

Resource:

Digital footprint: what is it and why should you care?



<https://www.bbc.com/ownit/its-personal/what-is-your-digital-footprint>

»» Video: 1 min 36 secs

»» Article: 1 min read

Learning objectives:

- »» 'I can explain **strategies** anyone can use to protect their '**digital personality**' and online reputation, including degrees of anonymity'
- »» 'I can give examples of what anyone may or may not be **willing to share** about themselves online. I can explain **the need to be careful** before sharing anything personal'
- »» 'I can explain ways that some of the information about anyone online could have been **created, copied or shared** by others'

Content summary:

- Explanation of what a digital footprint is and how it is created - sometimes starting before you can use a computer yourself
- Giving online platforms information creates a virtual picture
- Your data helps platforms to target adverts and may be kept and stored
- Can't always delete - people can take screen grabs and share elsewhere
- Your digital footprint is there forever
- It may be searched for later in your life when you are looking for a job etc

Glossary:




- **Digital Footprint:** the information about a person that is a collection of their previous online activity (data)
- **Screen Grab:** capturing part or all of a digital screen at a particular moment
- **Selfie:** a picture taken of yourself by you
- **Virtual:** doesn't exist in the real world, but does in the digital world. Eg, a virtual piano is something that you can play on a device

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| <p>Topic introductions and starters</p> | <p>Before the video:</p> <ul style="list-style-type: none"> • Ask pupils to write down what they think a 'digital footprint' is <p>After the video:</p> <ul style="list-style-type: none"> • Check understanding of new vocabulary and key terms; digital footprint, selfie, platform, virtual, screen grab, guaranteed • Check the definition of a 'digital footprint' given in the video and compare with what pupils wrote before watching – combine to produce an agreed class definition • Make a class list of all the types of information that might be part of a person's digital footprint • Ask each pupil to create a small cut-out footprint or a footprint drawn on a post-it note for one of the types of information in the list made previously – display in class • Write a list of positive and negative things that you might have as part of your digital footprint |
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| <p>Discussion Points</p> | <ul style="list-style-type: none"> • Who owns your online information? Did you give away your information by agreeing to terms and conditions? Isn't that stealing? What can they do with your data? • Why do platforms and apps want to collect your information? To send you adverts that you might click on? To make the platform more enjoyable? To be friendly? • What about apps where the messages and photos disappear? People can always screen grab before they go, sometimes the damage is already done • Why will my digital footprint be important in 10 years? How long are things stored online? Can people search for your name and see what you posted? Could your online reputation be damaged? Do you think you could even miss out on a job in the future, or making new friends if there are negative posts and photos of you online? • How can I make sure my digital footprint is not a problem? Think before you post; check terms and conditions for apps; assume everything you post is there forever • What about things that other people (including my family) post about me? Should they ask for permission? How can I ask them not to post things about me? |
| <p>Fillers and fast finisher activities</p> | <ul style="list-style-type: none"> • Summarise the key points of the video in three or four sentences, then summarise further into three or four words • Use the summary to create a catchy slogan to help people understand what a 'digital footprint' is • Draw and cut out some paper footprints and fill each one with a suggestion for keeping your digital footprint small and positive – display around the classroom • Create a mind-map of all the things that might be part of a digital footprint and how they are linked • Read through a printed terms and conditions agreement for a familiar online platform and highlight the parts that talk about your information and data |
| <p>Signposting potential homework activities</p> | <ul style="list-style-type: none"> • Share the video with family and ask them about THEIR digital footprint and what they know about it – does it follow them around? • Create a leaflet or poster with illustrations to show the dangers of not thinking carefully about your digital footprint • Create a 'true or false' quiz for a partner to finish in class about being mindful about their digital footprint |

Test your knowledge with an Own It Quiz
<https://www.bbc.com/ownit/its-personal/your-digital-footprint-quiz>

Project Evolve has further resources to help cover these learning objectives.
Please note that registration is required to access these materials.

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[Link: 'I can explain strategies anyone can use to protect their 'digital personality' and online reputation, including degrees of anonymity'](#)
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[Link: 'I can give examples of what anyone may or may not be willing to share about themselves online. I can explain the need to be careful before sharing anything personal'](#)
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[Link: 'I can explain ways that some of the information about anyone online could have been created, copied or shared by others'](#)