

# Media Literacy in the Digitalised Era: Supporting Teachers through a Whole-School Approach

## MODULE 2: ONLINE COMMUNICATION AND COLLABORATION



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UNIVERSITY OF  
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# Module 2: Online Communication and Collaboration

## DESCRIPTION

This module provides teachers with information regarding online communication and collaboration. Topics such as netiquette, organizational communication, professional collaboration, self-promotion and managing digital identity and technology-enabled citizenship will be discussed.

The main objective is to teach teachers about online self-promotion and event promotion and expose them to a variety of examples that they could use.

Additionally, teachers will be provided with information on how to teach students to be responsible digital citizens.



# Module 2: Online Communication and Collaboration



## SYLLABUS

### Topic 1: Netiquette

- Understand what netiquette is and why it is important
- Be familiar with the basic rules of netiquette
- Learn how to react to breaking the rules of netiquette

### Topic 2: Organizational Communication

- Understand why organizational communication is important and its benefits
- Be able to identify different ways to enhance communication with students and parents through digital technologies
- Be able to identify different ways to enhance communication with colleagues through digital technologies
- Understand how to organize and promote an event through digital technologies

### Topic 3: Professional Collaboration

- Understand why professional collaboration is important and its benefits
- To be able to identify different ways to collaborate with others to co-create materials
- To be able to identify different ways to create professional collaborations for professional development



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# Module 2: Online Communication and Collaboration



## SYLLABUS

### Topic 4: Self-promotion and managing digital identity

- Have a basic knowledge regarding digital identity and digital footprints
- Be able to identify different ways to protect your online reputation efficiently
- Be able to identify different ways to build your professional identity and promote yourself online

### Topic 5: Technology-enabled citizenship

- Discuss a range of ways in which technology can enable citizenship
- Have a clear understanding of what digital citizenship means
- Understand how to engage in citizenship using digital technology
- Learn how to use digital technology to empower students and encourage them to become active citizens by using digital technology in a meaningful way



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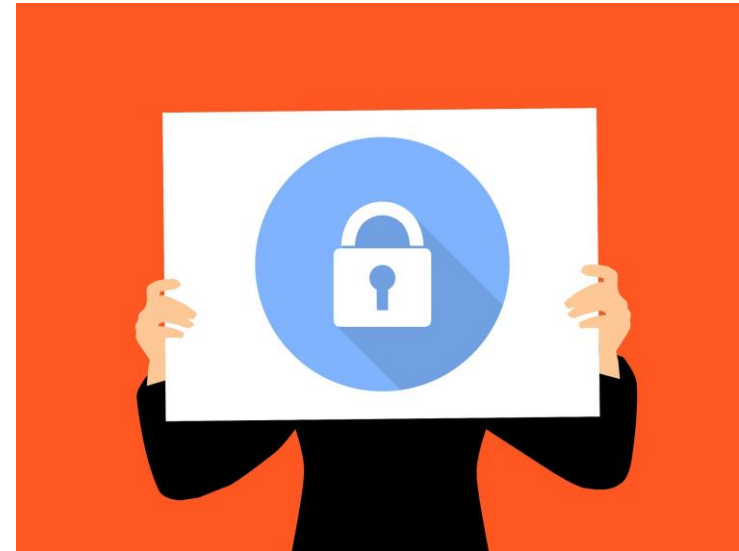
# Topic 1: Netiquette

## BRIEF DESCRIPTION AND SUB-TOPICS

This topic will familiarize teachers with the concept of netiquette and with the rules of acceptable online behaviour and acceptable use of online resources:

The following will be discussed:

- Understand what netiquette is and why it is important.
- Be familiar with the basic rules of netiquette.
- Learn how to react to breaking the rules of netiquette.



# Module 2: ONLINE COMMUNICATION AND COLLABORATION

## LIST OF TOPICS

- TOPIC 1 NETIQUETTE
- TOPIC 2 ORGANIZATIONAL COMMUNICATION
- TOPIC 3 PROFESSIONAL COLLABORATION
- TOPIC 4 SELF-PROMOTION AND MANAGING DIGITAL IDENTITY
- TOPIC 5 TECHNOLOGY-ENABLED CITIZENSHIP



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# Topic 1: Netiquette

## UNDERSTAND WHAT NETIQUETTE IS AND WHY IT IS IMPORTANT

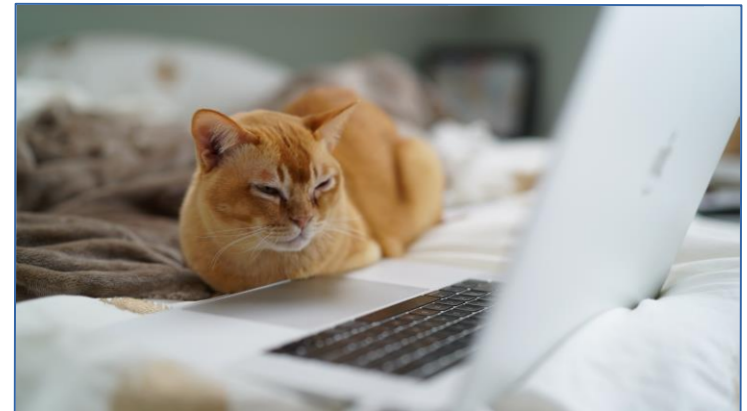
Being a form of communication and an extension of society, the Internet also needs its own etiquette.

**NETIQUETTE** is a combination of two words network and etiquette and it can be understood as the do's and don'ts of online communication.

It can be sometimes difficult to fully understand something someone else has typed. It does not allow us to see facial expressions, body language, or hear intonation. As a result, messages can often be misinterpreted.

By following the basic rules of netiquette, online communication becomes clearer, more constructive and polite.

Netiquette helps you develop and maintain positive online relationships and a good reputation.



# Topic 1: Netiquette

## BE FAMILIAR WITH THE BASIC RULES OF NETIQUETTE

The etiquette expected from the students in online communication is the same as the one expected in a classroom.

Here are some guidelines every netizen needs to know and use:

- **#1** The manners your parents taught you also apply online.
- **#2** Pay attention to proper punctuation, spelling and grammar.
- **#3** Be careful before you post any content online.
- **#4** Always be polite and understanding in your online interactions.
- **#5** Promote healthy and honest discussions





# Topic 1: Netiquette

## LEARN HOW TO REACT TO BREAKING THE RULES OF NETIQUETTE

The rules of netiquette can be broken in variety of ways. One example of bad netiquette is hate speech, which can be defined as abusive or threatening speech directed towards a person or a group because of their race, religion, or sexual orientation. Here are some suggestions for students on how to react to hate speech:

***#punish***

***#report***

***#block/delete***

***#ignore***

***#educate***

***#react***

***#inform***

***#create***



# Topic 1: Netiquette

## LEARN HOW TO REACT TO BREAKING THE RULES OF NETIQUETTE

### **#punish**

The law makes it clear that insulting and directing threats to another person is illegal both on the Internet and in real life.



### **#report**

If you feel you are a victim of hate speech, you can report it to the website administrator by asking them to remove the offending content.



# Topic 1: Netiquette

## LEARN HOW TO REACT TO BREAKING THE RULES OF NETIQUETTE

### ***#block/delete***

One way of dealing with hate speech online is by simply deleting the offending comments and block the user.



### ***#ignore***

Ignoring hate speech completely can be one of the ways you can deal with it.



# Topic 1: Netiquette

## LEARN HOW TO REACT TO BREAKING THE RULES OF NETIQUETTE

### **#inform**

Share with a person you trust, like a family member, a colleague teacher or a friend so they can advise you what to do.



### **#educate**

Take time to understand the definition and study some examples of hate speech which appear online.



# Topic 1: Netiquette

## LEARN HOW TO REACT TO BREAKING THE RULES OF NETIQUETTE

### **#react**

Do not remain quiet, speak up!



### **#create**

Every act of kindness online is another step in creating an alternative for hate speech.



# Topic 1: Netiquette

## SUMMARY

Netiquette is not just a fancy word, it has become a code of conduct in online communication. Netiquette refers to a set of good manners and social conventions practised online and it helps develop and maintain positive online relationships.

*If you are on social media, and you are not learning, not laughing, not being inspired or not networking, then you are using it wrong.*

~

*Don't promote negativity online and expect people to treat you with positivity in person.*

~

*What you post online speaks VOLUMES about who you really are. POST with intention. REPOST with caution.*

~

*Freedom of Speech doesn't justify online bullying. Words have power, be careful how you use them.*

~

*Use social media for good and lift others up, not tear them down. Stay on the high road. Keep your peace.*

~

*Think before you click. If people do not know you personally and if they cannot see you as you type, what you post online can be taken out of context if you are not careful in the way your message is delivered.*



**Have any questions?**

**You can find us at <http://meldeproject.eu>**

# Topic 1: Netiquette

## REFERENCES

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## GLOSSARY

Term	Definition
Netiquette	The do's and don'ts of online communication; a combination of two words: <u>network</u> and <u>etiquette</u>
A netizen	A user of the Internet
FAQ	Frequently Asked Questions
Trolls	The Internet users who try to bait other users into a reaction

