



9. Your Digital Billboard

Your “**Digital Reputation**” can be thought of as a big digital billboard—that’s because anyone traveling the “Information Superhighway” (the Internet or social media) might see it! It basically advertises YOU to the world. In this lesson students consider what might appear on their own digital billboards as they practice the art of crafting respectful and positive reputations. They will also learn how and where digital information is saved.

Key Standards—CCSS.ELA-LITERACY: SL.5.1, SL.5.1.A, SL.5.1.B, SL.5.1.C, SL.5.1.D, SL.5.5; SL.6.1, SL.6.1.A, SL.6.1.B, SL.6.1.C, SL.6.1.D, SL.6.5. ISTE: 2a. CASEL: 1b, 1c, 1d, 1e, 2e, 5f.

Learning Objectives

Students will...

- Understand what “the cloud” is and how information is stored there.
- Consider the role they play in determining the content of their digital billboards.
- Recognize that online information impacts their future pursuits.



Introducing The Lesson

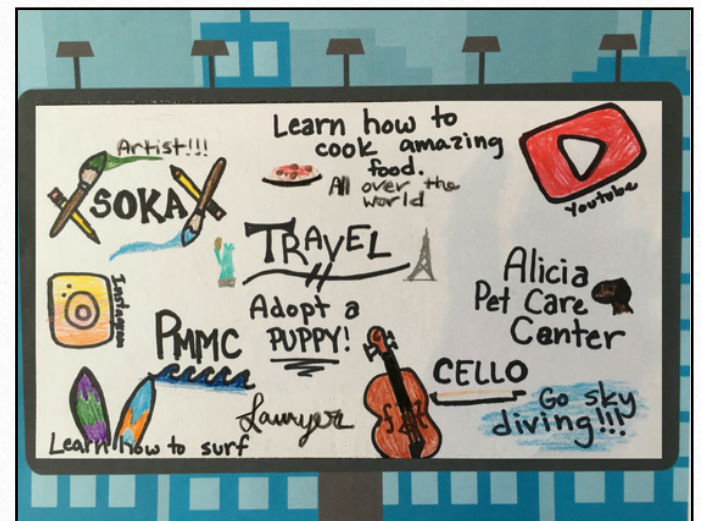
Set-up this lesson by asking students to share some examples of **positive things** that might be part of someone’s digital reputation, and then ask them for examples of some **not-so-positive things**. Give them a moment to jot down and discuss some of their examples.

The Lesson

1. You’ve talked a lot about the information that students post, or might post online. But where does all this information go? Where, and how, is it stored? Ask students if they know where all the information on the Internet—all the text messages sent, all the photos uploaded, and everything else that makes up “online life”— is stored. Chances are someone will say, “*in the cloud.*”
2. Find out if students actually know what “the cloud” is by asking: *Can you explain what it is? Where is “the cloud”? How does it work?*

The Lesson, continued

2. Explain that “the cloud” is hardly floating around above our heads, like many people think. It is actually many computers housed in massive warehouses all over the world. Here’s how it works: When you take a picture with a phone, for example, it is stored on that device’s internal memory drive. However, when you upload the photo to a site, such as Instagram, you are actually uploading it to “the cloud.”
3. Ask students to imagine what kind of information about themselves might be in “the cloud” already. You might even suggest students “Google” themselves to see if any information about them pops up.
4. Screen [Video 1]. Review: Sometimes people refer to the Internet as the “Information Superhighway.” Tell students they can think of their digital reputation as a big billboard on this highway, displaying everything they’ve ever posted or shared with friends online. This billboard also includes anything friends may have posted about them, or tagged them in! It basically advertises themselves to the world!

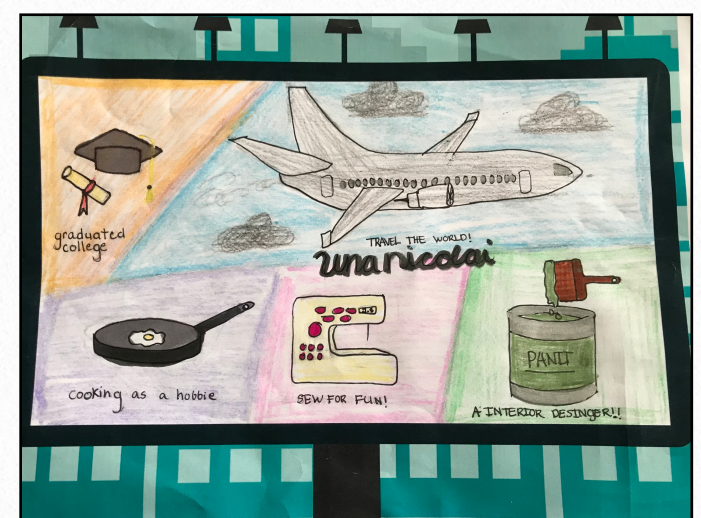


Activity

5. For this activity, students **will create their own digital billboards. Have them fill in the blank billboard attached and in the Student Packet (copy and distribute) with images and information they would be proud to have others see someday.**



Here are some guiding questions to help them with this task: *What interests or hobbies do you have? Where do you see yourself in ten years? What kind of person do you want to be? What are you most proud of?* If they need ideas on what kinds of things to include on their billboards you might suggest: a post about an award they’ve won; a video of them performing with their popular band; a link to a news article about their sports team doing charity work. Tell students to use their imaginations and to remember the sky is the limit!



Activity, continued

6. Upon completion, have students share their billboards with the class and discuss.

Goal

To help students understand that they can take an active role in shaping digital reputations that will show their best selves to the world. Be sure to remind them that not all the information on their “digital billboard” is under their control, but what **is** in their control is choosing online friends and followers wisely **and** posting positive information to offset anything negative!

