Teacher Professionalism in the Age of Social Media
Resource Bundle

Strategies for Managing Your Digital Footprint[1]	
Strategy	**Explanation**
Research yourself	Conduct an internet search of your name. Look at images, video, news stories, and websites associated with your name. Immediately take note of anything that is objectionable, questionable, or inaccurate. To help, ask yourself the following questions: Would I feel comfortable if my principal and/or colleagues saw this? How would my students and/or their parents react if they saw this?
Delete questionable content	After evaluating your digital footprint, delete or un-tag yourself from any photos, comments, or videos that could be seen as objectionable or questionable. Removing these dubious posts and images ensures that you're presenting a more professional image of yourself to the world.
Increase security	Check and update the security settings on all of your social networking accounts. Companies alter their security settings, so read through the options carefully. *Less* security means *more* people have access to your posts.
Carefully select your network	Choose your network of connections or social media friends very carefully. There are many districts with policies that prohibit teachers from "friending" or "following" current or recent students. Having a *larger* network of "friends" on social media means that *more* people have access to your posts.
Think before you post	Don't post objectionable material that might be seen by students, families, or future employers. Evaluate whether the content could be considered offensive or distasteful by others. Posting comments and images in the heat of the moment can lead to serious repercussions later. Posts that contain vulgar or prejudiced comments – or that reference illicit activities – have created serious problems for teachers.

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[1] The compilation of information, pictures, videos, and data about you that can be found on the internet (Mosley, 2009)

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