



Online reputation: what is it?

As described in the UKCCIS ‘Education for a Connected World’ framework, this unit “explores the concept of reputation and how others may use online information to make judgements. It offers opportunities to develop strategies to manage personal digital content effectively and capitalise on technology’s capacity to create effective positive profiles.”

Introduction to the unit

This unit introduces the concept of ‘online reputation’, including how people make judgements based on your online activity and how your online reputation can impact your, and others’ reputation in real life. Students will know and learn effective strategies for managing their online activity.

Key learning outcomes

- ✓ To know and understand that people can find out information about them by looking online, and that information can be copied, altered and shared.
- ✓ To know that information posted online can be used by others to make judgements, and know that this might affect others around them.
- ✓ To list strategies that describe how to build a positive online reputation and how to protect their digital personality.

Key words

- Digital footprint
- Social profile
- Privacy and security
- Reputation
- Judgement

Resources

- Weblinks to articles and videos included within activities

Challenge for more able pupils:

Plenary: Ask pupils to create a series of social posts that explain how to promote a positive online reputation, including how to challenge negative online actions.



Online reputation

Learning style predominance of pupils:

(This space is left blank for the teacher to fill in)

SEN provision:

(This space is left blank for the teacher to fill in)



Learning style:
Discussion, research
and reflection



**Approximate
time altogether:**
30 minutes



Online reputation

Activity 1

Key learning objectives:

To be able to...

- ✓ Explain what my online reputation is and how to effectively manage my online reputation.
- ✓ To explain how my online reputation can negatively impact my current and future life.
- ✓ To explain the importance of promoting a positive online reputation.

Key learning outcomes:

Pupils will be able to describe how their online presence can impact their real life, provide examples of this, and list strategies for promoting a positive online reputation.

Key questions:

- What is your online reputation?
- What is your digital footprint?
- How can your online presence negatively impact your real life reputation?
- Can your online activities impact another person's online and real-life reputation? For example, a friend, family member or even the school you belong to

What is your online reputation?

As a class, create a spider diagram with the title 'online reputation'. Fill in the spider diagram with all the terms and phrases associated with your online reputation, including what it means, what it does, and the potential benefits and implications.

Next, as a class, watch Google for Education's 'Manage Your Online Reputation' video. Link:

<https://www.youtube.com/watch?v=w7qEbPVw3hA&t=24s>

Ask pupils to fill in the spider diagram with anything they believe that they have missed after watching the video. With all the the information on the board, ask pupils to create a page in their books explaining what their online reputation is, the benefits and the negative impacts your online presence can have on your real life reputation, and strategies to promote a positive online reputation.

In pairs, ask pupils to plan and prepare a short acting scene that showcases:

- a person attending an interview with a negative online reputation.
- a person attending an interview with a positive online reputation.

Nominate pupils to act their scenes to the class.

Reflection questions:

- Why is it important to promote a positive online reputation?
- Should employers look at their applicants online profiles?
- What actions may be considered as promoting a negative online reputation?
- Does a negative online reputation just impact one individual?
- How can you challenge negative actions online? (Delete, report, make it known that you do not agree)
- What can you do to promote a positive online reputation?



Time taken:
20 minutes



Online reputation

Activity 2

Key learning objectives:

To be able to...

- ✓ Audit my own online reputation and reflect upon the content that may negatively impact my online reputation.
- ✓ Challenge negative content that may impact my online reputation.

Key learning outcomes:

Pupils will reflect upon their own online presence and describe how they can challenge negative content that may negatively impact their online reputation, such as tagged photos. They will also be able to implement strategies for promoting a positive online reputation.

Key questions:

- What do your online profiles say about you?
- Do you have a positive or negative online reputation?
- What can you do to challenge negative posts/comments about you that may impact your reputation?
- What can you do to audit your online profiles?
- What can you change about your online presence?

Homework task

Ask pupils to audit their own online reputation. Is there anything visible on their profiles that maybe shouldn't be? Is there TOO much information available on their online profiles?

Here are four simple steps pupils can follow to audit their online profiles:

Step one – Search for yourself online. What information appears in the search results when you search your name? Is there anything you are not happy with being public? If yes, delete the content or request for the content to be removed.

Step two – Conduct a thorough check of your online profiles. You may want to delete posts, pages, images or tagged photos that may have a negative impact on your reputation. You should also deactivate any old online accounts that you no longer use.

Step three – Check your privacy settings. Make sure your online accounts are set to private to ensure that only approved friends can see the content that you post online. This may also mean checking through your friends list. Delete anybody that you don't know or do not feel comfortable sharing your personal information with.

Step four – Know that once something is posted online, it could potentially last forever. Your posts can be shared wider than the intended audience and it may be misinterpreted or altered. It's always important to think twice before you post something and consider the implications. Be proud of your online presence and use it as an avenue for showcasing all the amazing things that you have done.



Time taken:
10 minutes