

Learning Target: The students will know what a “digital footprint” is and why it is important to leave a positive internet trail.

Resources Needed for this Activity:

- Paper or electronic copies **[8_U5_A2_Social Media and Digital Footprints Worksheet]**
- PowerPoint **[8_U5_A2_PP_Social Media and Digital Footprints]**
- YouTube Video, “Oversharing: Think Before You Post,” 3 minutes, 35 seconds. Available at: <https://www.youtube.com/watch?v=wyjd73tUXig>
- YouTube Video, “Abba’s Story – Pride in Your Digital Footprint,” 2 minutes, 54 seconds. Available at: <https://www.youtube.com/watch?v=HJ3qdP7tkOU>

Opening: 2 minutes – Slide 2: The advisor begins by asking students, “What is a “digital footprint?” For reference, a digital footprint is a trail of data you leave while using the Internet. Thus, websites visited, emails sent, and information submitted are all included in digital footprints. Social media, which is one part of many students’ digital footprints, can be used in both good and bad ways. The advisor explains that today they will be learning about why it is important to leave a positive digital trail.

Activity: 27 minutes – Slide 3: Next, the advisor provides paper or electronic copies of the Worksheet **[8_U5_A2_Social Media and Digital Footprints Worksheet]** and asks students to do Part I, where record what they think are both positive and negative uses of social media.

Slide 4: After students have had a few minutes to generate ideas, the advisor asks students to share what they recorded.

Slides 5 – 6: For reference, some positive and negative uses for social media include:

Positive aspects of social media include:

- Can organize events
- Connects people, especially if they are far away
- Get to know people
- Increases awareness of how to use social media positively
- Learn more about emerging technologies

Negative aspects of social media include:

- Decreased privacy
- People have fewer conversations, which can lead to inferior verbal skills
- Tools can be addictive, waste of time, and reduce productivity
- Cyberbullying can occur
- People overshare
- People use poor judgment
- False information can be widely shared

Slide 7: The advisor tells students that they will now see a video (<https://www.youtube.com/watch?v=wyjd73tUXig>) that highlights the hazards of oversharing online

and emphasizes a thoughtful approach to digital footprints. The advisor asks students to record the 10 tips the video offers regarding what to think about before you post on Part II of the Worksheet.

Slide 8: Upon completion of the video, the advisor reviews the list of 10 tips and ask students why each is important. For the reference, the 10 tips are:

1. Remember the golden rule
2. Don't brag
3. Avoid TMI (too much information)
4. Think about the reader
5. Keep relationship details to yourself
6. Don't be cryptic
7. Quit complaining
8. Curate your photos (do not post things you would not want your grandmother to see)
9. Change your settings
10. Post smart (and spread love)

Slide 9: Next, the advisor asks students how might what they post have an impact on their future—either in college or in their careers?

Slide 10: For reference, consequences of a negative digital imprints can cause the following to happen:

- Colleges may rescind offers to incoming students as a result of negative postings on the internet.
- Businesses and organizations routinely search applicants' names on the internet to glean what they can about potential hires.

Slide 11: Next, the advisor plays a video (<https://www.youtube.com/watch?v=HJ3qdP7tkOU>) in which one student explains how he has positively managed his internet trail.

Slide 12: Finally, the advisor asks students to work on Part III of their Worksheet to reflect on and record three things they can continue to do to keep a positive digital footprint and three things they might change to improve their digital footprint.

Closure: 1 minute – Slide 13: The advisor encourages students to remember the top 10 tips and to immediately work on maintaining a positive digital imprint. Not only is it the right thing to do, but you will have more pride in yourself . . . and future colleges and employers may pay attention.