YOUR DIGITAL PRESENCE AND FOOTPRINT ❯
Session plan

LIFE SKILLS

AT A GLANCE ➤

This session explores how young people can manage their digital footprint and presence. You will take a look at the positives and negatives of different online platforms, as well as how they can best be utilised for future prospects. This session has been made in partnership with Tesco.

Please note: using these materials may help to evidence learners' achievements for the qualification; however, it is a centre's responsibility to ensure all evidence produced meets the required learning outcomes and assessment criteria.

LLN OPPORTUNITIES

✓ Write down and share ideas
✓ Write and present advice
✓ Research and read about online platforms and behaviour

MATERIALS

✓ Your digital footprint and presence PowerPoint presentation
✓ Internet access (optional)
✓ Materials for project (page 8)
✓ Social media campaign template (optional)

QUALIFICATION OPPORTUNITIES

✓ Digital Skills - LO: Understand appropriate online behaviour

LEARNING OUTCOMES ➤

✓ Be aware of positive and negative online behaviours
✓ Understand the importance of appropriate online behaviour
✓ Identify the advantages and disadvantages of different online platforms

ACTIVITIES ➤

ACTIVITY	TIME	PAGE
Icebreaker	5-10 minutes	03
Digital footprint and presence	10 minutes	04
Social media gone wrong…	10 minutes	05
Using social media effectively	10-15 minutes	06
Social media campaigns	Dependent	08
Wrap up	5-10 minutes	10

ICEBREAKER ❯❯

⏱ TIME REQUIRED
5-10 minutes

📐 MATERIALS
✓ Your digital footprint and presence PowerPoint presentation

🏅 QUALIFICATION OPPORTUNITIES
✓ Positive and negative online behaviours

ACTIVITY STEPS ❯❯

1. Explain to the learners that in this session you will explore how online behaviour can have positive and negative impacts.

2. Show the learners slide 2 of the supporting presentation. Ask the learners to identify the different social media platforms.

   Answers (top left to bottom right):

   • LinkedIn

   • Instagram

   • Snapchat

   • TikTok

3. Ask the learners if they use any of the platforms and why they like using them. Start a discussion about each platform: are any particularly good/useful for certain purposes? Would they not use some platforms for certain uses?

   Example responses:

   • LinkedIn is good to network for job opportunities but not for posting personal photos

   • Snapchat is good for sharing videos and pictures with friends

DIGITAL FOOTPRINT AND PRESENCE ≫

TIME REQUIRED
10 minutes

MATERIALS
✓ Your digital footprint and presence PowerPoint presentation

QUALIFICATION OPPORTUNITIES
✓ The importance of maintaining appropriate online behaviour

ACTIVITY STEPS ≫

1. Following on from the previous activity, explain that whatever you post online on any social media platform or website leaves a digital footprint and affects your digital presence.

2. Ask the learners to discuss in pairs what they think 'Digital footprint' and 'Digital presence' mean. Encourage them to share their ideas with the rest of the group.

3. Show learners the definitions on slides 3-4 of the supporting presentation. Encourage the learners to ask any questions they may have about the terms. Explain that you will be focusing on their active digital footprint and presence.

4. Explain to the learners that now more than ever, managing your digital footprint and presence/online reputation is really important - everyone should think twice before posting something online. Ask them why this is the case - you could do this as a whole group or pair discussion.

   Suggested answers:

   • Future colleges, universities or employers may look up your online profiles. If you post appropriate, positive content then this could reflect positively on you. However, if you post inappropriate or offensive content, then you may miss out on opportunities with them. This is because they may think you're not a good fit for them or you could reflect negatively on their organisation.

   • People could steal and use your personal information.

   • You may upset or offend someone.

ADVISER GUIDANCE
Deliver the 'Staying safe online' session to explore e-safety further.

SOCIAL MEDIA GONE WRONG... ➤

ACTIVITY STEPS ➤

TIME REQUIRED
10 minutes

MATERIALS
✓ Your digital footprint and presence PowerPoint presentation
✓ Internet access (optional)
✓ Pens and paper

QUALIFICATION OPPORTUNITIES
✓ The importance of maintaining appropriate online behaviour
✓ The impacts of inappropriate online behaviours
✓ Negative online behaviours

1. Tell the learners that there have been many high profile examples of people's online behaviour having a negative impact on their life and/or career. Explain that with today's technology, something that is posted online, even privately, can be made public and last forever with screenshots etc.

2. You could share the story of Paris Brown on slide 5 of the supporting presentation. She posted offensive tweets that resurfaced after she secured a youth job with Kent police, forcing her to resign. You could play this video: https://www.youtube.com/watch?v=onc7UaALpn8

> **ADVISER GUIDANCE**
> If you would like to share a different story, you could take a look at the story of Shila Iqbal being fired from Emmerdale for offensive tweets she posted as a teenager: https://www.bbc.co.uk/news/entertainment-arts-47894279

3. Encourage the learners to think about what can be learnt from Paris' story. In pairs, ask them to note down, in a spider diagram or list, things people should avoid doing/sharing on social media. Encourage them to share their thoughts with the rest of the group.

Suggested answers:

• Do not use offensive language

• Do not post anything discriminatory

• Make sure you have the correct privacy settings so you are not sharing anything with people you don't want to (but remember - nothing is ever guaranteed to be 100% private)

• Consider whether anything you intend to say could offend people/a group of people

• Question whether what you want to say needs to be shared on a platform that everyone can see and that could potentially last forever

USING SOCIAL MEDIA EFFECTIVELY ›

TIME REQUIRED
10-15 minutes

MATERIALS
✓ Your digital footprint and presence PowerPoint presentation
✓ Pens and paper

QUALIFICATION OPPORTUNITIES
✓ The importance of maintaining appropriate online behaviour
✓ Positive online behaviours

ACTIVITY STEPS ›

1. Tell the learners that often the most popular stories are about how social media is a negative thing. However, if used correctly and positively it can be beneficial and have a positive impact on people's lives.

2. Show the learners the images on slide 6 of the supporting presentation. Tell them that they represent different social media events or campaigns that have had a positive impact. Do they recognise any of them?

   Answers (left to right):

   • Black out Tuesday: Blackout Tuesday was a collective action to protest against racism and police brutality. On Facebook and Instagram, users participated by posting a single photo of a black square alongside the hashtag #blackouttuesday. Businesses that participated were encouraged to not operate on that day.

   • The Ice Bucket Challenge: The Ice Bucket Challenge, sometimes called the ALS Ice Bucket Challenge, involved people filming and posting the pouring of a bucket of ice water over a person's head. It promoted awareness of ALS and resulted in more than $100 million of donations for ALS research in 30 days.

3. Tell the learners that it is not just communities, movements or businesses that can use social media positively. People can use their online platforms to create a positive digital presence that results in great things for them. Show them the story on slide 7 of the supporting presentation.

   If you would like to learn more about this story, visit these links:

   • https://usetech4good.com/positive-digital-footprint/

   • https://twitter.com/DevanFink?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor

4. Encourage the learners to think about what can be learnt from these different stories about positive online behaviours. Ask them to note down, in pairs, a list of tips for how to use social media effectively to have a positive digital footprint and presence. Get the learners to share their ideas with the rest of the group.

Suggested answers:

- Post about causes and events you believe in
- Share your passions with your online community
- Encourage and support others
- Career wise - learn from and/or network appropriately with people in the industry (e.g. by following inspirational role models on LinkedIn)

ADVISER GUIDANCE

Always be aware of the ages and backgrounds of your group. Certain social media platforms have age restrictions, so do not encourage them to use them if they are underage. Also, you may want to check with parents and carers about their stance on social media, as not all will necessarily allow the young people to use it.

SOCIAL MEDIA CAMPAIGNS ≫

TIME REQUIRED
Dependent

MATERIALS
- ✓ Your digital footprint and presence PowerPoint presentation
- ✓ Social media campaign template (optional)
- ✓ Materials/equipment to complete activity - see step 2

QUALIFICATION OPPORTUNITIES
- ✓ Positive and negative online behaviours
- ✓ The importance of maintaining appropriate online behaviour
- ✓ The impacts of inappropriate online behaviours

ACTIVITY STEPS ≫

1. Put the learners into groups of 2-4. Explain that their groups are a youth charity that wants to create a social media campaign to help young people learn how to use online and social media platforms effectively.

2. The social media campaigns can take different forms, depending on the resources available to you and the preferences of the learners, however they all need to address the points below.

   The points and formats are also listed on slide 8 of the supporting presentation.

   ### POINTS TO INCLUDE:
   - 2 advantages and 2 disadvantages of 2 online/social media platforms, e.g. 2 advantages and 2 advantages of using LinkedIn and 2 advantages and 2 disadvantages of using Instagram
   - Examples of positive and negative online behaviours
   - Why it's important to behave appropriately online/what the impacts may be if you behave negatively/inappropriately online

   ### DIFFERENT FORMATS:
   - Short video 'stories' that address each point. This could be young people talking and/or moving text and images. Please ensure you have parental/carer consent before filming.
   - Different posts with images, text and/or captions that address each point. They could choose the format of a social media platform to create a template (e.g. Twitter or Instagram), or they could use the template provided. This could be done on a computer or on paper, depending on your available resources.

3. Learners should be able to use the information discussed in this session and their notes to help them complete this activity. However, you may also want to allow them time to do further research online, if possible.

4. Give the learners as much time as you think suitable to complete this activity. Circulate between the different groups whilst they complete their work to ensure they are on the right track and feel supported.

5. When the groups have finished creating their campaigns, you could get them to present them to the rest of the group. Encourage the other learners to tell each group what they liked about their social media campaigns and ask any questions they have about it.

ADVISER GUIDANCE

If your learners are working towards the qualification, ensure that they can clearly evidence their role in any group work they complete.

WRAP UP ❯

TIME REQUIRED
5-10 minutes

MATERIALS
✓ Your digital footprint and presence PowerPoint presentation

ACTIVITY STEPS ❯

1. Recap what you have covered in this topic. Check that the learners can remember what digital footprint and digital presence mean and why they are important.

2. Ask the learners to think about and share anything they will now consider when posting online or on social media. Has this session made them think differently about how online and social media platforms are used? In what way?

3. Show the learners slide 9 of the supporting presentation that lists where to go if they want to learn more about or need advice on this topic. Remind them who they can speak to if they have any concerns or questions.