When Reputation Turns Sour

EXERCISE-IN-A-BOX LESSON PLAN (16-17 years old)

OVERVIEW	This lesson educates students about digital permanency and the implications for their online reputation, emphasising the importance of distinguishing between public and private social media profiles. Students will learn how their online behaviour can impact future opportunities and develop skills to navigate social media responsibly, cultivating a positive and professional online presence.
LEARNING OBJECTIVES	Students will be able to: • Analyse the concept of digital permanency and its implications for online behaviour, privacy, and reputation management. • Evaluate how one's online reputation is developed and shaped in relation to digital footprint and online activities in public and private spaces. • Develop strategies for building and maintaining a positive online presence that aligns with their personal and professional goals.
DURATION	60 minutes
KEYWORDS	• **Digital Permanency**: The concept that anything posted online may remain available and accessible indefinitely, creating a permanent digital record. • **Online Reputation**: The perception and opinion others form about an individual based on their online presence and activities. • **Public or Private Profile**: A public social media account is a profile that can be viewed by anyone on the internet, regardless of whether they are friends with or follow the account holder. A private social media account is a profile that is only accessible to people who have been granted permission by the account holder, such as friends or followers.
INTERNET INDEPENDENT FRAMEWORK	The learning objectives in this workshop are aligned with the **Digital Identity** pillar of the Internet Independent Framework. Visit cyberlite.org for more information.

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WARM-UP
5 MINUTES

Slide 1	**Say**: Today, we will be diving into the topic of digital identity and how we present ourselves online. Your digital identity is shaped by the types of content you post, the kinds of messages you write, or the games you choose to play.
Slide 2	**Ask:** Is your social media account set to private or public? Why did you choose to do that? *Encourage students to share their reasons for setting their accounts to private or public to learn about their online motivations.*

DEFINE THE KEYWORDS
15 MINUTES

Slide 3	**Ask**: Does anyone know what digital permanency, online reputation, and public or private profiles mean? *Allow students to guess or extrapolate meanings. Guide students to think about these key concepts in the context of digital identity and social media.*
Slide 4	**Read** the contents of the slide aloud. **Discuss**: Have you ever searched for the first Facebook post or the first Tweets on Twitter? *Social media has been around for nearly two decades, so early posts go as far back as 2004! Being able to search for Facebook posts that are 20 years old shows that information can live on the internet for a very long time.*
Slide 5	**Read** the contents of the slide aloud. **Discuss**: Why would you benefit from having a good online reputation? *A good online reputation is beneficial to get good education or job opportunities in the future. It is no secret that admissions officers and hiring managers check potential candidates' digital footprints and online reputations these days.*
Slide 6	**Read** the contents of the slide aloud.

Discuss: What are some pros and cons of having a public profile?
Public social media profiles can help individuals reach a wider audience, potentially increasing their online influence and opportunities. However, the downside is there is a lack of privacy as public profiles can expose the person to cyberbullying, phishing scams, and forms of online harassment.

INVESTIGATE THE SCENARIO
30 MINUTES

Slide 7

Say: In this next section, we will explore a scenario about Woo-Jin and his job at The Juice Garden. Remember to keep the keywords we've just learned in mind as I show you five pieces of evidence we'll investigate together. Think critically about the information we're examining and consider the discussion questions.

(Optional) Select six students to read as these characters: Woo-Jin, Casey, Mary, Suresh, Tony, and Jared.

Slide 8

Read the messages between Woo-Jin and Casey.

Discuss the following questions:

1. Why might Woo-Jin's boss care about what he posts on the company's social media account?
Because the company's social media account is public, it could harm the company's online reputation.

2. What is the difference between a public and private social media profile, and why does it matter?
A public profile's activities are available for everyone to see, so it's subject to scrutiny and public opinion, which could affect their online reputation. A private social media profile is closed for only friends and accepted followers to see.

Slide 9

Read these public Gulp reviews and Woo-Jin's replies.

Discuss the following questions:

1. How might Woo-Jin's replies affect The Juice Garden's online reputation?
Woo-Jin's sarcastic and unprofessional replies using The Juice Garden's official profile could ruin the company's reputation as it presents an unpleasant image that is not friendly to its customers.

2. How does the concept of digital permanency apply to these Gulp reviews and Woo-Jin's replies?
Digital permanency is the idea that anything you post or share on the internet can potentially stay there forever, even if you delete it later. In the case of Gulp reviews and Woo-Jin's replies, these comments can be seen by anyone who visits

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the page, and they can influence people's opinions of the business. This means that it's important to think carefully before posting anything online, as it can have long-lasting consequences.

Slide 10

Read this conversation between Mary and Woo-Jin.

Discuss the following questions:

1. What is the importance of maintaining a good image online? Think about it in a professional work context.
Inappropriate or unprofessional behaviour online can damage a company's reputation and potentially lead to negative consequences, such as loss of business or even termination of employment. It's important to remember that what you post online can have real-life consequences.

2. What is the impact of social media on the spread of information, especially when it comes to negative content?
Social media has a powerful impact on the spread of information, especially when it comes to negative content. A single post or comment can be shared and reposted by others, potentially reaching a wide audience and having a significant impact on a company's reputation.

3. What are the potential consequences of not taking digital permanency seriously?
Not taking digital permanency seriously can have negative consequences, both personally and professionally. Anything posted online can potentially be seen by anyone, at any time, and can have long-lasting effects on a person's reputation.

Slide 11

Read this social media post by Woo-Jin.

Discuss the following questions:

1. Do you think this is an appropriate message for Woo-Jin to post to his public social media account? Why or why not?
This is not an appropriate message he should be posting on his public account as anyone can see it, including any future employers.

3. What are some potential negative consequences Woo-Jin might face after posting this?
Woo-Jin might develop a negative online reputation for being an unprofessional worker. It may be hard for him to find a new job if he continues to slander his old boss, Mary online and present a disrespectful image.

Slide 12

Read this email from Mr. Owen.

Discuss the following questions:

1.What is the reason for cancelling Woo-Jin's job interview at Sip N Slurp?
The reason why Woo-Jin's job interview was cancelled was due to his negative online reputation. Mr. Owen, the hiring manager, doesn't believe Woo-Jin can meet the company's high professional standards after seeing Woo-Jin's online activities.

2. What advice can you give Woo-Jin to help him improve his online reputation?
Woo-Jin can start by setting his profile to private if he wants to maintain privacy. He should also consider deleting some of his old offensive posts to clean up his online reputation, and choose not to post inappropriate content online in the future.

⭐ **KEY TAKEAWAYS**
10 MINUTES

Slide 13

Say: Here are some things we've learned from this lesson.

1. Everything you post online is permanent, so think twice before posting!

2, Your online reputation can have a significant impact on your life, such as job or education opportunities. Make sure your maintain a positive online reputation.

3. Be very considerate and thoughtful before posting or leaving a comment online if your social media profile is set to public.

Ask: What are some key takeaways you've learned from this lesson?
Call on volunteers to share what they've learned.