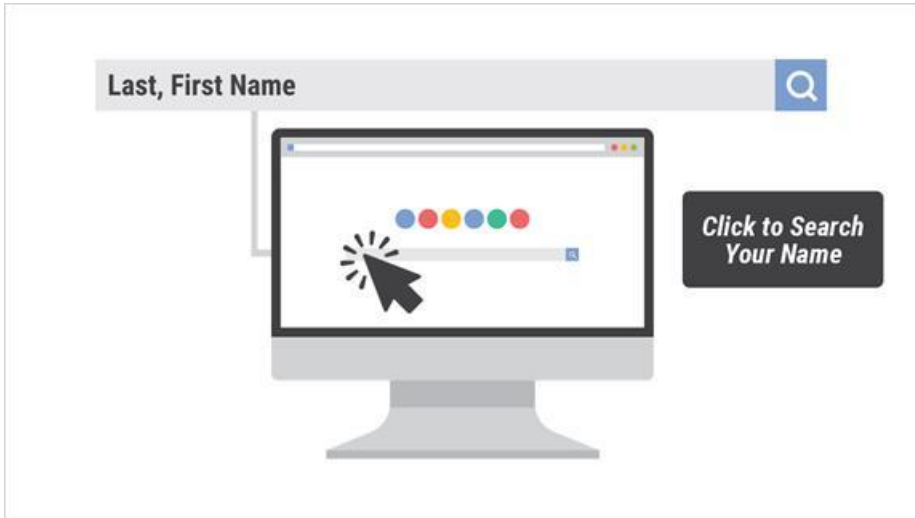


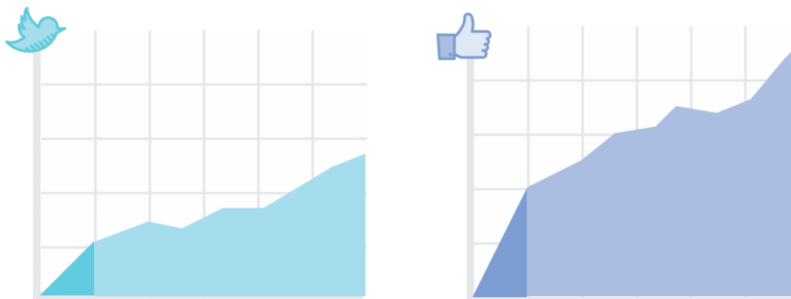
1. Introduction



Transcript:

If an employer decided to Google your name, what would they find? What about a parent? Or even a student? Well, let's find out. Take a moment to do an internet search of your name.

Importance of Professionalism



(Facebook, 2016b; Statista, 2011)

Transcript:

What you were able to find from a quick Google search can also be seen by your employer, students, and anyone else with internet access. What do you think could be found with a more thorough search? As social networking sites increase in popularity, more images, posts, and information in general becomes accessible.

In 2006, there were approximately 1,000 Twitter users and 12 million Facebook users (Facebook, 2016; White, 2011). Now, there are 313 million Twitter users and 1.71 billion Facebook users (Facebook, 2016b; Statista, 2016).

Whether you realize it or not, you interact with students outside the confines of your school building. Being professional in the digital world is just as important as being professional in the physical world.

2. Managing Your Digital Footprint



Managing Your Digital Footprint

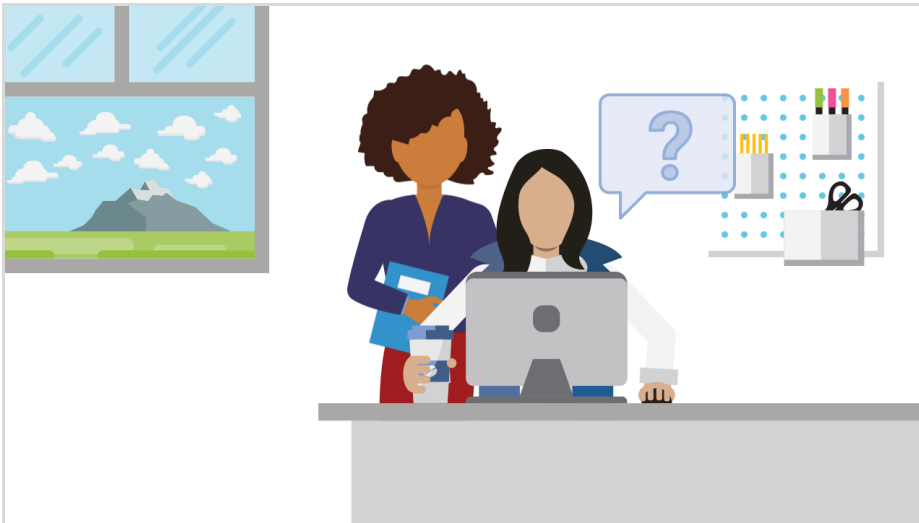
-  Research
-  Delete
-  Secure
-  Select
-  Think

Transcript:

Your digital footprint is the compilation of information, pictures, and video about you that can be found on the internet (Mosley, 2009).

Here are five strategies you can use to manage your digital footprint.

Research



Transcript:

You already took the first step in implementing this strategy at the beginning of the module. In order to manage your digital footprint, you should first get an idea of what it looks like. Doing an internet search of yourself will give you a cursory view of what images, news, and websites are publicly connected to your name (Carter, Foulger, & Ewbank, 2008; Pfeffer, 2014; WJAR10, 2010).

As you review the search results associated with your name, take note of anything that is objectionable, questionable, or inaccurate. At times, it can be difficult to discern what could be considered objectionable. To help, ask yourself these two questions.

If after asking yourself these questions you're still not sure if something is objectionable, get someone else's opinion. Keep in mind that criticism or gossip about your colleagues and/or students is always objectionable.

Delete

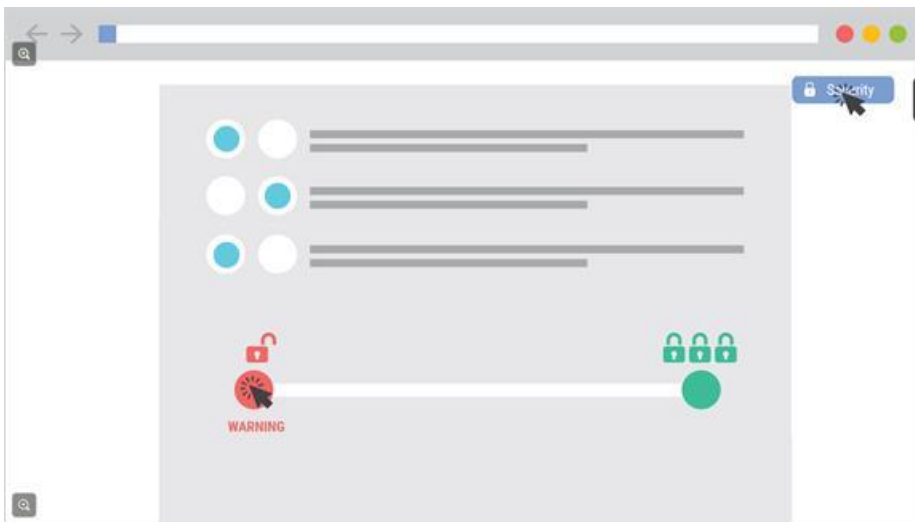


Transcript:

Once you've seen and evaluated your digital footprint, it's time to take some steps to improve it. Delete or edit any of your own inappropriate posts immediately. For distasteful or offensive comments or photos that have been posted by others, attempt to un-tag yourself. If need be, reach out to the individuals and ask them to remove your name or to delete the posts entirely.

Removing these dubious posts and photos ensures that you're presenting a more professional image of yourself to the world (Carter, Foulger, & Ewbank, 2008; eSchool Media, 2010; International Society for Technology in Education, 2008; Moseley, 2009; Simpson, 2010).

Secure



Transcript:

Another strategy for managing your digital footprint is to increase your account security. Check and update your security settings on all of your social networking accounts once or twice a year. Carefully read through the security options and choose the one that you're most comfortable with. Remember, *a lower amount of security* means that *more* people have access to your posts and information.

Select

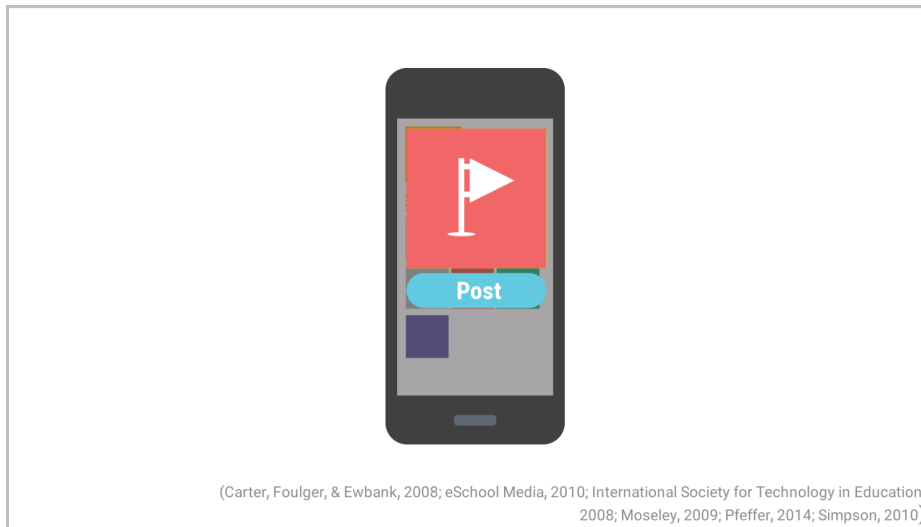


Transcript:

Another important strategy is to carefully review the reach of your network. The larger your network, the less “control” you will have over what content gets out. Also, be very careful about “friending” or “following” your current or recent students. This can further blur the line between your personal and professional lives, and many districts have policies prohibiting it. Some teachers have created professional accounts solely used for the purpose of communicating with students and families. However, it is important to know your district policies to avoid any missteps in this regard.

Unfriend, unfollow, or block individuals whom you don’t trust. Any photo, video, or comment that may have been posted privately could become public as soon as someone takes a screenshot of it. Meaning, that once something is posted privately or otherwise, it’s out there. Don’t post anything unless you’re comfortable with the world seeing it (WJAR10, 2010).

Think




Transcript:

Most importantly, think before you post. 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 more serious repercussions later (Carter, Foulger, & Ewbank, 2008; eSchool Media, 2010; International Society for Technology in Education, 2008; Moseley, 2009; Pfeffer, 2014; Simpson, 2010).

3. Check for Understanding and Conclusion

Scenario, Part 1




Ms. Salazan is applying for a teaching position at a new school. As she is gathering references, one of her colleagues suggests that she review her digital footprint because this is a popular new practice that many districts and hiring panels conduct these days.

Transcript:

Let's take a moment to apply what we've learned so far. Read the following scenario.


Scenario, Part 2



At the Broken Liver celebrating my 31st! #goodfriends #gooddrinks #goodtimes

Ms. Salazan does a quick internet image search of her name and finds a picture that she posted over the weekend. She is surprised, because she thought that the post was private.

Scenario, Part 3

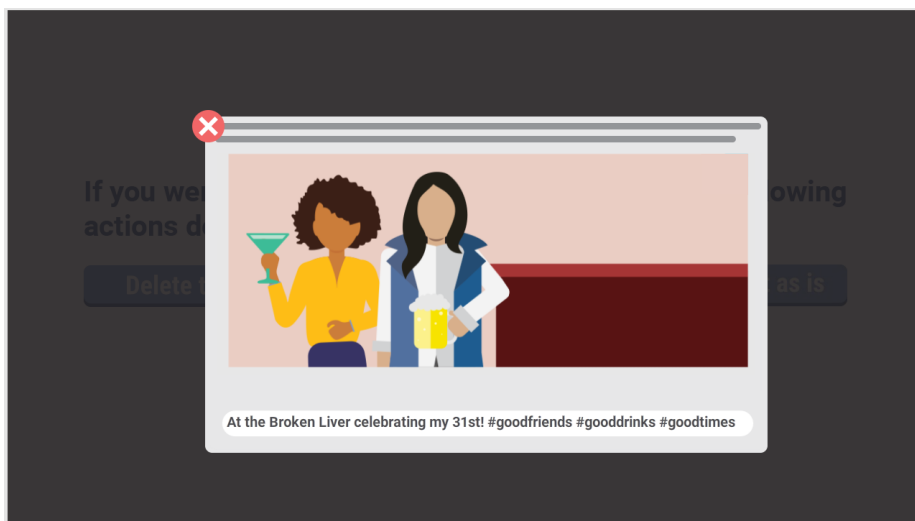


Ms. Salazan is forced to decide what to do with the post. She stops and considers these two questions:

- 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?



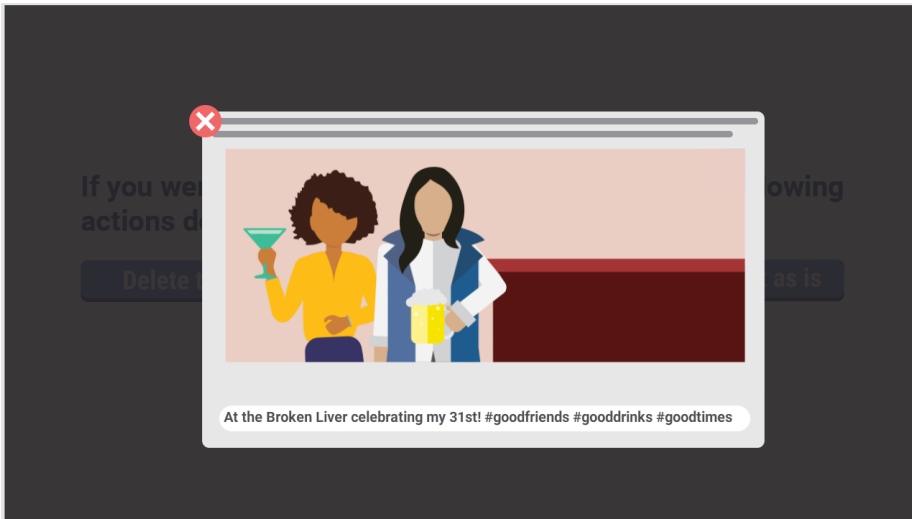
Delete Feedback



Transcript:

Ms. Salazan is in a tough position because there is no definitive right or wrong answer. However, by deleting the post, she minimizes any negative scrutiny or questions that could arise by keeping it.

Edit Feedback

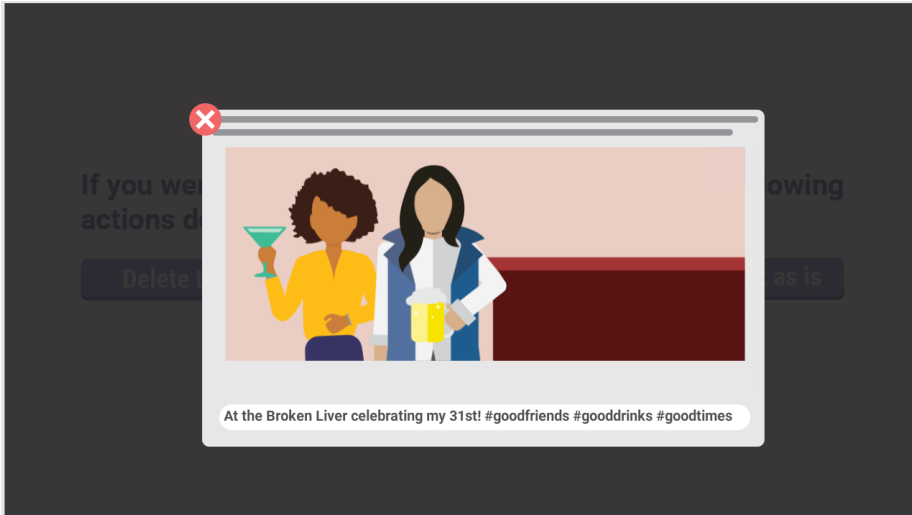


Transcript:

Ms. Salazan is in a tough position because there is no definitive right or wrong answer.

However, by altering the post, she can minimize any negative scrutiny or questions that could arise by keeping it. Possible edits she could make are: deleting the picture, altering the hashtags, and/or omitting the location.

Keep Feedback



Transcript:

Ms. Salazan is in a tough position because there is no definitive right or wrong answer.

It is true that Ms. Salazan is not doing anything illegal or necessarily inappropriate. However, by keeping the post as-is, she opens herself up to potential negative scrutiny and/or questions.

Conclusion

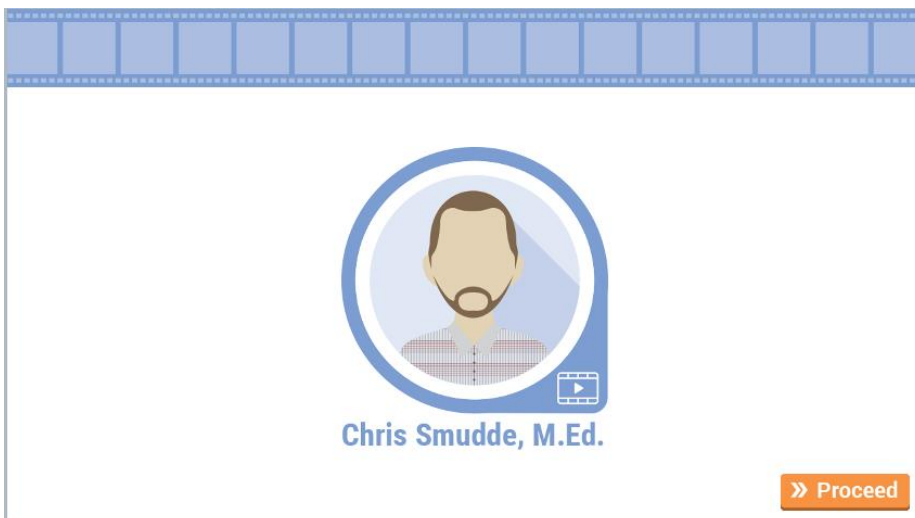


Transcript:

Whether you knew it or not, taking a teaching job means that you signed up to be a role model. As a role model, it can be difficult to separate our personal and professional lives. This module has given you five strategies you can now use to shape your digital footprint to be more professional (Hewson, 2013).

To finish this module, let's hear Chris, a teacher educator, share some of his thoughts and advice.

Video



Transcript:

I talk about this a lot with my pre-service teachers because it's the world we live in. And it gets directly at the idea of professionalism. And the problem with it is that it sort of blurs the line between our professional life and our personal life. And we have the right to be able to have a personal life and we want to be respected as professionals in teaching. So for new teachers and for veteran teachers, it can be very challenging to keep those two separated.

Actually a colleague of mine that I've invited in to speak to my class a couple of times, he's an administrator in the Valley, and he said it perfectly one time to a group of students of mine. He said no matter what, I made the decision to become a public figure. So as a teacher, I'm a public figure and I need to represent that status. So I need to think about all of those levels of professionalism. I need to think about, you know when I'm out on the weekends what am I doing? Uh, if I'm out on social media, what am I sharing? What am I posting? Because I will be seen as a public figure as long as I'm in the teaching profession.