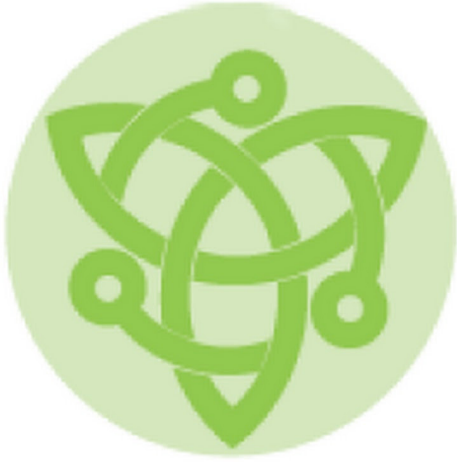


Your Digital Footprint: Shaping Your Professional Identity as a Teacher

FROM THE DIGITAL TATTOO PROJECT



Why do teachers go digital?

Professional development
Networking
Teaching resources
Sharing classroom experiences
Connection and community-building
Modelling positive digital citizenship

Strategies for Managing a Professional Digital Identity

CONSISTENCY

- Maintain a consistent identity on social media.
- Ensure that your values online are consistent with your values offline.

AUTHENTICITY

- A consistent identity is most effective when it is also authentic.
- Don't be afraid to engage with your personal interests, but do so without compromising your professionalism.

ETHICS

- Read school board policies for technology and social media use.
- Extend respect and courtesy to fellow users.

THOUGHTFULNESS

When posting on social media, ask yourself the following questions:

- What contribution am I making?
- How does this serve my goals?
- Am I willing to stand up for what I post?

MANAGE RELATIONSHIPS

- Choose and manage digital relationships carefully. Remember that your friends online say something about who you are.
- Use social media to build and maintain professional relationships.

Connect with the Digital Tattoo Project

digitaltattoo.ubc.ca

Twitter: DT@UBC

Resources

The case studies used in this session, as well as additional resources, are available at:

<http://bit.ly/DigitalTattooCaseStudy>

Under "Additional Resources" you'll find:

- BC school district social media and technology policies
- Tips & guidelines for teachers
- Lesson plans and strategies for teaching about digital identities and online citizenship