Task: **POSITIVE DIGITAL FOOTPRINT**

**PART 1** (60 minutes)

**Student Directions:**

<table>
<thead>
<tr>
<th>Your assignment:</th>
<th>Steps you will be following:</th>
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</table>
| You will view a video, read an article and a blog, then write an informational essay about creating a positive digital footprint. | 1. View a video  
2. Read an article and blog entries  
3. answer three questions about the sources  
4. Plan and write your essay. |

**Directions for beginning:**

You will now see three sources about creating a positive digital footprint: a video clip, an online article, and a blog. Take notes because you may want to refer back to your notes while writing your essay. You can refer back to any of the sources as often as you like.

**Source 1:** Video – *Creating Your Digital Footprint*  
[http://www.youtube.com/watch?v=AdWmhZsJQHo](http://www.youtube.com/watch?v=AdWmhZsJQHo)

**Source 2:** Online article – *The Power of a Positive Digital Footprint*  

**Source 3:** Blog – *25 Days to Make a Difference*  
[http://twentyfivedays.wordpress.com/](http://twentyfivedays.wordpress.com/)
### Task: POSITIVE DIGITAL FOOTPRINT

#### MY NOTES
Creating a Positive Digital Footprint

<table>
<thead>
<tr>
<th>Video</th>
<th>Online Article</th>
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<tbody>
<tr>
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<table>
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<th>Blog</th>
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The power of a positive digital footprint for students

April 11, 2011 By jalger 7 Comments

I was reading in the newspaper today about companies charging up to $50,000 offering online reputation management services. These companies work with small businesses or even individuals and suppress negative comments, bad photos or negative feedback. They do this by flooding search engines with articles, photos, comments and links that paint a more positive image about the business or person.

This got me thinking, maybe as teachers we need to show students how to create their own positive digital footprint and encourage them to do so. Until now my digital citizenship and cyber safety talks have focused on the dangers of a negative digital footprint. I have been promoting the “think before you post” message.

What are employers looking for online?

Employers are increasingly making use of Internet search engines to locate and evaluate online information about potential employees. This recruitment agency shares a good list of ten negative things which employers don’t want to see online.

But what about positive things employers look for online? This may include:

- an indication of the applicants personality
- online profile supports professional qualifications and conduct
- good communication skills
- creativity
- groups which the applicant is participating in
- do other people provide good references and comments about them
- have they received any awards and accolades
A person’s online footprint is becoming an increasingly important part of their online brand. It makes sense that people should be promoting their brand (name) in a positive light. If someone is working hard, being creative, helping others or receiving awards, then surely promoting these skills and achievements online is a good thing. Students need to learn that using their real name online is not always a bad thing, it is part of creating a positive digital footprint that will be seen by others.

Opportunities to publish online with your name attached

Social Media

Social media like Facebook and Twitter can be used in a proactive way to develop a positive online presence. These tools allow anyone to collaborate and contribute in meaningful ways. Encouraging students to create or join groups which they are passionate about, highlights their interests and also allows them to network with likeminded people.

Blogging

Blogging is an excellent way to showcase your interests and skills online. Attaching your name to engaging blog posts shows you’re passionate about a topic and can display your communicative skills. Students can blog once a week or even once every few months. Many websites like Blogger, Tumblr and WordPress allow anyone to set up a free blog. Intelligent and constructive comments on other people’s blogs with your name attached can also be appreciated by potential employers.

Web 2.0 applications

There is a vast range of web 2.0 applications like Youtube, Flickr, Podomatic that allow anyone to share videos, images and audio. Used in a smart way these applications can be an excellent way to showcase students’ creativity and promote themselves and their work. Teachers can encourage students to put school work they are proud of online to showcase their skills.

Online Competitions

Encouraging students to enter online writing, photography, film and digital media competitions is also a great way to help them build a positive online profile. Some competitions allow worldwide applicants and a quick Google search will usually provide competitions in different countries and states. Companies like Adobe and Microsoft often run design competitions for students and having their work and name published online is a great way to display talent and hard work. Teachers can even incorporate units of work at school to encourage students to enter these competitions. Here is a list of design competitions for 2011.

Digital Resumes

It’s important to get students thinking about and practicing digital resumes as well as the traditional paper resume. Especially if a student wants to get a job in the growing field of digital
media or design, then an online resume that showcases their skills and abilities to use different tools, could be what gets them noticed. The New York times has a good lesson plan asking students to “reflect on their talents, achievements and experience and create two résumé versions – traditional and technology-enhanced – to learn how best to showcase their talents and ambitions.” LinkedIn is the world’s largest professional network site and is also worth exploring.

Shaping your positive digital footprint

For a great example of a person who has shaped their positive digital footprint, do a search for George Couros. He is a school Principal in Alberta, Canada who has his own blog, Youtube channel, social media accounts and an online digital resume. All of these are done in a social, yet professional context.

What do you think? Should teachers encourage students to build a positive online profile?
Thank You!

Posted on April 2, 2009 by Angela

Twenty Five Days to Make A Difference started sixteen months ago. When I started my blog, I didn’t expect anyone other than my family to read it. It’s been amazing to me that so many people have read and helped to support the charities that I like. I’ve learned that I really love doing service work, and I plan to continue doing that. I also like using technology in different ways, and I plan to do that too. I’m taking a break from blogging here though, for now. The attention that I’ve gotten for doing this has been a big surprise. I have really enjoyed blogging here, but my family and friends know that I was hoping to find a bigger group of people to focus on service work with, so I was part of a group and not just doing things on my own. I’m really thankful for the help everyone has given me here. I will miss doing this!

I’m very excited because Jenny Luca has started an online community for students and teachers who are making a difference. I hope you will think about joining that bigger community and sharing what you do to make a difference. I plan to!

Filed under: Uncategorized | 5 Comments »

Thank You for Spreading the Word!

Posted on April 1, 2009 by Angela

I want to thank everyone for participating in my blog carnival! I began reading all of your posts last night. I’m going to finish and leave comments for everyone tonight! I hope that everyone will visit the comments section of my post from yesterday. You can see who participated and follow the links back to their blogs too. This morning, I drew the name of the winner of the Flip Video Camera! I did this by drawing names of bloggers out of a bowl to keep it fair. My mom recorded it so everyone could see. I will need the winner to email your address to twentyfivedays@gmail.com! Your camera is on its way!

Filed under: Uncategorized | Tagged: “spread the word to end the word” | 2 Comments »

Announcing a Great Prize for the Blog Carnival!

Posted on March 16, 2009 by Angela

As many of you know, I will be doing a blog carnival on 3.31.09. This weekend my mom and I started to think about the prize that I will be giving away. This morning, Woot was running a really good deal on the Flip Video Camera. I have enough money saved up in bottle returns from this winter to pay for this camera, and so my mom and dad said I could get it and I WILL BE GIVING THIS CAMERA AWAY TO ONE LUCKY PERSON OR CLASSROOM WHO BLOGS TO SPREAD THE WORD TO END THE WORD ON MARCH 31ST!!!!

Here are the rules for the carnival:

- To be entered you MUST have at least one blog POST that focuses ending the use of the r-word.
- Your post MUST be on how the r-word makes you feel, how you will help Spread the Word to End the Word, or have to do with the Spread the Word to End the Word campaign.
- Your post MUST be entered on 3.31.09.
- Once your post is up, please leave a comment here so that I know you are entered. It would be great if you could leave your name or the name of your class/school and a link to the post. I will create a new post on my blog that day with a list of all of the bloggers who have spread the word!
- Everyone who posts and leaves their link here will be entered into a random drawing to win the Flip Video Camera! I will draw the name of the winner on April 1st!

If you have any questions, just let me know! Please spread the word about the carnival so lots of people will spread the word to end the word!

:-8) (guy with a moustache)

Filed under: Uncategorized | 13 Comments »

An Update for the Blog Carnival

Posted on March 13, 2009 by Angela

Soeren Palumbo is a teenager who has a sister with an intellectual disability. Sometimes, he hears people use the r-word, and he feels terrible about it. A while ago, Soeren made a speech to his class about all of this, and without knowing or trying, and it was spread all over the internet. Tim Shriver Jr. is a college student who was inspired by his grandma, Eunice Kennedy Shriver, to help with the Special Olympics. Tim and Soeren are friends, and they are very nice too. I got to go to know them both better when I was in Idaho. They were leaders of the Global Youth Summit, and they are heading up the Spread the Word to End the Word is a campaign.

In my last post, I talked a little bit about one of the things that I plan to do to participate in this campaign. I’ll be doing a blog carnival. Lots of people have already told me they’d like to help out, and I’m really excited about this. As you get ready to do this, you might want to think about using some of the resources here to get more information and share it with others.

If you plan to take part in my blog carnival, make sure you visit my blog this week! I plan on explaining more about the rules and telling what the prize will be. I am going to do a random drawing of all those who participate. This is going to be fun! Let me know if you plan to do this. Thanks!

Filed under: Uncategorized | Leave a Comment »
Questions

Use the remaining time to answer the questions below. Your answers to these questions will be scored. Also, they will help you think about the sources you’ve read and viewed, which should help you write your essay. You may click on the appropriate buttons to refer back to the sources when you think it would be helpful. You may also refer to your notes. Answer the questions in the spaces provided below them.

1. Explain the importance of creating a positive digital footprint. Use details from the sources to support your answer. *(Claim 4, Target 2)*

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2. Explain how the blog is an example of the ideas for creating a positive digital footprint discussed in the video and the article. Use details from the sources to support your answer. *(Claim 4, Target 3)*

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Task: **POSITIVE DIGITAL FOOTPRINT**

3. Evaluate which source best explains what someone should do to create a positive digital footprint. Use details from the sources to support your answer. *(Claim 4, Target 4)*
PART 2 (70 minutes)
Student Directions:

You will now have 70 minutes to review your notes and sources, plan, draft, and revise your essay. You may use your notes and refer back to the sources. You may also refer to the answers you wrote to questions at the end of part 1, but you cannot change those answers. Now read your assignment and the information about how your essay will be scored, then begin your work.

Your assignment:

Your class is writing articles for the school newspaper on the positive uses of technology. Write an informational essay answering the following questions:
- What is a positive digital footprint, and why is having one important?
- What are the different ways in which students can create positive digital footprints?

Support the statements you make in your essay with details from the sources you read and viewed.

How your essay will be scored:

The people scoring your article will be assigning scores for

1. **Statement of Purpose/Focus** - how well you clearly state and maintain your controlling idea or main idea

2. **Organization** – how well the ideas progress from the introduction to the conclusion using effective transitions and how well you stay on topic throughout the essay

3. **Elaboration of Evidence** – how well you provide evidence from sources about your topic and elaborate with specific information

4. **Language and Vocabulary** – how well you effectively express ideas using precise language that is appropriate for your audience and purpose

5. **Conventions** – how well you follow the rules of usage, punctuation, capitalization, and spelling

Now begin work on your essay.
Manage your time carefully so that you can:
- plan your essay
- write your essay
- revise and edit for a final draft
Planning My Essay

What is a Positive Digital Footprint?

Why is one important?

How can students create positive digital footprints?

Video:

Blog:

Article: