**M5 Lesson 2: The Impression of Our Digital Footprint**



 ***Have you ever googled yourself?*** If not, take a minute and search for your own name. Go a little deeper and put in your name and your city, or your name and any social media sites you are on, your school, a sports team you are on or extra-curricular activity you are in. What do you find? Does the information reflect well on you? Is it something that you would like your teacher, a potential employer, or your grandma to see? In today's assignment we will discuss your personal public identity, and how it is reflected in your **digital footprint**.

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.

Watch this short video on digital footprints:

https://www.youtube.com/watch?time\_continue=61&v=4P\_gj3oRn8s

As a teacher, Michelle Clark has a great perspective on Digital Footprints. Watch her TEDTalk, using spoken word poetry as a medium for sharing her view.

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

Although it's important to take caution when forming your digital footprint, we often think of the downsides of technology, and not about how your digital footprint could **benefit**you in your career or life! A thoughtful and carefully curated digital footprint that highlights your skills and interests and help you stand out in a good way! Reflect on your goals and values, how you spend your time and relationships that are meaningful to you. A good digital footprint should reflect the things that are important to you. You are in charge of making your own digital reputation!

Alternatively, your digital footprint could bring about a negative perception of you. Recently, employers and post-secondary admission officers have started searching for digital footprints instead of conducting reference checks or reading through application essays. It's becoming more and more commonplace to hear of people losing their jobs due to social media posts, one famous example as of late was [Rosanne Barr being fired from her own show (Links to an external site.)Links to an external site.](https://money.cnn.com/2018/05/29/media/abc-disney-roseanne-barr/index.html). In the article below from [time.com (Links to an external site.)Links to an external site.](http://time.com/), the author takes us through even more examples.

***10 Social Media Blunders That Cost a Millennial a Job — or Worse***Taken from: Susie Poppick - www.time.com

If you’re not at least a little worried yet, here are 10 real-life mistakes, ranked from least to most egregious, that could cost you your next job—or worse, make you the next viral cautionary tale.

10. **Drinking in a photo—even if you’re over 21.** Yes, seriously. A teacher in Georgia was asked to resign because of a Facebook photo of her holding wine and a beer.

9. **Complaining about your job.** A British teen was let go from a marketing gig after colleagues saw a Facebook post in which she described her job shredding paper as “dull,” even though she didn’t mention the name of the company.

8.**Posting while you’re supposed to be working.**A city clerk in California’s Bay area was asked to resign this year for allegedly tweeting during council meetings when she was supposed to be taking down meeting minutes. In her resignation letter, she described the job as a “mind-numbingly inane experience I would not wish on anyone.”

7.**Making fun of your boss / team.**An EMS employee was booted for badmouthing her boss on Facebook (though she ended up with the National Labor Relations Board on her side), and a Pittsburgh Pirates mascot, whose work included racing on the field in a pierogi costume, was briefly fired for a post criticizing the contract extensions of two players—though he was back in his costume a week later.

6. **Making fun of clients or donors.** While working at a nonprofit, Green nearly fired an employee after the young woman snarkily tweeted a photo of a donation card on which a donor had written eccentric comments. Not only was it in bad taste, says Green, but it revealed the donor’s name. After deleting the tweet (and getting an earful about judgment and boundaries), the woman kept her job.

5. **Talking smack about a job before you’ve even accepted it.** Technically, the then-22-year-old in question says she had already turned down an internship at Cisco before sending out a tweet saying she’d have to weigh a “fatty paycheck” against “hating the work,” but her subsequent infamy serves as a lesson to other prospective hires.

4. **Blowing your own cover.** A bank intern who asked to skip work because “something came up at home” became a victim of internet shaming after his boss saw a Facebook photo of him holding a beer, dressed (more or less) like Tinkerbell at what appeared to be a Halloween party. The photo, plus screenshots of his supervisor’s response— “hope everything is ok in New York. (cool wand)” —went viral, though it turns out he was never actually fired.

3. **Revealing company secrets.** Back in 2011, it was widely reported that an extra on Fox’s award-winning show “Glee” was fired after tweeting spoilers for an upcoming episode. In tweets that are still visible on her feed, a series co-creator told her, “Hope you’re qualified to do something besides work in entertainment” and “Who are you to spoil something talented people have spent months to create?” But according to the extra herself, Nicole Crowther, she hadn’t actually worked on the show that season and the spoilers were just speculation—not inside information. That didn’t stop her story from going viral, complete with online harassment: “I received physical threats of violence, and death threats through social media,” Crowther told MONEY.

2. **Personal oversharing.** Green once interviewed a young man whose resume included a link to a private blog—which described personal details about his life. “I suspect he’d left that link on there by accident, but it demonstrated very poor judgment,” says Green. Needless to say, he did not get the job.

1. **Posting something embarrassing on the corporate Twitter feed.** A contracted social media strategist was canned after accidentally posting a tweet on Chrysler’s company feed, instead of his personal feed, insulting local drivers: “I find it ironic that Detroit is known as the #motorcity and yet no one here knows how to drive.”

In the following assignment, you will take the concept of digital footprints and use it to create a cautionary tale for others.

**Complete the Module 5 Lesson 2 Assignment**