



What is your digital tattoo?

“Digital Tattoo”

- Your digital identity
- An expression of yourself to others
- Formed, re-formed, and added to by you and others over time
- Highly visible
- Difficult to remove or alter

We are individually accountable for our online decision-making!



Who has NOT seen this picture?





The Basics

The Digital Tattoo Project:

- ✧ Established in 2008 to help students manage their personal, professional and academic identities online.
- ✧ Provides a number of resources on digital citizenship and identity, online presence, e-networking, and current issues on internet safety
- ✧ Presents the potential impacts, opportunities, and hazards that stem from online activity with a balanced viewpoint.



Project Goals

- ✧ Assist students in creating positive digital identities.
- ✧ Increase student awareness of online resources and their potential uses (Ex. Social media sites as employment tools)
- ✧ Raise questions, promote discussion and self-reflection, and keep our audience up-to-date with the latest in digital citizenship.





Project Components

5 main platforms for learning:

1. Website
2. Blog
3. Wiki
4. Videos
5. Workshop Sessions



Website

www.digitaltattoo.ubc.ca

digitaltattoo.ubc.ca
what's yours?



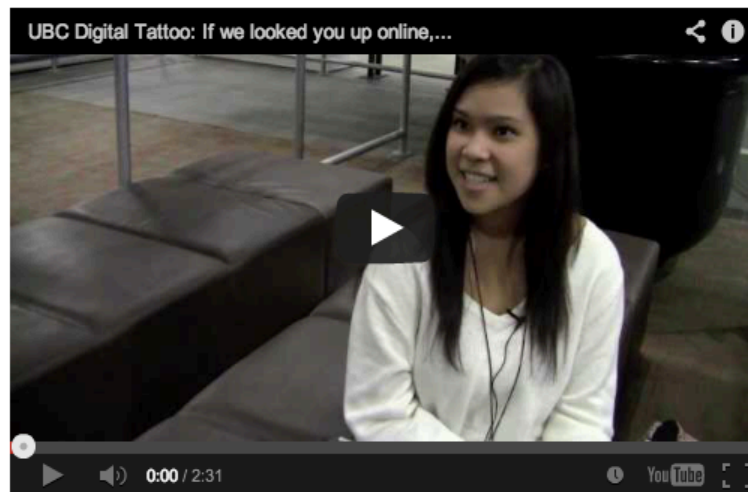
Protect Connect Learn Work Publish Blog

What is a digital tattoo?

In short, it is your digital identity. Just like a tattoo, your digital reputation is an expression of yourself. It is formed and added to by you and others over time. Want to learn more about yours?

Search yourself. Use pipl.com to find out what comes up about you. Try [spezify](http://spezify.com) for a visual representation of your identity or (more importantly) how the internet sees you.

Consider your tattoo. Your [Digital Dossier](#) demonstrates how identity is formed online. [Be Findable](#) is an example of how your online identity can help you.



HOW DO I USE THIS SITE?

What are you looking for?

Assess Yourself

When I'm online, my favourite thing to do is...

- ☐ post pictures of me and my friends having a good time.
- ☐ share everything about me- what movies I like, what I'm up to, and how to get in touch with me.
- ☐ I never post anything I wouldn't want my mother to see.





Website

www.digitaltattoo.ubc.ca

✧ **The website is broadly categorized in 5 categories:**

1. Protect
2. Connect
3. Learn
4. Work
5. Publish

✧ The website also contains interactive *quizzes* for each section.



Blog

<http://digitaltattoo.ubc.ca/blog/>

- ✧ Student-generated content
- ✧ Contains the latest news and trending stories regarding online identity and its importance
- ✧ Everything from relevant and humorous videos, serious news updates, reminders, and more.
- ✧ The blog is linked at the bottom of the website



Wiki, Videos & Workshops

http://wiki.ubc.ca/Documentation:Digital_Tattoo_Curriculum

- ✧ Learning and teaching resources
- ✧ Wiki: A collection of all of our learning tools – workshop slides and notes, project plans, transition reports, and more!
- ✧ Videos & Workshops: Additional learning tools aimed at the student population to increase awareness through a more interactive, visual platform
- ✧ Intent: To share our knowledge and resources with the community in hopes that others will use our materials in their own contexts, as well as build upon our works and share them with others



Overview

✧ Digital Tattoo = Digital Identity

✧ The Digital Tattoo Project:

- Provides a number of resources on digital citizenship and identity, online presence, e-networking, and current issues on internet safety
- Information presented with a balanced viewpoint via website, blog, wiki, videos, and workshop sessions

You're individually accountable for your online decision-making!



digital tattoo.ubc.ca
what's yours?

The Digital Tattoo Project

Thanks for listening!

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