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**M3 Lesson 2: Digital Footprints, Media Smarts and Safety**

Core Competencies:

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| * Communication | * Thinking | * Personal & Social |

Big Ideas:

* Cultivating networks and reciprocal relationships can support and broaden career-life awareness and options

Curricular Competencies:

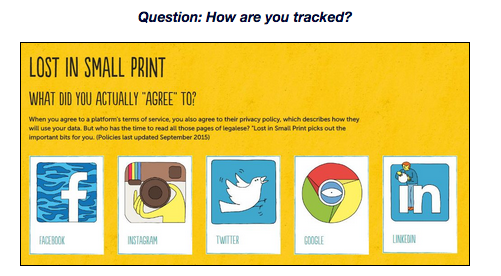
* Examine the influences of personal and public profiles on career-life opportunities
* Identify risks and appreciate benefits associated with personal and public digital footprints
* Communicate with the intent to highlight personal strengths, talents, accomplishments and abilities

In this assignment, students will look at the concept of digital footprints, and how their personal and public profile can influence career life opportunities.

For Students:

**A good introduction to this unit is to start a discussion on digital footprints (in the past I have also taken some screenshots of the social media sites of some students in the class to drive home this point). Who uses social media, and has agreed to the terms of service, without taking the time to actually look at their privacy policy? How is that used to track you? Are students worried about this nowadays, or has invasion of privacy just become a fact of life?**

**Privacy Issues**



Every person who uses the internet needs to understand that when a post is made online, it is important to consider both the intended audience – like friends, or family – and a possible **unintended audience** – which can include anybody from marketers to the unsavory people with whom no person would definitely want to share his/her pictures, personal information and/or comments.

Every social networking site offers privacy settings.  Each of us as users of social network sites needs to know what the options within those settings are in order to protect our information and our reputations.

**What is a Digital Footprint?**

Your digital footprint is all the stuff you leave behind as you use the Internet. Comments on social media, Skype calls, app use and email records- it’s part of your online history and can potentially be seen by other people or tracked in a database.

**How do we leave a digital footprint?**

* **Social Media:** all of those retweets, instagram stories, and Facebook comments leave a record (EVEN PRIVATE ONES!) Make sure you know what the default privacy settings are on your social media accounts, make sure ALL location services are turned off, and keep an eye on them to make sure they stay that way. Sites will often introduce new policies and settings that increase the visibility of your data, which you just click “agree or OK” to, without really reading it!
* **Mobile Phones, Tablets or Laptops:** some websites will build a list of different devices you have used to visit those sites. While this can often be used to secure your account, it is important to understand the information being collected about your habits.
* **Websites and online shopping:** retailers and product review sites often leave cookies on your system that can track your movement from site to site, allowing for targeted advertisements that can show you products you’ve been recently searching for online.

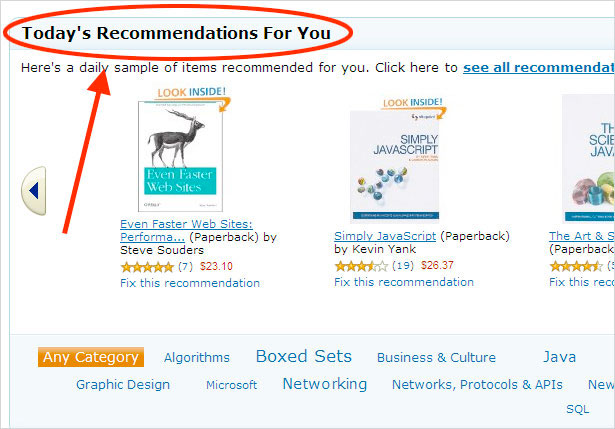


Fortunately, most sites allow you to choose who you share this information with. Websites/apps like Facebook, Instagram and Twitter allow you to choose your audience and restrict the public from seeing your information.

Sometimes you leave a footprint without knowing it. Did you know that people can sometimes see when you like something on Facebook or Instagram? Did you know that there are ways to work around the SnapChat "screenshot notification"? Did you notice that your internet viewing and search history are stored in your computer and in various places online?

**Take a minute to watch Michelle Clark’s TEDTalk, Digital Footprints**

https://www.youtube.com/watch?v=NlGyTp4Nd4M



How does this shopping website know what to suggest? They keep track of your previously viewed websites and purchased items to give you these suggestions! The scary thing is that they're often correct about what their audience wants.

As this course is completed online, it is important that you are aware of what information you may be sharing with others. Before uploading anything, ask yourself if you are comfortable with sharing the information with anyone. Also ask yourself if you have taken the proper steps to protect your information.

**Social Network Privacy Example**

  **Facebook**

There are many social media networks that students use to connect with others close to home and all over the world.  Facebook is one of those social networking sites that many Canadians frequent. As with any site, a person must register prior to having access to the site. During the registration process, Facebook provides numerous opportunities to post personal information. It is up to the user to decide what information he/she wants to post. Do not be coerced into providing too many details.  It is better to leave some spaces blank.

The site does offer options and settings to protect information, and it is important not to go with the default setting "Everyone".

**Facebook’s privacy settings** function differently for users under 18 than for adults:

1. Users under 18 can only get messages from Friends or Friends of Friends, while adults can get them from any other Facebook user
2. Only Friends or Friends of Friends can tag a user under 18 in a photo or post.
3. The Tag Review setting (which notifies you if you are tagged) is set to “On” by default for young users
4. Location sharing is “Off” by default for users under 18, and
5. Even if posts are marked "Public", in actual fact only "Friends" or "Friends of Friends" can see the posts. source - https://mediasmarts.ca

<https://www.facebook.com/help/473865172623776/> is a help site for anyone using Facebook ***stating*** they are under 18 years of age.

 **Using Instagram**

[Instagram](https://www.instagram.com/about/faq/) is a social imaging site — a network of connected users who communicate and share by posting photographs. The name is a cross between “instant” — as in instant camera — and “gram” — short for “telegram.”

**Facts**:

* More than 20 billion photos have been shared on Instagram.
* Users share 70 million new photos every single day.
* Around 8500 likes and 1000 comments are left every second.

Instagram leaves the door wide open for teenagers to share too much personal information, including full first and last name, age, gender, email address and phone number. Similarly, geo-tagging — one of the most popular Instagram features — can reveal your teen’s location, and the exact spot that a picture was taken.

All photos uploaded are automatically made public by default.  This can be changed to a private setting, which only reveals photos to approved followers.

**Bullying on Instagram**

Instagram is filled with teenagers who share photos and make comments in groups.  It becomes a perfect platform for gossip and harassment.  The most common form of Instagram bullying is simply posting embarrassing or humiliating photos of the victim, which the victim would clearly not want made public.

**Discussion:** has anyone in the class witnessed bullying behaviour on Instagram?

Assignment

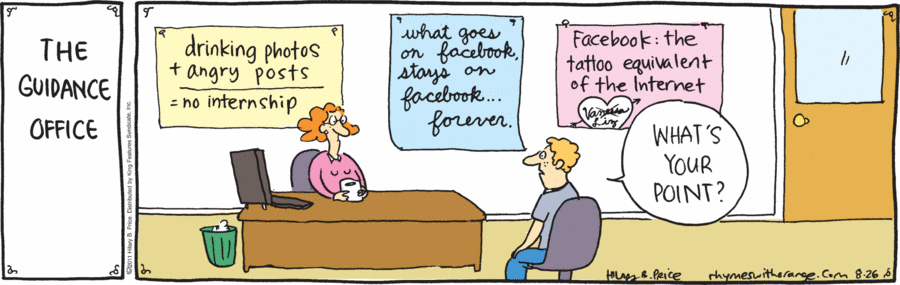
In small groups in class or individually, answer the following questions:

1. Do you have any photos on Facebook, Instagram or Snapchat (or other social media outlets you may use) that you do not want your parents, your college/university admissions officer, a future employer, or a future significant other to see?

2. Have you ever checked out your page to see what it looks like to a stranger? Do you periodically check your privacy settings? Go ahead and check the privacy settings for at least one of your social media accounts and include a screenshot of the privacy settings in your reflection.

3. Why are these questions important?

\*\*Note: If you do not use social media at all, please best reflect on the positives and negatives of social media from your point of view and include why you have made the choice to not use any forms of social media.



Assessment: