

Digital Citizenship



Introduction

What exactly is digital citizenship and how important is it to teach the elements of digital citizenship to students of all ages?

Welcome to the Digital Citizenship eBook. The purpose of this eBook is to inform you about digital citizenship and help you implement a digital citizenship program in your class. You can use this eBook together with our video course of the same title or on its own.

The guide addresses the elements of digital citizenship and how important it is for every teacher to address the essential components with their students, regardless of age. Years ago, digital citizenship wasn't even on the radar of educators, but now it is something that cannot be ignored. Digital citizenship is appropriate and responsible behavior that students (and adults) should practice when using technology.

In order to inform you on the most important aspects of the topic, we will cover the following:

1. Communication
2. Literacy

3. Etiquette
4. Digital Law
5. Rights & Responsibilities
6. Health & Wellness
7. Commerce
8. Implementing a Digital Citizenship Program

There is a lot to cover, and there are some great resources available to help you implement a program in your school or classroom. Check the appendices for links to additional resources, as well as materials you can use with your class.

Every educator has an important role to play in informing students and parents about digital citizenship, no matter the grade. Get started today with the tips and tools provided in this course, and make a difference in your students' lives.

1

Communication

The way we communicate has changed drastically over the last 20 years. Today, people can communicate instantly with almost any person in the world.



This section is about helping students with online communication. For the most part, we will consider these students to be age 17 and under. While the following represents best practices for adults as well, there are instances in which it is acceptable for adults to communicate personal

information, but not for minors to do so (for example, a secure banking site).

Since instant communication is so readily available to students, it is important to address the best ways to communicate, what not to share, and what to do when someone is interacting inappropriately with them. There are other contexts, but we will focus on these three main areas in regard to communication.

Guidelines for Communication

Personal Information

With so many students using social media as a way to connect, there is potential for confusion and difficulty with proper communication.

The number one rule of thumb for students is to never post personal information such as:

- Cell phone number
- Address
- Name of school

It is also important that families and students are encouraged to make sure that any profile, such as a Facebook or Twitter profile, is free of personal information.

Your district or school may have guidelines or policies regarding student communication online. Check with your administrator or IT department for this information.

The next consideration is photographs. Some cameras geotag, which means they provide the location where the picture was taken. This feature can be used to find out where someone is or was, and can be turned off on most cameras/devices through the settings. Ensure that your students and their families are aware of this capability. That way, they can be certain that any photos posted, texted, or e-mailed do not reveal the location of the person posting, thus not revealing any personal information.

Also, it is important to take into consideration what is shown in the image. Check to make sure there are no clues in the photo that indicate where the photo was taken. Teachers will want to review district or school policies on photographing stu-

dents. Most schools require a photo release, signed by a parent or guardian, before taking any pictures of students at school.

Password Safety

The only person that should have access to a minor's password is a parent or guardian. Many issues come up when minors share their passwords. Most of these issues could easily be avoided by following this one simple rule. Make it clear to your students that they never want to share their password with anyone other than a parent or guardian, not even with their best friends.

Written Text

Before a student writes an e-mail, texts a friend, or posts on social media, he needs to know the purpose. In addition, he needs to be sure his writing is clear. Written communication can cause problems when writers are not careful. What is intended as sarcasm or humor might not come across that way to a reader. It is best to leave these types of remarks out of written communication to prevent misunderstanding. Follow the KISS rule: **Keep It Short and Simple.**

Teach your students that when someone uses a digital format to make rude comments or to harass another person, the best response is no response.

It is also important to remember that e-mails, texts, and posts are not private formats. Anyone could potentially see what has been written.

Inappropriate Communication

Teach your students that when someone uses a digital format to make rude comments or to harass another person, the best response is no response. Have them immediately report the behavior to a teacher, parent, or guardian.

An effective way to stop this type of communication from continuing is to block the person exhibiting the behaviors. Talk your students through the various situations in which they would use this action.

If the person who is harassing or being rude to another student is a student in the same school or district, you will need to follow district policy. Many schools have a policy in place or specific steps to take for inappropriate online behavior. At the very minimum, you will want to inform your administrator.

When used correctly, online communication can be incredibly useful for students. Follow these simple rules to keep students safe and productive online.

Take a look at the printable handout that lists student guidelines for online communication (available in Appendix B). Share this with your students or parents today in order to promote safe online communication.

2

Digital Literacy

Every Internet user, student and adult, needs to learn how to manage his or her online image and information.



Digital literacy is so much more than simply being able to read online content. It encompasses:

- Privacy & Security
- Copyright
- Communication
- Informational Literacy

Each of these topics will be covered in this guide. Many topics related to digital citizenship cross over, so some of these areas will sound familiar from the previous section on communication.

Privacy & Security

Every Internet user, student and adult, needs to learn how to manage his or her online image and information. From identity theft to reputation damage, there are many risks for Internet users. Students in particular need to learn how to navigate the online world.

Strong Passwords

There are people who wish to take advantage of those who are new to the Internet, and/or those who do not adequately protect themselves. It is important to be prepared and keep information secure. Students must learn how to create strong passwords and keep them secret. They should share passwords with parents and guardians, but no one else.

Strong passwords use a combination of at least one capital letter, one lowercase letter, and one number or symbol. They should contain a total of eight characters or more.

PASSword3!

Privacy Policy

It is also important to help students identify when someone is trying to scam for information, sometimes called Phishing, as well as how to read a privacy policy on any

website. A good exercise for older students is to go through a couple of privacy policies together to find out what the sites do with the information collected about their visitors. Does it look and sound legitimate? What specific words or phrases convey legitimacy? Does their site seem secure? There are a number of websites out there to help students work on this skill. Every year, thousands of people fall prey to scams, but with some basic knowledge and guidelines, these situations can be prevented.

Minors should never share personal information online and should always ask a parent or guardian about what is safe. If someone contacts a student or adult, and asks for personal information like an address, a phone number, a credit card number, bank information, a password, or a social security number, there is a good chance that they are searching for information, and not for legitimate purposes. Another common scam for personal information and/or money is a claim from an unknown source that the individual has won a prize or some money.

Students should never share personal information online, no matter who is asking for it. Scammers can easily claim to be a friend, when, in fact, they are not.

Students need to learn how to create personal privacy and understand that their digital presence is both public and permanent.

Digital Life

A person's digital life is as much a part of his or her image as is his or her physical life. Students often have a difficult time understanding this concept.

There are many benefits, as well as some risks, to cultivating a digital presence. Online reputation is becoming increasingly important, and many colleges and employers examine social media profiles in order to determine if a person is the right fit for their school or company.

Students need to learn how to create personal privacy and understand that their digital presence is both public and permanent. Every time something is posted, a record is kept.

Teaching students to reflect before posting is a positive way to build these skills. Showing examples of proper posting, as well as improper posting can be quite helpful for teaching this skill.

Copyright

With such easy access to information, images, videos, and more, students must understand the rights and responsibilities that come with using online material.

Likewise, as they create and publish their own material, pupils need to learn how to make choices on how to protect their intellectual material.

The Basics of Copyright and Fair Use

Check to see what type of copyright the document, image, or media has. Sometimes an author gives certain permissions. For example, an author might allow copying, sharing, or even editing. Other times, documents are marked with a standard

copyright, and students must ask permission to use the item.

At a glance:

- Check copyright
- Check type of copyright
- If necessary, ask to use

Take a look at the creative commons website for more information on copyright for online materials.

<http://creativecommons.org/licenses/>

Notice that there are various copyright differences in fair use.

Informational Literacy

Students who are informationally literate know how to identify, analyze, and use information effectively and responsibly. Learning how to use search strategies, employ evaluation techniques, and analyze credibility is vital for every pupil.

Search

It is no longer only about what you know, it is about how fast you can find something and evaluate its credibility. It is important for students to learn basic search techniques.

One of the first steps toward competent searching is coming up with effective

search terms. As students move up through the grades, they will want to move beyond simple search terms and learn advanced search techniques in order to more efficiently hone in on the information that is the purpose of the search.

Today's online search engines use something called Boolean logic to search through massive amounts of data and information. There are some great lessons available to help students learn about Boolean logic. Check out the handout in Appendix B for some ideas.

Credibility

After they have found what they are looking for, students need to evaluate the credibility of a source. They can learn to look for some key factors that help to determine a site's validity.

Specific Author

The first step is to find a specific author for the website. Often, this information is found in the "about us" section of the site. Next, students can determine if there are any legitimate organizations involved with the site. The handout for this section includes a link to a resource designed to help students work through a site in order to check for validity.

As students write or speak about topics, they will want to back up their claims and assertions with research. If the site does not appear to be in high standing, it may not be a good site to choose as a source.

In this chapter, we covered privacy, security, copyright, communication, informational literacy, and Internet safety. Take a look at the appendices for additional resources to help you get started with teaching digital literacy to your class.

3

Netiquette

Online etiquette, also known as netiquette, is something every citizen should practice. Students, in particular, need explicit teaching around etiquette strategies to employ when using technology. This guide covers the basics of what every student must know in regard to etiquette online.

Written Copy

One of the first areas of etiquette to address with students is written copy. When writing an e-mail or post, it is important to keep the message simple and to the point. For example, **WRITING IN ALL CAPITAL LETTERS** reads like yelling. Additionally, it is very difficult to read text that is written in all caps. Encourage your students to follow capitalization rules when writing online.

Since it is more difficult to express emotion through writing, some people use emoticons to help convey their tone or mood. However, like anything in life, too



much can be a bad thing. Be sure to express to your pupils that they should limit their use of emoticons.

The same goes for the amount of text. Help students keep focused by limiting the amount of text used in a post, e-mail, or text message. Online communication is most often about being quick and concise. Face-to-face interactions, blogs, and other formats are more appropriate for longer messages or large amounts of text.

Students can also shorten messages by using common abbreviations.

Examples:

- BRB = be right back
- TTYL = talk to you later
- BTW = by the way

However, it is important that they know their audience. Not everyone should receive messages with BFF and LOL in the body.

Be sure to teach students that any comment they post, e-mail, or text are not private. There is the potential for anyone to see or share these types of communication. Students can lose friends and even put their college admission at risk with posts that are poorly thought out, or posts that can be misconstrued.

Additionally, advise students to stick with one topic at a time. As other participants contribute or respond to a one-topic message thread, if an additional topic is added, somebody will get confused. If students wish to add a new topic to a message thread, it is better to create a new post, e-mail, or text.

Technology has changed much of the way we communicate because it is instant and so easy to use. Short, quick communication is the protocol in most formats.

With the fast pace of online communication, even subject lines need to be clear. Help students create clear titles for their messages that relate to the topic at hand. People can become upset if they don't feel they were given accurate information within the subject line.

Courtesy

One of the all-time basic rules that applies to online communication is to give simple courtesy to others. The same courtesy one would offer in face-to-face communication should be given in online communication. Students must learn to evaluate how others may feel about a post, or even how they handle technology in general. They need to put themselves in others' shoes.

One of the all-time basics that applies to online communication just as much as it does to face-to-face interaction is to give simple courtesy to others.

While technology is a wonderful addition to our society, it can be disruptive and irritating. For example, think of people who talk loudly on their cell phones in a public place. Often, they don't even realize how loud they are, or that they are disturbing anyone. A simple rule that everyone, including students, should follow is to move to a private place to make or take a phone call.

Furthermore, students and adults will sometimes text or surf the Internet on their smartphones while hanging out with friends. This can be hurtful to the person or people sharing their company. There are many great reasons to enjoy face-to-face communication, so encourage your pupils to put their phones away from time to time and they will reap the benefits.

This guide is meant as an overview, so it is not necessarily comprehensive. Take some time to talk with your class and brainstorm additional ways to build and practice etiquette with technology. Try out these tips today and check out our PDF handout in Appendix B for some more ideas.

4

Digital Law

What do you need to know about digital laws in order to protect your students' privacy? How should students act when using school technology?



As an educator, it is important to know the laws and expectations for student technology use. While there are many laws surrounding these topics, this guide will focus on some general tips and provide an over-

view of a major federal law so that you can be prepared and informed.

Every district should have a policy with regard to technology use. Be sure to check yours for specific details.

COPPA: Children's Online Privacy Protection Act

COPPA was enacted in 1998, and became effective April 2000. Under this act, a child is defined as any individual under the age of 13. The goal of the act is protect children's privacy. Any website operator or service that collects and maintains personal information requires parental or guardian consent before collecting information for those who are 13 and under. Furthermore, they are unable to market to children or share a child's information, even with parental consent.

Parent/Guardian Verification

Website operators must use reasonable procedures to ensure that they are dealing with a parent or guardian when gaining permission to use the service.

These procedures can include:

- A signed form
- Verification of a credit card
- A call to a toll-free number
- A parent/guardian PIN
- A parent/guardian password

The bottom line is that the protection of student information and privacy should be a primary concern of every educator.

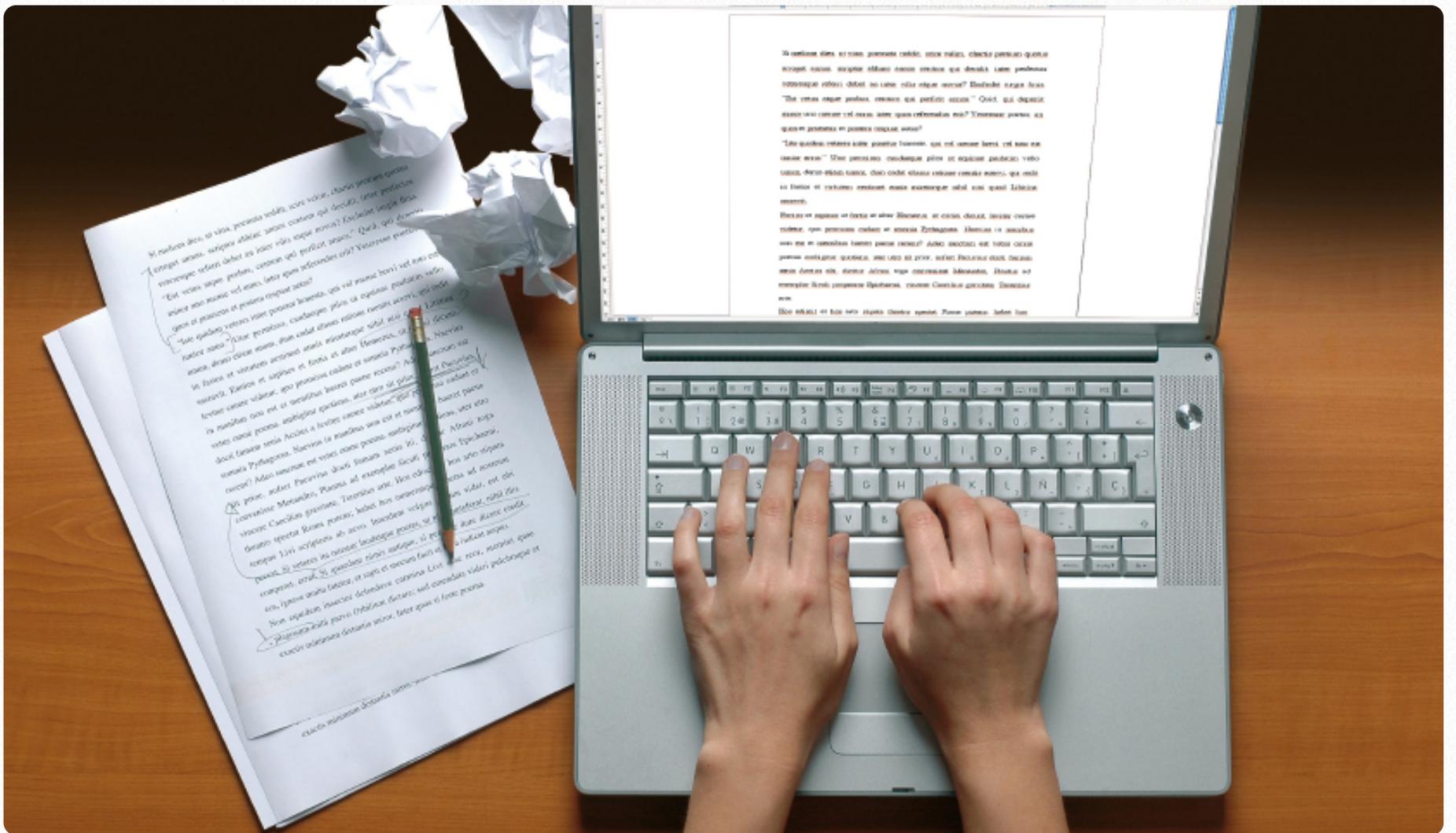
Acceptable Use Policy

There are a number of other laws that relate to children's safety and privacy online. Your school or district should have an acceptable use policy that helps to create a safe online environment for learners. These forms are generally given out at the beginning of the year and are signed by a parent or guardian, as well as each individual student. After the signatures have been collected, these forms are kept on file at the school, usually in the student's file.

It is important for educators to take some time to go over the expectations for student technology usage. Most acceptable use policies incorporate digital laws and work toward a safe online experience for students.

Technology at School is for Academic Purposes

Commonly, there is language in these user agreements that explains that the equipment at school is to be used for school-related educational activities. This means students must have an academic purpose for using the technology. This applies to the Internet as well. Pupils are to use the Internet only as a tool to support academic learning and growth.



Students should only use files and applications that they are authorized to use.

Additionally, most acceptable use policies address copyright laws. The expectation is that students are following copyright laws in regard to written copy, pictures, and other arenas.

They often refer to passwords as private information that is not to be shared with others. Keeping a password secret is one way to ensure that personal information is safe and to provide protection against fraud.

Students should only use files and applications that they are authorized to use. If they try to access or download files without approval, this could be construed as a violation of his/her technology use policy. Consequences for students who violate the policy could range from a temporary technology ban, to allowing technology use only under strict supervision.

Usually, there is a broad statement that states that students follow the guidelines set by the instructor at a particular site. Most often, this includes staying on the school network where safety measures and appropriate filters have been put into place.

If there is a 1:1 program at the site, perhaps a laptop or iPad program, there could be some additional safety measures set up. Most often, the settings on these devices can be adjusted to help create a safer user experience. There are also some third-party management systems that help monitor and track student activity on these devices.

The number one way to help students be safe online is with instruction and training. Letting them know the school's expectations, safety concerns, and policies can lead pupils to make wise decisions. Even with filters and safety measures in place, students will sometimes run into content that is not for educational use. Teaching them how to manage this type of situation when/if it occurs, can prevent a lot of potential problems.

Consider using some of the resources we have listed to plan lessons for your class.

You might also stage a parent information night at your school. See the handout in Appendix B for additional ideas.

5

Rights & Responsibilities

Rights and responsibilities are the core values of digital citizenship. They guide the intrinsic motivation that helps students choose right from wrong when working within the digital world.

There exists a basic set of guidelines that needs to be taught to all students that deal with the ethics of a given society. Much of this will manifest itself in the laws and rules surrounding digital use. However, the understanding behind these laws is the right and responsibility of each individual citizen.

This guide will cover the basics that you and your students should know. It will also provide helpful resources for teaching about digital rights and responsibilities.

What Does a Good Citizen Look Like?

How different is digital citizenship from physical citizenship? The same principles



apply. A good citizen is identifiable, upholds the laws of the land, uses appropriate language, and uses social courtesies. Citizens of the digital world know that their digital information will last forever. There is a permanent record of actions and interactions on the Internet. Essentially, it is a virtual world attached to a physical person.

Let's break digital citizenship down into some basic rules:

1. **Respect Yourself**
2. **Protect Yourself**
3. **Respect Others**
4. **Protect Others**
5. **Respect Intellectual Property**
6. **Protect Intellectual Property**

Respect Yourself

How you represent yourself can go from good to bad pretty quickly. Think about the inappropriate user names you have seen. Teach students to use names (for profiles etc.) that represent a positive image. Many social networking sites have users that cross the line.

With so many colleges and employers searching for information about candidates, it is important to teach students

about the impact that their names and comments will have on their lives.

As students get older, they will need to decide what is important for people to know about them in the public arena of the digital world. There are some things that should remain private. The consequences of giving out too much information should be considered.

Some recommendations for students as they work to respect themselves and keep their lives private include:

1. Create user names that are positive
2. Do not post information that you would not want a college admissions officer or employer to see
3. Consider all actions and comments before posting
4. Consider images before posting
5. Consider personal information before posting

Protect Yourself

Giving information about regular activities and places you go is dangerous. Consider the student who posts, "Every Wednesday, I am at the ice skating rink at 4 pm." While this sounds innocent, a predator could use this information to cause harm.

By reporting abuse, users show that they will not tolerate negativity toward others and will help to maintain safe online communities.

Open statements posted online about where you go and what you do are dangerous to both adults and children. Teach your kids not to risk putting themselves in danger by posting these types of comments.

Here are some basic recommendations for students:

1. Think about information you are posting. Will this be to an open public, or your closest friends? Who is the audience?
2. Don't publish scheduled activities
3. Set privacy setting to control access to updates and profile
4. Do not schedule to meet someone alone that you met online. Always consult with a parent or guardian before meeting someone, and *never* go alone!

Respect Others

If you wouldn't say it in person, don't say it online. When a person attacks another online in some way, it is called *flaming*. Encourage your students to act respectfully toward others online and not to participate in *flaming*.

Recommendations for showing and maintaining respect are:

1. If you don't have anything nice to say, don't say it at all
2. Don't respond to *flaming* or forward it (tell someone)
3. Do not become friends with people or visit sites that practice this behavior

Protect Others

Almost every site has a tool for reporting abuse. Teach students to use it if someone is posting inappropriate material or comments. By reporting abuse, users show that they will not

tolerate negativity toward others and are willing to help to maintain safe online communities.

It is important to teach pupils zero tolerance for abusive activity. Anything that is derogatory or sexual in nature should be reported.

Here are some recommendations you can provide to students:

1. Report abuse
2. Don't forward or pass on unacceptable material
3. Always consider others. Ask students to consider, "How would you feel if the post was to/about you?"
4. Don't visit sites that abuse people, and don't friend people who abuse others

Respect Intellectual Property

Students need to be aware that they must follow some basic guidelines regarding intellectual property.

The basics are:

1. Cite the source of the image or copy
2. Give credit where credit is due
3. Ask permission before using something if it is not an open source. If something is not an open source, it

usually has a copyright; one must ask for permission to use

4. Link to websites that were referenced, so that the reader can see the original work

There are a lot of great resources available on this topic, so be sure to check Appendix B for a handout with additional information and ideas.

Protect Intellectual Property

Students need to understand that piracy of others' work is illegal. There are simple ways to work with others and to request permission for use .

Teach students to:

1. Request permission to use
2. Find open source alternatives
3. Purchase and register software or other materials
4. Purchase music and media, and not to distribute any media in a manner that violates the licenses
5. Act with integrity

All of these tips will help you start a great conversation about rights and responsibilities. Help students create a positive image for themselves in the online world.

Be sure to check out the appendices for additional materials that relate to rights and responsibilities to help you cover this concept in your classroom.

6

Health and Wellness

As technology becomes more prevalent, help your students develop positive habits, both mental and physical, for using digital tools.



Health and wellness applies to many areas of our lives, including our digital lives. Digital health and wellness include:

- Body posture when using digital tools
- Physical well-being
- Safety
- Eye health
- Addiction to technology

Follow the 20/20/20 rule. Every 20 minutes take a 20-second break and look 20 feet away.

Addiction

It is important to bring up the topic of addiction. Those who use online tools can become addicted to them if their attachment is not properly addressed. Lack of sleep and exercise, and a feeling of being separated when there is no access to online tools can all be signs of addiction. Creating healthy time limits for online and digital tools use is a way to foster a healthy lifestyle.

Posture and Ergonomics

Students and adults alike need to learn the basics for working with a computer or other digital tool. When sitting at a computer, a person should be sitting upright with both feet on the ground and hands directly in front. Computer users should be able to easily stand up from a sitting position without having to readjust.

Note that there are chairs and other tools available to help with posture and ergonomics, such as footrests and lumbar supports. It is also important to stress taking frequent breaks. Follow the 20/20/20 rule. Every 20 minutes take a 20-second break and look 20 feet away. It is also important for technology users to rest their hands and eyes occasionally. A good guideline is to get up every 45 minutes to stretch or take a brisk walk.

Physical Well-Being

Physical well-being is essential. In order for students to ensure their own personal well-being, they should learn self-evaluation skills. Teach your students to ask themselves the following questions:

1. Am I present and involved physically with my family and friends?
2. Am I withdrawing from society and spending all my time online?
3. Can I go to an event without a digital tool (even a smartphone)?
4. Am I involved in community activities?
5. Do I set guidelines for using technology and keep them (time spent online, social versus work)?

If students are struggling with these areas, consider working out a daily plan or encourage them to talk with a school counselor.

Online Safety

Staying away from sites that are potentially dangerous or loose with personal information is one way to keep students safe and healthy. Be sure to check out other chapters on staying safe online.

As you integrate digital health and wellness into your classroom environment, consider putting up posters to help remind you of these tips. Set a timer to help your students follow the 20/20/20 rule when you are working with digital tools.

If you are practicing these skills yourself, you will become a role model for your pupils. Be sure to check out our handout in

Appendix B for tips and resources to help you incorporate health and wellness into your curriculum and day-to-day activities.

7

Digital Commerce



Buying and selling online is becoming more and more a part of today's society. Knowing how to navigate digital commerce is an important skill for every citizen. There are benefits and potential risks to doing business online. Understanding

the risks will help both students and adults to make wise buying decisions and to avoid risks.

Key points:

- Online buying
- Scams
- Media subscriptions

Privacy and Security

You can buy almost everything online nowadays. It is often easier and more convenient to do so. In order to safely navigate the digital shopping mall, buyers and sellers need to know about privacy and security.

Privacy and Security Policy

The first step in practicing secure Internet practices is to use a site that is clear about its privacy policy. Teach students to locate and read a site's privacy and security policy.

Be aware. Know that scams are out there. Anyone who contacts you asking for personal or credit card information could be part of a scam.

There are some basic guidelines for teens purchasing and selling online:

1. Parents need to be involved in online purchases made by anyone under 18 years old
2. Discuss purchases together and encourage parents to not just hand over their credit card
3. Parents should be in charge of the card and enter the information into a secure and trustworthy site
4. Never use the Internet via an unsecured wireless connection
5. Password protect wireless access
6. Before entering credit card information, look to see that the website is secure

Buying online should be something everyone considers carefully. Using safe, known sites is the best way to go.

Scams

Scams can only work if they fool you. The digital world is full of scams, but teaching students about how scams work can help them identify potential issues before any real damage is done.

Here are some basic guidelines regarding scams that will help both students and adults:

1. Be aware. Know that there are many scams on the Internet. Anyone who contacts you asking for personal or credit card information could be part of scam. Don't give any information away before verifying the validity of those seeking information
2. Check to see if the organization has a working official phone number and that someone actually answers it

3. Do some research on the company to see if they have been reported by others for poor practices
4. Look for a physical address for the company. If there isn't one, that should be a red flag
5. Trust your gut. If it sounds too good to be true, it probably is
6. Look for a copyright date on the website. If the company has been around for a long time, it should be updated yearly to be current

Practice and teach these guidelines for successful digital commerce with your students. Use the resources and tips we have provided to go deeper, and be sure to check the appendices for handouts and additional materials.

Online Media Subscriptions

Subscriptions are a great way to access material online, but they require some work.

Students need to be aware that when they sign up for a subscription, a game site, or a membership, they will most likely be automatically charged for monthly or yearly renewals. If students or teachers are using the subscriptions frequently, automatic renewal will probably not cause problems. However, if they forget about their subscriptions, they will be charged whether they are using it or not. Encourage students and adults to keep track of subscriptions and cancel when the subscription is no longer in use. This way, they can avoid unnecessary credit card charges.

8

Conclusion



Digital citizenship is an extension of one's physical citizenship. Most of the principles of someone's physical life apply to his/her online presence.

It is important for educators to discuss with students, no matter their age, age-appropriate online strategies:

1. Communication
2. Literacy
3. Etiquette
4. Digital Law
5. Rights & Responsibilities
6. Health & Wellness
7. Digital Commerce
8. Implementing a Digital Citizenship Program

Go back and review any of the information in this guide to find ideas and concepts for teaching each of these topics. Be sure to take a look at the appendices for re-

sources, handouts, and links to additional information.

Feel free to provide feedback on this course, and thank you for taking a quick look at the world of digital citizenship.

Appendix A

Chapter 2

Creative Commons Website

<http://creativecommons.org/licenses/>

Lesson Planet Digital Citizenship professional development video course

<http://www.lessonplanet.com/professional-development/courses/digital-citizenship>

Appendix B

Included in this Appendix:

- Communication Student Guide
- Literacy Student Guide
- Etiquette Student Guide
- Digital Law Teacher Guide
- Rights & Responsibilities Student Guide
- Health & Wellness Student Guide
- Digital Commerce Student Guide

Student Guidelines

Privacy	Photos
<p>Personal Information Your cell phone, address, city, and school name are all personal information. Never include this information in social media posts or in other public discussions.</p> <p>Settings Most every application, from e-mail to social media, has the option to make information public or private. Choose private, so you can control who's seeing your posts.</p> <p>Passwords Only share passwords with your parent or guardian. While you may be close with your friends, do not share your passwords with them.</p>	<p>Geolocation Many cameras have this feature, which pinpoints exactly where you are when you take a photo. Turn geolocation off so that you can be sure photos are safe to share.</p> <p>Landmarks Even with geolocation off, you may take pictures that clearly show your location. Try to avoid including landmarks, or well-known locations, when taking pictures.</p> <p>School Photos To keep school safe for all students, you're required by law to fill out a legal document called a release form. Before posting a school photo, get this form from your teacher.</p>
Writing	Safety
<p>Audience Most of the writing you do online is public. This means that you need to think carefully about what you say. Only tweet, text, or post things you're okay with everyone seeing.</p> <p>Voice Because writing lacks the body language and sounds of regular talking, it is easy for others to misinterpret your words. Avoid sarcasm to prevent misunderstandings or hurt feelings.</p> <p>Purpose Just like writing a paper in school, knowing your purpose is critical. Think about what you want to say before you write, and remember to KISS (Keep It Short and Simple).</p>	<p>Inappropriate Communication When you're online, you may receive messages that make you uncomfortable. Swearing, name-calling, rudeness, or harassment are not acceptable when you are talking in-person, and they are not acceptable online either.</p> <p>Reporting If someone is sending you inappropriate messages, do not respond. Instead, show your parents, guardians, or teachers the message so they can help prevent it from happening again.</p> <p>Blocking Social media and e-mails usually allow you to block specific people from sending you any messages. If you receive inappropriate comments from someone, block them from your site.</p>

Student Guidelines

Information Literacy	Public Image
<p>Searching You may not know it, but there are strategies for searching the Internet. Ask your teacher about Boolean searches and about using the advanced search functions in browser.</p> <p>Copyright Similar to books, everything written online has copyright laws attached. Check out creativecommons.org for more information on how you're allowed to use what you find online.</p> <p>Credibility Before you trust a site, read the About Us section to see if the author is legitimate. Also, check if other trustworthy sites are associated with them. Practice your credibility skills, here: http://zapatopi.net/treeoctopus.</p>	<p>Your Image Many cameras have this feature, which pinpoints exactly where you are when you take a photo. Turn geolocation off so that you can be sure photos are safe to share.</p> <p>Friends Even with geolocation off, you may take pictures that clearly show your location. Try to avoid including landmarks or well-known locations when taking pictures.</p> <p>Colleges and Employers To keep school safe for all students, you are required by law to fill out a legal document called a release form. Before posting a school photo, get this form from your teacher.</p>
Privacy and Security	
<p>Information Management The online world is designed to be a public space, so you have to actively manage what other people see. Adjust settings to <i>private</i> and decide who has access to posts</p> <p>Password Creation Protect your information by making sure no one has the key to get in. Strong passwords include one capital letter, one number or symbol, and at least eight characters.</p> <p>Password Security Never share your password with friends, no matter how close they are to you. The only people who should have access to your passwords are parents or guardians, and for some school purposes, teachers.</p>	<p>Privacy Policy Each company has different rules about what they do with your information, called a privacy policy. Before agreeing to join, read this policy to see if you're okay with their plans.</p> <p>Personal Information You've heard it before, but never share your personal information online. This includes school, address, and phone. If you are not sure, ask a parent or guardian before posting.</p> <p>Phishing Scams These scams offer a pretend reward or prize in order to steal your private information. Never respond to offers that ask for a credit card, home address, phone number, password, or social security information.</p>

Student Guidelines

Phone Discussions	Texting
<p>Privacy What you say on the phone is your personal business, and other people do not necessarily want to have to listen. Step away to a private place when talking on the phone in order to be polite.</p> <p>Volume Adjust how loud you speak based on where you are speaking. If you have to answer the phone while other people are near, lower your voice so it is soft and does not disrupt those around you.</p> <p>Timing There is a time and a place for talking on the phone. If you are with a family member or friend, turn your phone to silent and put it away so you can focus on having quality time with them.</p>	<p>Content Before you text, take a moment to think about what you want to say. Keep texts brief and to-the-point. Consider saving longer conversations for when you can talk.</p> <p>Audience Just as you speak differently to your friends than to adults, your texting should also be sensitive to your audience. Save casual language and abbreviations for friends.</p> <p>Timing If you are at dinner with family, the goal is to spend time with them. If you are in class, the goal is to learn. Before texting, think: Does texting help accomplish my goal right now?</p>
Writing Online	
<p>Clarity Since writing does not come with the gestures that happen in person, it's important to say exactly what you mean. Avoid sarcasm—it can easily be hurtful if misinterpreted.</p> <p>Capitalization To aid in clarity, capitalize as you would in a normal paragraph. Remember that putting all letters in capitals is the written version of yelling at the top of your lungs.</p> <p>Punctuation Use periods, commas, and other punctuation correctly. This will help others clearly understand your meaning and avoid misunderstandings.</p>	<p>Emoticons and Abbreviation Not everyone is familiar or comfortable with emoticons or abbreviation, so only use them when you're sure others in the conversation will understand and interpret them correctly.</p> <p>Audience Be aware of who you are talking with, and adjust your grammar, language, and content accordingly. Put yourself in others' shoes to consider how they will interpret your words.</p> <p>E-mail and Online Discussion Subject lines should clearly state the purpose of e-mails or posts. When participating in a discussion thread, stay on the same topic. Start a new thread to discuss a new topic.</p>

Teacher Guidelines

COPPA	Acceptable Use Policy
<p>Background The Children’s Online Privacy Protection Act was established in 1998 to protect children’s privacy online. Under this law, a child is defined as anyone under 13 years of age.</p> <p>Protection The Act prohibits online marketing geared toward children. It also states that no company may share any information about a child under the age of 13 without explicit parental permission.</p> <p>Parental Permission For a website to collect student information, the parent must sign a form and complete credit card verification through a toll-free phone number. A password and PIN to the child’s account must also be given to the parent.</p>	<p>Handout At the beginning of the year, have all students and parents read through and sign your school’s Acceptable Use Policy. Keep this on file so that it can be enforced throughout the year.</p> <p>Review Take time to go over the expectations with your students at various points throughout the year to ensure that they are aware of their agreement to use technology for academic purposes.</p> <p>Enforce Establish specific consequences for violation of the Acceptable Use Policy. For students who break the policy rules, some schools remove the privilege of technology use for a time, or require adult supervision for technology use.</p>
Student Expectations	Safety
<p>Copyright The Acceptable Use Policy should require that all students follow copyright laws for written work, photos, and videos. Review these laws with students at www.CreativeCommons.com.</p> <p>Passwords The policy should also outline the expectation that passwords are for individual use and may not be shared with classmates. Only the child’s parent or guardian should know their passwords.</p> <p>Networks and Files Finally, students must agree to stay within the school network when on campus, and to only access files and applications that they have explicit permission to open and/or use.</p>	<p>Mobile Device Systems Tablets, laptops, and smart phones all require safety measures. Manage the privacy and security settings yourself or through IT. Larger schools may benefit from third-party management.</p> <p>Instruction Set time aside to explicitly teach students what it means to be safe online, as well as the specific rules that your school or district has in place to protect their well-being.</p> <p>Practice Make sure that the use of digital tools at school remains a regular, consistent routine so that students are able to remember expectations. The more practice they have with responsible tech use, the better.</p>

Student Guidelines

Just like the community you live in, the Internet has basic rules and social courtesies. Follow the steps below, and you'll be on your way to being a digital citizen super-star.

1. Respect Yourself	2. Protect Yourself
<ul style="list-style-type: none">- Create positive user names- Only post what you would want a college or employer to see- Consider all actions, images, and comments before posting- Consider what information should be private, including usernames and posts	<ul style="list-style-type: none">- Know if the audience is public or private- Don't post scheduled activities or events on social media- Set privacy settings to control who has access to your profile and updates- Never schedule a private meeting with someone you only know online
3. Respect Others	4. Protect Others
<ul style="list-style-type: none">- If you don't have anything nice to say, don't say anything at all- If you're being flamed, report to an adult. Never respond to or forward the flaming.- Do not friend or like people who flame- Report anything that is hurtful, sexual, or disrespectful	<ul style="list-style-type: none">- Report to an adult if you see someone else being abused online- Never forward, like, or in any other way promote inappropriate material- Always put yourself in others' shoes- Avoid sites and people that insult, abuse, or aim to harm other people
5. Respect Intellectual Property	6. Protect Intellectual Property
<ul style="list-style-type: none">-Cite the source of any content you use- Remember to give credit where it is due- Ask permission before using content if it is not an open source- Link to websites if you use their material so the reader can see the original source	<ul style="list-style-type: none">-Mark all documents you create- Choose open source alternatives- Purchase and register software, movies, music, and other materials- Do not share items you purchase with friends if it violates the license

Student Guidelines

Playing games, browsing, and interacting with others online can be a lot of fun. Make sure you're being healthy too by checking in with yourself on each of the areas below.

Body Posture	Breaks
<ul style="list-style-type: none">- Sit upright, both feet on the floor- Put your hands directly in front of you, elbows at 90 degrees- Be able to easily stand from your typing position- Use chairs and tables that are at the right height for your body	<ul style="list-style-type: none">- Follow the 20/20/20 rule: Every 20 minutes, take a 20-second break, and look 20 feet away.- Rest hands and eyes regularly- Stretch every 45 minutes- Take quick, brisk walks
Physical Activity	Addiction Signs
<ul style="list-style-type: none">- Make sure to exercise at least three times per week- Try to include some social physical activities, like a sport	<ul style="list-style-type: none">- Lack of sleep- Little or no exercise- Feeling of separation when away from online access

Ask yourself these questions to check in on your health:

1. Am I present and involved with family and friends offline?
2. Am I withdrawing from society to spend all time online?
3. Can I go to an event without a digital device?
4. Am I involved in community activities?
5. Do I set and keep boundaries for social time online versus in person?

Talk with a parent or school counselor if any of this is a struggle.

Student Guidelines

The Internet has a lot of opportunities to make purchases. Share this list of things to watch out for with your parents so they can help you learn to make good buying decisions.

Online Buying	Online Scams
<ol style="list-style-type: none">1. Under 18? A parent must be involved in all online buying decisions.2. Discuss purchases with a parent to ensure it's a secure and trustworthy site.3. Only parents should handle credit cards and enter payment information.4. Always use a secure, wired connection when buying online.5. Make sure your parents set up a password to secure the wireless Internet connection.6. Track media subscriptions:<ul style="list-style-type: none">- Use an online spreadsheet or productivity tool- Note the auto-renew date; most are annual or monthly- Cancel subscriptions that you do not use frequently	<ol style="list-style-type: none">1. Be aware. Anyone asking for personal information may be part of a scam.2. Check to see if a site has a working phone number that an employee answers.3. Search the company name to see if any complaints have been made.4. Make sure the company has a physical address listed.5. Look for each website's copyright date. If it is not a current year, do not purchase from them.6. Trust your gut. If it sounds too good to be true, it most likely is a scam.

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