

# Digital Citizenship: Protecting Online Reputations



Glenn Hills Middle School  
Ms. A. New, M.Ed., Library Media Specialist  
Source: Common Sense Media



# Learning Objectives

Tagging friends on social media is a great way to connect with others and capture memorable experiences. But what if they don't want to be tagged? How can you take responsibility for how you may affect the digital footprints of others?

## LEARNING OBJECTIVES

- ✓ Define "digital reputation," and identify examples of social media posts that can have a positive or negative effect.
- ✓ Use the 1-2-3-1 Perspectives activity to consider the causes and effects of posting about others online.
- ✓ Generate a list of questions to ask themselves before posting pictures or information about someone else.



# Essential Question

How can you respect the privacy of others online?



# Posting Photos, Videos, Comments That Involve Others On Social Media

## UPSIDES

- Some people like having their pictures on the internet; it makes them feel famous.
- It can be a creative outlet for friends and family and preserve important memories.
- It allows important moments in a someone's life to be shared with family and friends.

## DOWNSIDES

- Some people may not like or may feel embarrassed or scared about what's been shared.
- It starts a permanent digital footprint that can reflect negatively on people later in life.
- It enables advertisers to start building profiles for targeted advertising.

# Vocabulary: Digital Footprint

**Digital Footprint** – all the information online about a person either posted by that person or others, intentionally or unintentionally.

Anytime you post a photo that includes someone else, or you tag someone in a post, you're adding to that person's digital footprint. Your digital footprint is important because it affects your digital reputation.



# Vocabulary: Digital Reputation

**Digital Reputation** – what people think about you based on what they see online (social media, public information, photos, etc.)

This can be difficult to manage, because it is not totally in your control. Even things that you delete or remove can still have been captured in a screenshot, downloaded, or saved by others. It also includes things that others may have posted about you, or that you're tagged in.



# *What kinds of things might be good for your reputation in the future if they are posted online now? What kinds of things might be not so good?*

## GOOD FOR DIGITAL REPUTATION

- Photos and videos of you doing activities for school and community
- Positive comments about you from others
- Cool things you created for school or for fun
- Sports and hobbies that show your talents

## NOT SO GOOD FOR DIGITAL REPUTATION

- Embarrassing or humiliating comments or photos
- Hints of drug or alcohol use
- References to illegal or bad behavior
- Personal information that you shared in confidence with someone
- Photos that were taken without your consent

# Perspectives On Posting: Read The Scenario Below



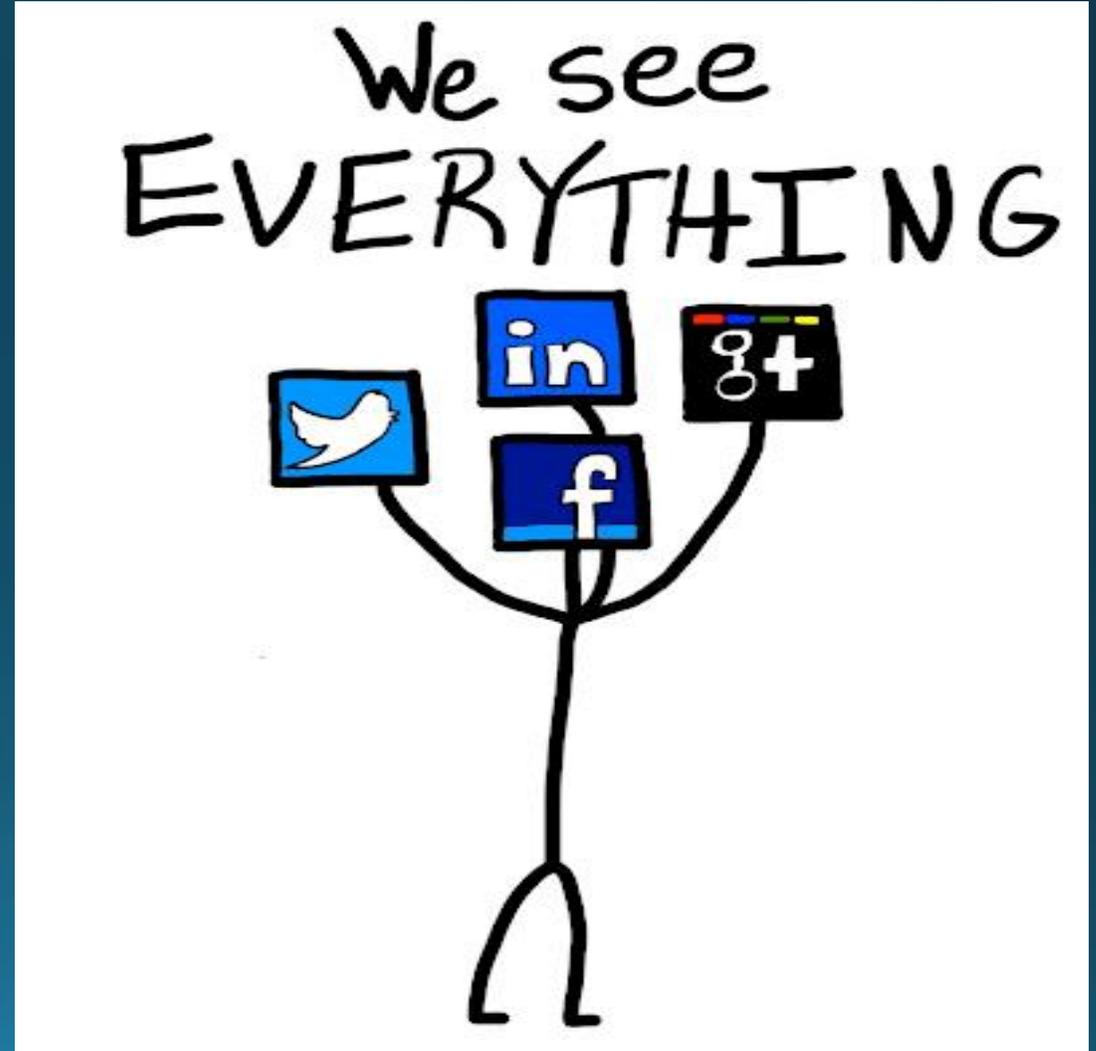
*Alex and Joran are good friends. One day when they're hanging out after school, as a joke, Joran decides to carve profanity into the sign out front that shows the school name. Alex takes a picture of Joran doing it, tags him, and shares it on social media. Aimee and Max, a couple of friends on social media, see it. Aimee responds with "haha" and a thumbs-up emoji, and Max adds a surprised-face emoji.*

*A few days later, Alex and Joran get called to see Ms. Varma, the principal, who shows them the photo on her screen. They don't know how she saw the photo. She tells them that Joran will be expelled from school and Alex will be suspended for three days. Alex serves his suspension and returns to school. Joran is forced to find a new school, which ends up being far from his home and a place where he doesn't know any other students.*

Divide into groups of two. Each group should review and analyze the scenario using the 1-2-3-1 Perspectives activity (explained on the next slides in this presentation).

## 1-2-3-1 Perspective

- 1 perspective (yours)
- 2 perspectives (others')
- 3 ideas
- 1 way forward



## 1-2-3-1 Perspective:

One perspective. On your own, write about your gut reaction. What do you think? Do you agree or disagree with the punishments that Alex and Joran received? Why?



## 1-2-3-1 Perspective:

**Two perspectives.** Work with your partner to identify two people who are part of the scenario or could be affected by it. Possible individuals include Alex or Joran, Ms. Varmas, Aimee or Max, a parent at the school, or another student at the school. Think about what their perspectives might be.

*What might this person's emotional response be? What might be important to this person?* Then name two reasons why they might have acted as they did OR two reactions they might have to the situation.

We Took The Perspective Of \_\_\_\_\_

Two Reasons Or Reactions:

1) \_\_\_\_\_  
\_\_\_\_\_

2) \_\_\_\_\_  
\_\_\_\_\_

We Took The Perspective Of \_\_\_\_\_

Two Reasons Or Reactions:

1) \_\_\_\_\_  
\_\_\_\_\_

2) \_\_\_\_\_  
\_\_\_\_\_

# 1-2-3-1 Perspective:

Three ideas. With a partner, come up with three ideas for how Ms. Varma could have responded.

- 1) \_\_\_\_\_  
\_\_\_\_\_
- 2) \_\_\_\_\_  
\_\_\_\_\_
- 3) \_\_\_\_\_  
\_\_\_\_\_



# 1-2-3-1 Perspective:

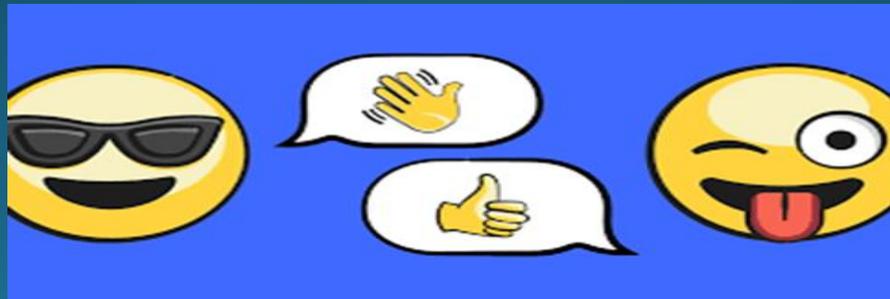
One way forward. On your own, choose the idea that seems best. Why?



So, we see that there can be consequences when you post pictures or information about others online. And those consequences can be long-term. That's why all of us have a responsibility to make sure that we think about other people's privacy and reputations before we post.

How can we make sure that we take this responsibility seriously? What questions can we ask ourselves before posting something, to protect the reputations of others?

Did you come up with some of the following questions...



*What am I posting, and where am I posting it?*

*Who might see what I post?*

*Might it be harmful, harmless, or something in between to the person?*

*Did I ask permission from this person to post it?*

*Did I ask permission to tag people?*

*Even if I don't think something is harmful, is it possible that my friend will?*

*Do I know my friend's feelings about what he (or she) would want posted?*

*Would I feel comfortable if someone posted this about me?*

*What are the possible consequences of sharing this information about that person?*

*How might the information affect the person's digital reputation?*

*Could the information be offensive to some members of the online community?*



Choose one question that you will commit to asking yourself before you post on social media. Be prepared to share your question.

