Digital media presence

Unit
Me in the world

Length:
150 minutes

About this lesson

To explore the role digital media presence plays in their education and career/life opportunities, students will play an online game to learn how to manage their personal information and protect their privacy online, and analyze how poor decisions made on social media can influence future opportunities. As well, students will build a plan for their online identity to create a positive foundation for their online presence.

Learning objectives

By the end of this lesson, students will:

- explore ways to manage their personal information and protect their privacy online
- explain how digital media use and a social media presence can influence their education and career/life opportunities
- build a plan for their online identity

Driving question

How can I control my digital identity?

Future-ready skills

Self-awareness   Communication   Social responsibility

Lesson breakdown

15 minutes

Activity 1: "Click if you agree"

In this activity, students will play an online educational game created by MediaSmarts (a Canadian not-for-profit charitable organization for digital and media literacy) to help them develop the skills and confidence to read privacy policies and terms of use instead of blindly clicking on the "I agree" button.

75 minutes

Activity 2: Online behaviour and real life consequences

In this activity, students will listen to a **National public radio** podcast on the topic of how poor decisions made on social media can influence future events, and participate in a small group discussions on the negative and positive interactions social networking can have on career/life opportunities.

60 minutes

Activity 3: Build your brand

In this activity, students will mock-up a "home base" for their online presence as a way to begin thinking about how they will control their online story.

Xello entry point

Students can engage with this lesson at any point during their Xello journey. It's recommended they're already familiar with Xello and have completed the Work/Life Balance supplementary lesson to support Activity 2: Build Your Brand.

Vocabulary

- Digital footprint
- Privacy
- Personal brand
- Digital reputation
- Perception
- Online narrative

Ontario career studies

B2.3 explain how digital media use and a social media presence can influence their education and career/life opportunities, while at the same time demonstrating an understanding of the importance of managing their personal information and protecting their privacy online

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Activity 2: Online behaviour and real life consequences

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Length:
75 minutes

Inquiry prompts

- How do I present myself online?
- How do others perceive my online identity?
- How can online interactions lead to positive opportunities?

Teaching strategies

In this activity, students will listen to a National public radio (NPR) podcast on the topic of how poor decisions made on social media can influence future events, and participate in pre and post discussions on the negative and positive interactions social networking can have on career/life opportunities.

1. Before sharing the podcast episode with your students, organize small groups or a whole class discussion to have students reflect on their present online identity. Discussion prompts:
   - How do you want others to think of your online identity?
   - If a prospective boss or university admissions officer looked at your social media profile picture what words would come to their mind?
   - How can you control your online narrative?

2. Share *Hidden brain's* podcast episode: Online behavior, Real-life consequences with your students. Provide your students with the post-discussion questions to guide their listening:
   - How can your social media presence help or hinder your education or career/life goals?
   - What types of social networks or online behaviours could lead to positive career/life opportunities?
   - How could your online presence be controlled by others? Is it possible to prevent this?

3. After listening to the podcast, give students time to jot down ideas to the above discussion questions to help keep post-discussions on track. Then, have students re-group to share their reflections with others.

Materials required

- Computer or tablet with internet access
- Headphones or audio earbuds for each student
- *Hidden brain's* podcast episode: Online behavior, Real-life consequences (aired Sept. 9, 2019) 53 minutes

Artifacts

None for this activity.

Culminating project tip

Add your students' questions about online presence to the discussion guide. For example: How can my online presence impact my career goals?

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Digital media presence

Activity 3: Build your brand

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Length:
60 minutes

Inquiry prompts

- How can I establish a positive online presence?
- How can I control my online narrative?

Teaching strategies

In this activity, students will mock-up a "home base" for their online presence as a way to begin thinking about how they can control their online story.

1 Create an **Assignment** in Xello for your students for this activity and include the instructions located on the next page.

Materials required

- Computer or tablet with internet access
- Student instructions
- MediaSmarts' Building your brand tip sheet

Artifacts

Students will upload their "home base" website landing page wireframe to the Xello **Assignment**.

Culminating project tip

Add your students' questions about online presence to the discussion guide. For example: How can my online presence impact my career goals?

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Build your brand

Student instructions

Big companies spend millions of dollars making sure that you see their brand the way they want you to. You don't have to put that much time or money into it, but there are a few pretty simple things you can do to make sure that the 'you' people see online is how you want to be seen.

- MediaSmarts, Building your brand: Establishing a positive presence online, 2013.

1 Review MediaSmarts' Building your brand tip sheet to learn how you can establish a positive online presence and control your online narrative.

2 Keeping in mind the MediaSmarts' tips, create a mock-up (wireframe) of your own personal website or blog landing page. Consider this your "home base", where you have full control over the content that will be shared. Remember, this page can be searched online, so only include content you'd be willing to show friends, family, prospective schools, or workplaces.

You can use any software or sketch it by hand, but your landing page wireframe must include:

- Your name and your desired domain name (website url).
- At least one visual to represent you (this could be a photo if you choose).
- A brief bio about yourself. Include what you want others to know about you, while also sharing a sense of your personality and interests. But keep it short 1-2 paragraphs.
- A section that features at least 3 pieces of personal work. This could be anything from a piece of writing or a cool project you were part of, to an award or hobby you are proud of. You don't need to explain the pieces in many words, instead imagine the section is clickable, so that visitors to your site would click on each item to learn more about it.
- A clear colour scheme and font choice to match your "brand".

3 Upload a copy of your "home base" mock-up to the assignment in Xello.

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