

Create a Professional Online Presence

STEP 1

It is becoming increasingly important to be comfortable and fluent in the online world. This lesson will give you the tools to participate in the online community safely, productively, and by practicing digital citizenship. You'll be better prepared to navigate the online world and understand how your online reputation and digital footprint can impact you.

Digital Citizenship: The continuously developing norms of appropriate, responsible, and empowered technology use.

Digital footprint: The trail of data you leave when using the internet. It includes websites you visit, emails you send, and information you submit online.

***Definitions sourced from: ISTE and Kaspersky*

Write any/all of your thoughts in the box below.

What do you already know about Digital Citizenship and Online Security? Is it important to you and/or your peers? Do you feel knowledgeable about how to practice these things?

What does it mean to be a (digital) citizen?

Click the link below to learn about the obligations that come with being a citizen of any digital space.

[Watch the Digital Citizenship Video](#)

Choose a Component

For each of the statements below, decide which of the five competencies (inclusive, informed, alert, engaged, balanced) of Digital Citizenship is being practiced and one reason for why!

Statement #1 - Facebook Comment

"I respect your opinion. While I disagree with you on the issue, I am glad you shared your perspective. It definitely made me think in a different way."

Component

☐ Inclusive ☐ Informed ☐ Alert ☐ Engaged ☐ Balanced

Reason

Statement #2 - Phone Notification

"Time to close Instagram – you've reached your - hour limit for today!"

Component

☐ Inclusive ☐ Informed ☐ Alert ☐ Engaged ☐ Balanced

Reason

Statement #3 - Wikipedia

"If they try hard enough, fish will be able to climb trees" – I decided not to use this as a source for my paper.

Component

☐ Inclusive ☐ Informed ☐ Alert ☐ Engaged ☐ Balanced

Reason

Statement #4 - Email

"I just saw a notification for a Blood Drive in the office next week. Let's all participate together and then have a group lunch!"

Component

☐ Inclusive ☐ Informed ☐ Alert ☐ Engaged ☐ Balanced

Reason

Statement #5 - Web Notification

"Are you sure you trust this website? This domain would like to send you notifications based on your location!"

Component

☐ Inclusive ☐ Informed ☐ Alert ☐ Engaged ☐ Balanced

Reason

STEP 1

What does it mean to responsibly manage your online reputation?

Click the link below to learn some best practices around managing your online presence.

[Watch the Online Reputation Management Video](#)

Consider the definition for "Digital Footprint" (top of activity) and the information presented here about your online reputation.

1. How do your digital footprint and online reputation go together?

2. Why would these concepts be important to understand when trying to enter/establishing yourself within the workplace?

3. Are there certain career paths where these things will be more important than others? Why or why not?

4. What are two ways that you can work to improve your digital footprint and online reputation?