

YOUR DIGITAL TRAIL



Ann Bolzenius

annbolzenius@gmail.com

DIGITAL FOOTPRINT

1. What is a digital footprint? word used to describe the trail, traces or "**footprints**" that people leave online.
Value/importance for hs/scholarship/college/job—EVERYBODY IS LOOKING AT YOU ONLINE.
Why is it important not to post inappropriate things? Ask if they have posted or been a victim.
2. Search your name, email on Google and PIPL.com—why are you surprised?

Digital Citizenship List

RESPECT

1. Digital Access—anybody can get online
2. Digital Etiquette--THINK
3. Digital Law—do you know your school/work policy?

EDUCATE

4. Digital Communication--Cell phones, email, texting, social networking (trail of what you leave online)
5. Digital Literacy—CAR (Current/Accurate/Reliable)
6. Digital Commerce—buying & selling online

PROTECT

7. Digital Rights & Responsibilities
 - Following Acceptable Use Policies
 - Requesting permission and Citing Sources
 - Inappropriate Use and Cyberbullying
 - Use of technology to cheat
8. Digital Safety & Security
 - Data Backups
 - Identity Theft, Online Stalking
 - Viruses
9. Digital Health & Wellness
 - Online Addiction
 - Texting and Driving



3. Digital footprint more important than paper Resume (USA Today Article)
4. Ask kids/advisors what they post or what they should post? Commonsensemedia.org
5. Show Drunken Pirate picture/article vs. Celebrating 4 year old Birthday
Remind about RED SOLO Cups and its image because of the song.
6. Show Bad Tweet Pictures and rate each one. Then ASK your students to select Facebook, Twitter, Instagram, etc. and rate your last 10 post/pictures.
Will it be 50% who are NBD? Discuss why they are posting OMG or DOA
7. LinkedIn Accounts—PURELY PROFESSIONAL. NOTHING but business NO Fluff.

PICTURE IS WORTH A THOUSAND WORDS...

Private Today, Public Tomorrow

Think about...

Your thoughts...

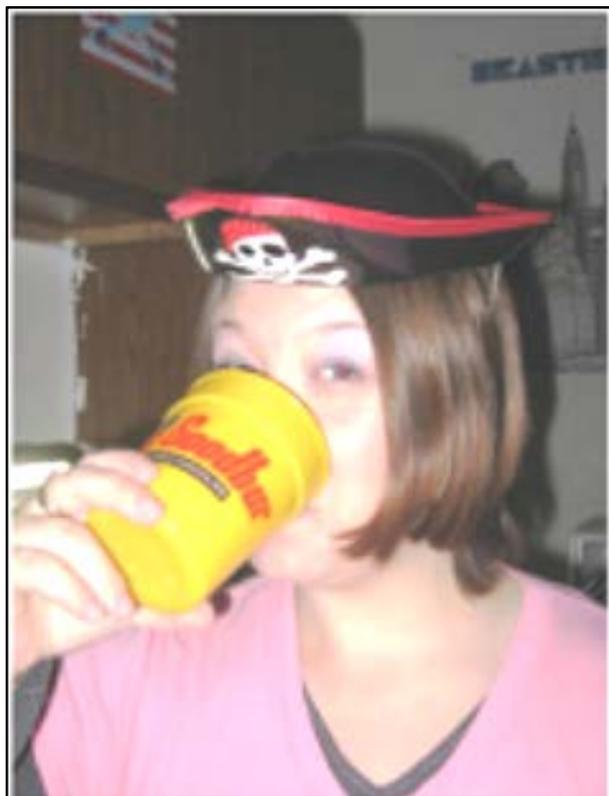
Why do you think things online tend to persist even when you'd prefer they didn't?	
What kinds of things would be good for your reputation in the future if they're posted online now?	
What kinds of things might be harmful?	
"A picture is worth a thousand words." What does this mean to you?	

College Sued Over “Drunken Pirate” Sanctions

Woman claims teaching degree denied because of single MySpace photo

(<http://www.thesmokinggun.com/documents/crime/college-sued-over-drunken-pirate-sanctions>)

APRIL 26, 2007 — A Pennsylvania woman claims that her teaching career has been derailed by college administrators who unfairly disciplined her over a MySpace photo that shows her wearing a pirate hat and drinking from a plastic cup. In a federal lawsuit, Stacy Snyder charges that Millersville University brass accused her of promoting underage drinking after they discovered her MySpace photo, which was captioned “Drunken Pirate.” The picture from Snyder’s MySpace page (which she says was snapped at a costume party outside school hours) can be seen below.



In her complaint, Snyder, a 25-year-old single mother of two, says that Millersville officials discovered the image last May, while she was a senior working as a student-teacher at Conestoga Valley High School. A university official told her that the photo was “unprofessional” and could have offended her students if they accessed her MySpace page. At the time the “Drunken Pirate” photo was taken, Snyder was of legal age to drink, though her lawsuit notes that the photo “does not show the cup’s contents.”...

Despite good grades and solid performance evaluations, Snyder claims that school officials improperly denied her a bachelor of science in education degree and a teaching certificate. The university, Snyder added, instead granted her a Bachelor of Arts degree last May 13. Because the school refuses to confirm that she satisfactorily completed her student teaching requirements, Snyder claims that she has been unable to secure certification from Pennsylvania’s Department of Education. Snyder’s lawyer, Mark Voigt, told TSG (TheSmokingGun.com) that his client now works as a nanny. He added that school officials should actually be “celebrating” Snyder, a mother of two young children who returned to school to get a teaching degree.

The Digital Footprint



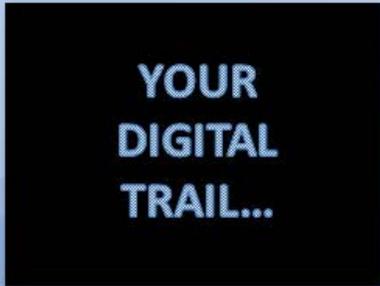
Post/Image	NBD	OMG	DOA
	No Big Deal	Oh My Gosh	Dead On Arrival
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			



My Digital Footprint

(Look at your last 10 post on Facebook, Instagram, Twitter, etc. and rate them)

Your Post/Image	NBD	OMG	DOA
	No Big Deal	Oh My Gosh	Dead On Arrival
1.			
2			
3			
4			
5			
6			
7			
8			
9			
10			



1



2

What is Your Digital Trail?

- 400 million users
- 137 million tweets/day
- 26 hrs uploaded every 4 minutes

3

Cisco just offered me a job! Now I have to weigh the utility of a fatty paycheck against the daily commute to San Jose and hating the work.

3:07 AM Mar 18th from web

7



8



9



13



14



15

down

Macros

Digital Etiquette

- Electronic standards of conduct or procedure
 - Appropriate use of cellphones
 - Respecting others online (cyberbullying)
- Few established rules
- Must learn to use courteously and effectively

THINK

- T** = Is It True?
- H** = Is It Helpful?
- I** = Is It Inspiring?
- N** = Is It Necessary?
- K** = Is It Kind?

4



5



6



10



11



12

RESOURCES:

SEARCH YOURSELF ONLINE

Use Google to Search yourself/your name: google.com
Pipl.com—deep search of the internet

LESSON PLANS ON DIGITAL CITIZENSHIP FROM K-12

Common Sense Media (commonsensemedia.org)

BULLYING TOOLKIT

Common Sense Media (commonsensemedia.org)
<https://www.commonsensemedia.org/educators/cyberbullying-toolkit>

12 THINGS STUDENTS SHOULD NEVER DO ON SOCIAL MEDIA

by Stephanie Buck, Sep 04, 2012
<http://mashable.com/2012/09/04/students-social-media-warnings/>

DIGITAL LAW ARTICLES

Sexting case

<http://www.wthr.com/story/24917667/2014/03/07/bloomington-police-uncover-20-victims-in-high-school-sexting-case>

Evanston Baseball case

http://www.huffingtonpost.com/2013/05/24/evanston-baseball-sexting_n_3332752.html

Illegal Song Download and digital footprint

<http://abcnews.go.com/Business/story?id=8226751>