

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

## MODULE 2: ONLINE COMMUNICATION & COLLABORATION



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UNIVERSITY OF  
WOLVERHAMPTON



# Module 2: Online Communication & Collaboration

## DESCRIPTION

This module aims to provide teachers with knowledge regarding online communication and collaboration. Topics such as Netiquette, Organizational Communication, Professional Collaboration and Technology enabled citizenship will be discussed. Additionally, teachers will get the opportunity to learn more about how to manage their digital identity and ways to promote themselves online.



# Module 2: Online Communication & Collaboration

## LIST OF TOPICS

**TOPIC 1** NETIQUETTE

**TOPIC 2** ORGANISATIONAL COMMUNICATION

**TOPIC 3** PROFESSIONAL COLLABORATION

**TOPIC 4** SELF-PROMOTION AND MANAGING DIGITAL  
IDENTITY

**TOPIC 5** TECHNOLOGY-ENABLED CITIZENSHIP



# 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



# 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



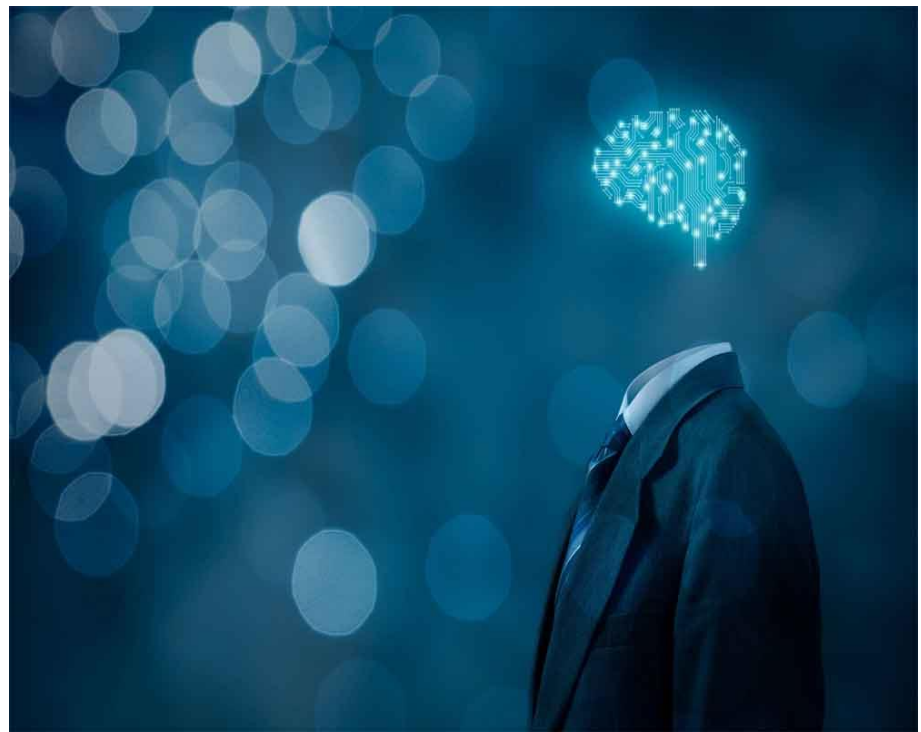
# Topic 4: Self-Promotion and Managing Digital Identity

## BRIEF DESCRIPTION AND SUB-TOPICS

This topic discusses the concepts of digital identity and digital footprints. It will equip secondary school teachers with the knowledge on how to use digital technologies to build your digital profile and on how to manage and protect their reputation online.

The following will be discussed:

- Introduction to digital identity and digital footprint.
- Ways to better manage your digital footprint.
- Ways to build your professional identity and promote yourself online.



# Topic 4: Self-Promotion and Managing Digital Identity

## INTRODUCTION TO DIGITAL IDENTITY AND DIGITAL FOOTPRINT.

Do you believe in 'mind reading'?



<https://www.youtube.com/watch?v=F7pYHN9iC9I>



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# Topic 4: Self-Promotion and Managing Digital Identity

Every day, whether we want it or not, most of us contribute to our online profile; a profile that is probably more public than we assume.

However, we are not always aware of our online reputation and digital traces we leave behind.

**Digital Footprint:** Your digital footprint includes all traces of your online activity, including posts on social media, online searches, online purchases etc. (Norton Symantec, n.d).

**Digital Identity:** Similarly, to the way your name and ID make up your identity in the physical world, the cluster of your online activities makes up your digital identity (Turgerman, 2018).





# Topic 4: Self-Promotion and Managing Digital Identity

## THINGS YOU NEED TO KNOW ABOUT YOUR DIGITAL FOOTPRINT:

- There are two broad categories of digital footprint:
  - ‘*Active Digital Footprint*’: all the information a user shares online purposely (social media data etc.)
  - ‘*Passive Digital Footprint*’: traces of data left online or collected without the user’s knowledge (shopping online will inadvertently provide your shopping preferences on a particular website).
- It can be used for marketing purposes (personalisation of ads).
- Digital footprint often cannot be deleted.
- Your digital footprint can affect your digital identity and online reputation.
- Digital Footprint can either hurt or help your career – 75% of companies do online search when selecting candidates before an interview (Gupta, 2017).



# Topic 4: Self-Promotion and Managing Digital Identity



How a 'messy' digital footprint can hurt your reputation?



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# Topic 4: Self-Promotion and Managing Digital Identity

## WAYS TO MANAGE YOUR DIGITAL FOOTPRINT

### DOS



- ✓ **Acknowledge your digital footprint:** Take the time to review all information that can be found about you online, Google yourself and see what comes up. At the end of the day, you can't effectively manage something that you don't know what it looks like.
- ✓ **Keep your personal and professional accounts separate:** Keeping your personal and professional online footprint separate is a good practise to maintain a good reputation and your professionalism.
- ✓ **Always check your privacy settings:** Without proper privacy settings, your personal data is no longer personal and can lead to identity loss and data theft . For example, social media allow you to control who can tag you and who sees your posts, profile etc.
- ✓ **Use privacy- enhancing tools:** Privacy enhancing tools such as Ghostery can help you better manage and protect specific areas of your digital footprint from third-parties e.g. blocking third parties from collecting user's browsing habits via HTTP cookies.



# Topic 4: Self-Promotion and Managing Digital Identity

## WAYS TO MANAGE YOUR DIGITAL FOOTPRINT

### DON'TS

- × **Don't share anything that you might regret later:** before sharing anything ask yourself, what do I want to achieve, is this content represent how others want to see me. Always operate under the assumption that nothing is private and cannot be deleted.
- × **Don't keep unused accounts:** If you no longer use a certain profile on a website or social networking site make sure you deactivate it as this will make the content of this unavailable and minimize the risk of compromising your reputation in the future.
- × **Don't keep unused apps:** Most apps on your smartphone are collecting information about you, thus is a good idea to delete them if you don't really use them. Additionally, always read the fine print as may apps will disclose what kind of information they collect and what it may be used for.



# Topic 4: Self-Promotion and Managing Digital Identity

## BUILD YOUR PROFESSIONAL IDENTITY AND PROMOTE YOURSELF ONLINE

### Why do I need to promote myself online?

- To develop your online reputation as an excellent professional, showing that you are trustworthy skilled 21<sup>st</sup> century teacher.
- To show your passion towards your profession.
- To become a role model for your students and inspire other educators to improve their practices.
- To showcase your work and share good practice.
- It's about making constant progress in an ever-changing society.



# Topic 4: Self-Promotion and Managing Digital Identity

## S.M.A.R.T for Professional Self-Promotion Online (Watkins, n.d.)

- **Strategy:** Develop a sound strategy for engaging online, that includes finding your purpose. What do you want to achieve through your personal brand? For example, 'I want to help other educators create digitally literate global learners' etc. Identifying your focus is the first step.
- **Management:** Use tools that you can implement and easily update on an ongoing basis. According to your needs, some tools you can start using to build your personal branding are: *Twitter, LinkedIn, YouTube or WordPress for Creating your Own Blog*).
- **Audience:** Start building your audience by connecting with people who you know are interested in your area of expertise and then start connecting with other gatekeepers and influencers who are in line of what you are trying to achieve or who are experts in your field.
- **Reputation:** Ensure that all your activities accurately reflect your level of professionalism.
- **Trust:** Follow all the same rules and etiquette online that you would in person.



# Topic 4: Self-Promotion and Managing Digital Identity

## Powerful Advice from the Experts in the field of Branding:

*'The keys to brand success are self-definition, transparency, authenticity and accountability.'* – **Simon Mainwaring (Global Keynote Speaker/ Author on Branding)**

*'Building a personal brand online is not a sprint, and something that happens over night. Don't aim for perfection early on. Instead allow your brand to evolve naturally over time [...].'* – **Navid Moazzez (Entrepreneur/ Online Marketing Expert)**

*'You have to have a brand to be relevant today, the world has changed. Anyone with a smartphone is now a journalist, you have computers writing articles, how are you and I going to stay relevant today how is anyone going to stay relevant today, it's your brand.'* – **Mark Schaefer (Internationally-Aclaimed Speaker, Author And Educator)**

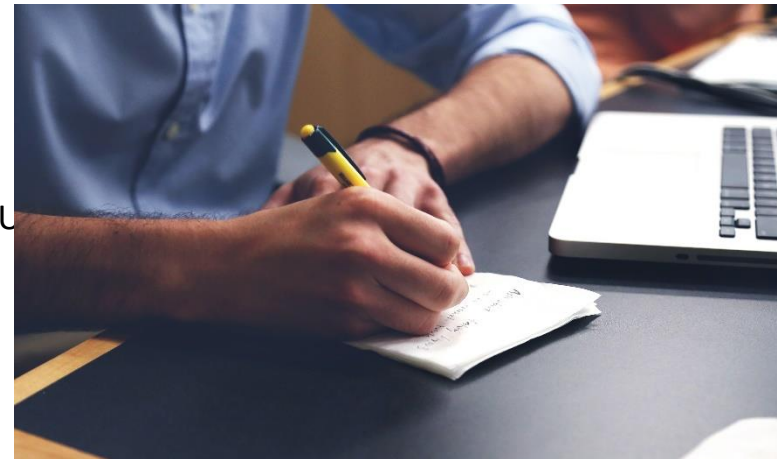


# Topic 4: Self-Promotion and Managing Digital Identity

## SUMMARY

In this presentation the following were discussed:

- Every day, whether we want it or not, most of us contribute to a growing portrait of who we are online – this is because of the digital footprints we leave behind.
- Footprints can be active (we are aware of) or passive (unaware)
- A messy digital footprint can hurt your reputation and credibility, BUT there are ways you can manage it.
- Self-promotion online can offer many benefits and you can start building your online brand with just a click of a button



**Have any questions?**

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



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# Topic 4: Self-Promotion and Managing Digital Identity

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# Topic 4: Self-Promotion and Managing Digital Identity

## EXTRA RESOURCES

1. **Four Reasons to Care About Your Digital Footprint**  
[https://www.youtube.com/watch?v=Ro\\_LRg8rGg](https://www.youtube.com/watch?v=Ro_LRg8rGg)
2. **LinkedIn Thought Leadership: How To Establish Yourself**  
<https://brandyourself.com/blog/branding/linkedin-thought-leadership/>
3. **Twitter Branding: How To Do It Well, And What To Avoid**  
<https://brandyourself.com/blog/branding/twitter-branding-strategy/>
4. **Top 13 Teacher Blogs** <https://www.scholastic.com/teachers/articles/teaching-content/top-teacher-blogs/>



# Topic 4: Self-Promotion and Managing Digital Identity

## GLOSSARY

Term	Definition
Digital footprint	All the traces of your online activity.
Digital identity	The collection of your online footprints form your digital identity.
Active digital footprint	Information intentionally shared online by a user.
Passive digital footprint	Information left or collected online without user's knowledge.
Self-promotion	The action of promoting or publicizing oneself or one's activities.

