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what's yours?

Think Before You Ink

Julie Mitchell, UBC Library
Cindy Underhill, CTLT

Outline

- Complexity of the online environment
- Use of student images
- Blurred boundaries (and district policies)
- Strategies for thoughtful decision making – online presence.

JM

Teacher Regulation Branch

“ The Supreme Court of Canada has determined that educators are held to a higher standard than other citizens due to their unique role in society. ”

From: Teacher Regulation Branch

JM

Discussion Activity

- As a new teacher candidate, what questions or concerns do you have with respect to your digital identity?

JM

Complexity of Online Environment

- Dynamics that influence what we do online
  - Anonymity
  - Persistence
  - Replicability
  - Searchability
  - Scalability

From: boyd, danah. 2009. "Social Media is Here to Stay... Now What?"

JM

The audience can be invisible and anonymous

JM

Online Environment | Persistence

what you (or others) put on the internet stays there

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Online Environment |Replicability

Content can be taken out of context

JM

Online Environment |Scalability

Scalability: what's intended for one reaches many

JM

Online Environment | Replicability & Scalability

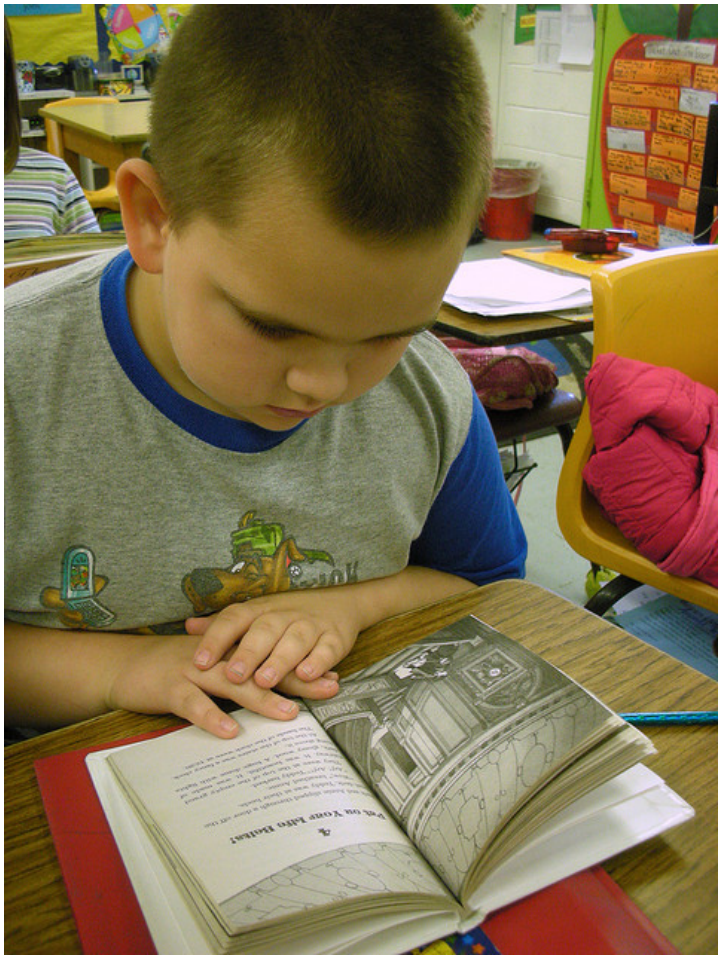

Image credit: Flickr user OldShoeWoman

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Online Environment | Searchability

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Online Environment | Searchability

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Use of Student Images

- Become familiar with media release or photo release policies of your school district
- It is important to remember your responsibilities as a teacher candidate include not adding to the digital tattoo of your students.

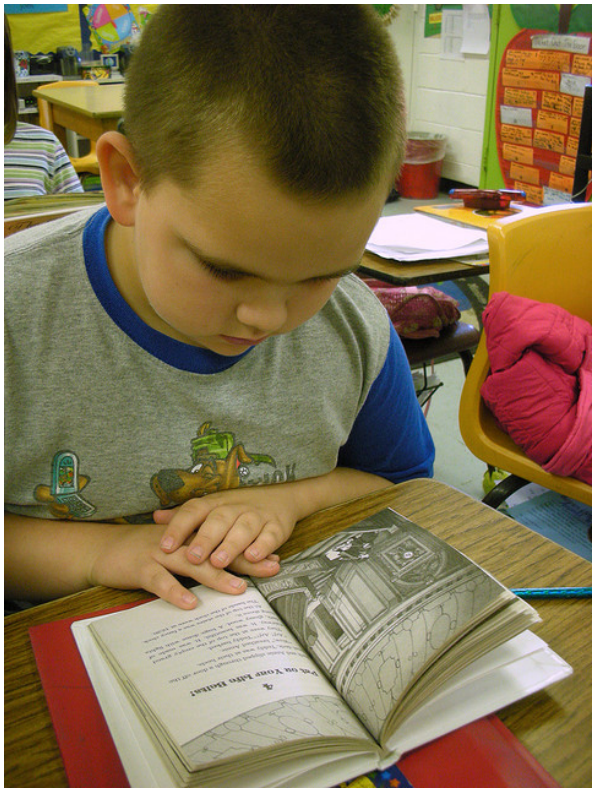

Image credit: Flickr user OldShoeWoman

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Use of Student Images

- When posting online, avoid any identifying information. For example:
  - Student Name
  - Building Name
  - Image that would indicate what school you are at
- Faculty of Education "Use of Student Images and Work Agreement"

JM

Blurred Boundaries

- As a teacher candidate, how do you balance your personal and professional identities, particularly while participating online?

JM

Blurred boundaries

- You’re on holiday in Mexico and friend posts and tags a photo of you on the beach with a drink and cigarette in hand.

JM

Blurred Boundaries

- You've finished a great first week on your practicum and you receive a FB friend request from one of the students in your class.

JM

Blurred Boundaries

- You've had a terrible first week on your practicum and you post the following on FB:

  "Crazy advisor, entitled students, and mismanaged school. All in a days work. Anyone up for a drink?"

JM

Blurred Boundaries

Is there a formula?

VSB drafts [social media guidelines](#)

May, 2013

From Gwyneth Anne-Bronwynn on Flickr – CCbySA 2.0

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Blurred Boundaries

- VSB Draft Social Media Policy (p. 2)

"As role models for students and a representative of the School District, you must ensure that your use of social networking, even on your personal time, does not reflect negatively on your professional reputation or that of the School District."

From VSB Draft Social Media Policy

Case in point: Stacy Snyder

- 2006: student teacher “drinking” called into question. She was denied a teaching degree.
- 2008: judge rejected her claim that this violated her First Amendment right to free speech.
- 2014: her photo & story lives on in perpetuity.

Blurred Boundaries

- VSB Draft Social Media Policy (p. 2)

"Social networking sites and online postings are not necessarily private. Never criticize students, other district employees or the School District on online sites."

From VSB Draft Social Media Policy

Case in point: Dr. Talvitie-Sipple

Teacher Fired After Criticizing Colleagues, Parents on Facebook, We Say 'Duh'

by **Amar Toor** on August 19, 2010 at 01:30 PM

FILED UNDER: privacy, socialnetworking, web, internet, facebook

0 20 0

1.4k Share

Here's a great way to get yourself fired: logging onto Facebook, and letting the world know how much you hate your job -- and the people you work for -- *especially* if you work with kids. That's exactly what Dr. June Talvitie-Siple did, and it *totally* worked.

Dr. Talvitie-Siple, supervisor of the math and science program at Massachusetts's Cohasset High School, recently used the social networking site to air her grievances about her job and her community. "Residents are so arrogant and snobby," she wrote in one post. In another, she emoted, "So not looking forward to another year at Cohasset schools." As she told NBC's WHDH affiliate, she had no idea that her rants were visible for the whole world to see. "I thought I had my privacy settings set so that I was only talking to my friends," she said. "And it turns out I wasn't." Once word of her public criticism got around, Talvitie-Staple got her wish, and lost her job. Mission accomplished. [From: NBCBayArea and MSNBC]

Excerpt from: http://www.switched.com

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Blurred Boundaries

- VSB Draft Social Media Policy (p. 2)

"Do not request or accept any students or minor (person under the age of 19 years) as 'friends' on social networking sites or interact with students or minors on social networking sites for purposes not related to the delivery of the student's educational program."

From VSB Draft Social Media Policy

Blurred Boundaries

- VSB Draft Social Media Policy (p. 3)

"Ask friends not to tag you in any photos or videos without your permission and remove anything that is not appropriate to your role in the School District."

From VSB Draft Social Media Policy

Strategies

- Not online? Not immune!
- Own your identity

Storify by Mashable 8 months ago 9

Sikh Woman Teaches Reddit A Lesson in Tolerance

A Sikh woman's classy, thoughtful response to a mean-spirited photo of her posted on Reddit has not only warmed the hearts of people around the globe, it has even forced the man who posted the photo to look at his actions and repent.

Source: http://mashable.com/2012/09/27/sikh-reddit-response/

Strategies

authentic self?

works well with others
"right kind" of private life

confident & professional
appropriate endorsements

values aligned with employer
respectful communication

Employers want to see "a consistent professional presentation that cuts across social media."

Reference: http://blog.brazencareerist.com/2014/08/01/employers-want-see-google/

What employers look for…

CU

Excerpt from: Berkelaar, B. (2014) What Employers Want To See When They Google You. Brazencareerist.com

Strategies

- Consider what you want out of life.

"By acting online and offline in a way consistent with what you value, you simplify the work of impression management and increase the chances of finding a good professional match."

Dr. Brenda Berkelaar, U of Texas at Austin

Excerpt from: Berkelaar, B. (2014) What Employers Want To See When They Google You. Brazencareerist.com

Strategies

- Get advice and feedback.

“Ask friends what three words come to mind when they evaluate your online image.”

“Use any feedback you get to evaluate your digital presence against the expectations set out for your profession.”

Dr. Brenda Berkelaar, U of Texas at Austin

Excerpt from: Berkelaar, B. (2014) What Employers Want To See When They Google You. Brazencareerist.com

Strategies

- Curate accordingly.

“having some information online is generally better than nothing. Manage privacy settings, check Google and Bing, update your profile photos and share your expertise in relevant online communities.”

Dr. Brenda Berkelaar, U of Texas at Austin

Excerpt from: Berkelaar, B. (2014) What Employers Want To See When They Google You. Brazencareerist.com

Strategies

- Choose and manage digital relationships carefully.

"We are known by the friends we keep online. If you haven't done so, use LinkedIn to develop and maintain a network of relevant professional connections."

"Ask people with whom you've worked or volunteered whether they can offer you an endorsement."

Dr. Brenda Berkelaar, U of Texas at Austin

Excerpt from: Berkelaar, B. (2014) What Employers Want To See When They Google You. Brazencareerist.com

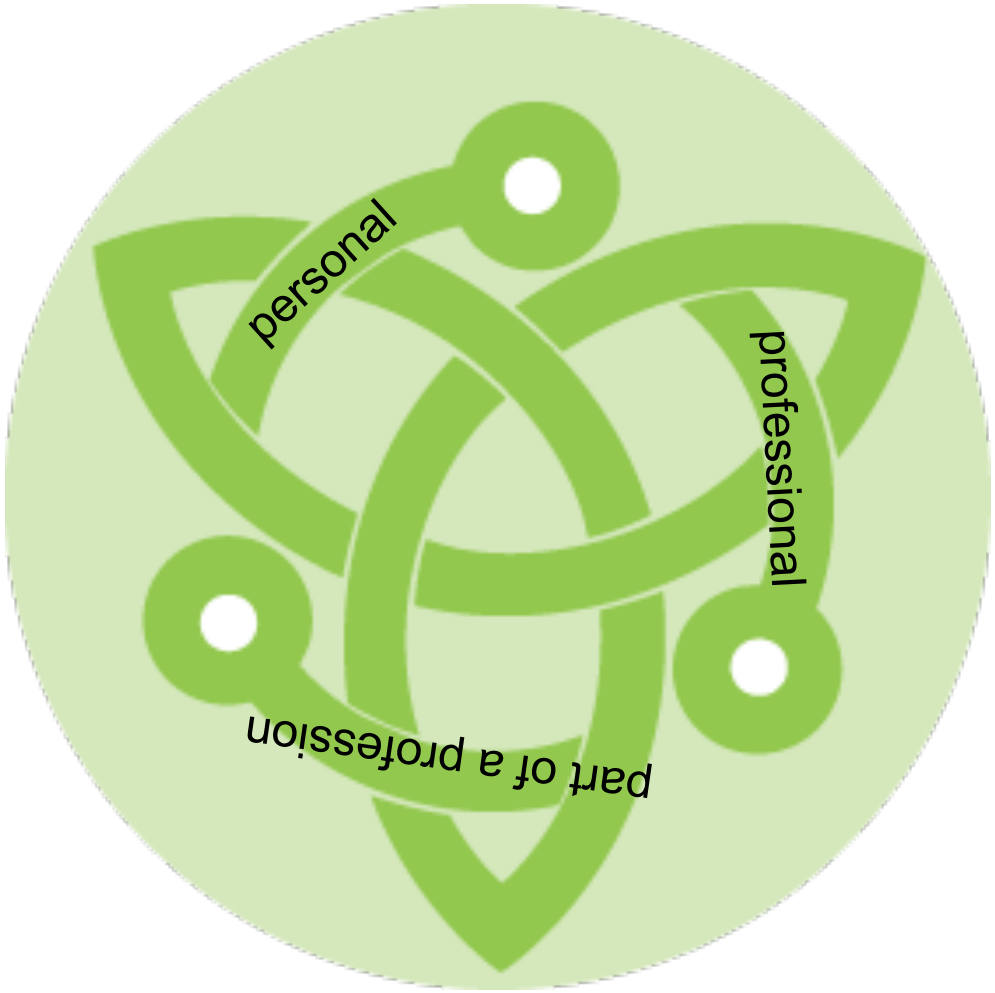
Strategies

- Think before you ink! (or post)
- Know the rules for participation for the online communities you interact with (ie hashtags, @, retweeting, on Twitter).
- Network with others who share professional interests.

Final thoughts

- What is one new thing that you learned about digital identity and what actions might you take?
- What responsibility do teachers have to teach students about digital participation and citizenship?
  - DT Curriculum: UBCWiki
    - Elementary Students: Digital Footprint Activity for Grades 2/3
    - High School Students: Various themes, Be as smart as your phone, cyberbullying, digital identity
    - Case studies: high school or general audience.

Design your digital tattoo...



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Resources

- BC College of Teachers: Standards, Questions and Case Studies http://www.bcct.ca/Standards/QuestionsCaseStudiesContents.aspx#
- Berkelaar, B. (2014) What Employers Want To See When They Google You. Brazencareerist.com
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- Madden, M., Fox, S., Smith, A., & Vitak, J. (2007). *Digital Footprints: Online Identity Management and Search in the Age of Transparency*. Pew/ Internet.
- Rosen, Jeffrey (2010) The Web Means the End of Forgetting, New York Times.
- Quan, Douglas (2010) Facebook Blurs Line Between Teacher and Friend, Vancouver Sun.
- Vancouver School Board (May, 2013): Draft Policy and Regulations: Acceptable Use of Technology and Social Media Policy for Employees