be okay with others seeing the things that came up in your search?
6. Does it make you rethink your footprint and online presence?

Practice #2: Your Digital Footprint

Think of your last week online and on social media:

1. Quickly make a list of things you posted, how often you were online and on social media, links you clicked on, and other people's posts you liked or commented on.
2. Are you worried about anything you did digitally or online in the past week?

Other Resources

The Importance of a Positive Digital Footprint

Your parents, teachers, employers, future colleges, and police can find it as well.