

Digital Presence on Social Media

SUBJECT: Safe Online Navigation

LESSON TOPIC: Protecting Your Privacy on Social Media

DURATION: 45 minutes (1 Lesson); 1-1.5 hours (Preparation)

LEARNING OBJECTIVES:

Main objective of the lesson

To equip students with the knowledge, skills, and understanding necessary to effectively and responsibly manage their digital presence across various social media platforms.

Competences that students will acquire

This includes understanding the impact of digital footprints, creating a positive online persona, and navigating social media with awareness of privacy, security, and ethical considerations.

MATERIALS/RESOURCES NEEDED:

- Module 2 (<https://www.digi-civis.eu/e-learning>)
- Worksheets (<https://www.canva.com/design/DAGO3NUHpw8/vyMwEiKGmetXDvxXYmlbsA/edit>)

METHODS/TECHNIQUES:

- **Presentation:** The teacher delivers a brief presentation on digital presence and its importance on social media, covering key concepts such as online identity, digital footprints, privacy, and ethical behavior.

METHODS/TECHNIQUES:

- **Individual Activity:** Students receive a worksheet focused on analyzing social media profiles – either their own or those of a family member or friend.
- **Reflections:** The lesson concludes with each student presenting 1-2 key findings from their worksheet activity.

LESSON PLAN OVERVIEW

PREPARATION:

The teacher must:

- The teacher must first review Module 2, which covers digital presence and social media, to ensure a thorough understanding of the subject matter.
- The teacher should print and prepare worksheets for distribution to each student, and if possible, make digital versions available for those who prefer to complete the activities electronically.
- Ensure laptops, tablets, or mobile phones are available, either by providing them or asking students to bring their own devices.

IMPLEMENTATION:

1. Presentation (10 mins):

- Digital presence refers to the collective image and identity you project online, particularly through social media platforms. It includes everything from your profiles and posts to your interactions and the content others share about you. This presence forms your digital footprint – the trail of data you leave behind as you navigate the internet.
- Your digital presence is more than just a static profile; it's the sum of all your online activities, including likes, shares, comments, and posts. It represents how you are perceived by others in the digital world, influencing both personal and professional relationships.

- Digital presence is crucial because it shapes your online reputation, which can have significant real-world implications. Employers, educators, and peers often search online to learn more about you. A well-managed digital presence can enhance opportunities, like securing a job or admission to a school, while a poorly managed one can close doors. Once something is online, it's challenging to remove, making it essential to manage your digital presence carefully. It not only affects your reputation but also your privacy and security, making it vital to present yourself positively and protect your online identity.

2. Digital Presence on Social Media Worksheets (15 mins):

- The teacher will give each student a worksheet and allow 15 minutes to complete it, focusing on analyzing their own or a family member's or friend's social media profiles.
- Students can use their phones or other provided digital devices, like laptops or tablets, to access platforms such as Instagram or Facebook for this task.
- The worksheet will guide them in evaluating the profile based on privacy settings, content, tone, and overall digital footprint, with questions aimed at encouraging critical reflection on their online presence.

3. Reflections (20 mins):

- The lesson will conclude with a 15-minute reflection session, where each student will have the opportunity to present 1-2 key findings from their worksheet activity.
- The teacher and fellow students will then provide feedback, ask questions, and engage in a discussion to deepen understanding and reinforce the importance of managing digital presence effectively.

ADDITIONAL INFORMATION TO LEARN MORE:

- Social Media Safety Tips
(<https://www.youtube.com/watch?v=vPIWDFtP0T0>)
- Being Safe on the Internet
(<https://www.youtube.com/watch?v=HxySrSbSY7o>)

ANNEXES:

- Worksheets
(<https://www.canva.com/design/DAGO3NUHpw8/vyMwEiKGmetXDvxXYmlbsA/edit>)

HOMEWORK / ASSESSMENT:

The teacher can assign homework where students create a digital footprint journal, documenting their online activities over the course of a week. Students should track the platforms they use, the type of content they interact with or share, and any new connections they make online. They will then reflect on how these activities contribute to their overall digital presence and consider any changes they might want to make to better align their online behaviour with their personal or professional goals. This homework will be evaluated based on the thoroughness of the documentation and the depth of reflection in their analysis.