



# Welcome to Digital Citizenship

Becoming a Savvy and Responsible  
Digital Citizen



# Overview

## Digital Communication

Digital communication refers to the exchange of information through electronic devices. This includes social media, messaging, and netiquette.

## Online Safety and Privacy

Online safety and privacy are important considerations when using digital devices. This includes cyberbullying, identity theft, and how to protect personal information online.

## Responsible Online Behavior

Responsible online behavior includes understanding copyright and fair use, and how to maintain a positive online reputation.





# Digital Communication

## Social Media

Social media is a popular way to communicate digitally. Platforms like YouTube, TikTok, Snapchat, and Instagram allow users to share information and connect with others online.

## Messaging Apps

Messaging apps like WhatsApp, WeChat, and Messenger are also common ways to communicate digitally. At school, we use Teams Chat. These apps allow users to send text, voice, and video messages to each other instantly.

## Netiquette

Netiquette refers to the rules of behavior online. It includes things like being respectful of others, avoiding offensive language and not sharing personal information.





# Social Media and Messaging

Social media and messaging apps can be great tools for staying connected with friends and family. However, it's important to use them responsibly and think before you post or message someone. This includes messaging through Teams chats with teachers and friends.





# Share with Care

## Make social network pages private



Look in **Settings, Options, or Preferences** for ways to manage your privacy: who can see your profile or photos tagged with your name, how people can search for you, who can make comments, and how to block people.



Some sites let you create separate friend lists—for family, your sports team or school club, your closest friends, and so on—so you can manage what you share with each group.



From time to time, review your settings because these sites change what you can control (particularly in response to public pressure.)



# Share with Care

## Keep personal info to yourself

No matter how private you make your pages, remember that whoever has access (your friends) can still forward what you post. You still need to use good judgment.

- Keep to yourself sensitive details that could be used to impersonate you, defraud you, or find you in person—your home address, phone and account numbers, age or birth date, even photos, especially suggestive ones. This also means creating profile pages on socials sites or in games that don't show such details.
- Don't post anything you'd ordinarily say only to a close friend, including feelings. Whether you're happy, sad, angry, or have money worries, confiding broadly could increase your risk of being bullied or targeted for scams.
- If you use check-in service, pay attention to where and when you check in. Think about who will know where you are—a teacher, your parents? Will it harm your reputation?







**Question**





# Netiquette

Netiquette is a set of rules for polite online behavior. It includes being respectful of others, avoiding offensive language and not sharing personal information.





# Keep It Positive!

- Positive digital communication involves using online tools to promote respect and kindness.
- Anyone can practice positive digital communication by complimenting a friend's post or sharing uplifting messages.
- By spreading positivity online, we can create a kinder and more supportive digital community.



# Why Keep It Positive?

- Negative comments can hurt the recipient's feelings
- Cyberbullying can lead to depression and anxiety
- Posting inappropriate content can damage your reputation
- Spreading rumors can harm someone's reputation and emotional well-being





Question







# Online Safety and Privacy

## Cyberbullying

Cyberbullying is a form of online harassment that can have negative impacts on mental health. It is important to be aware of the signs of cyberbullying and to take steps to prevent and report it when it occurs.

## Identity Theft

Identity theft is a crime that can have serious financial and personal consequences. It is important to be aware of the ways in which identity theft can occur and to take steps to protect your personal information online.



# Cyberbullying



## **What is Cyberbullying?**

Cyberbullying is a form of bullying that involves the use of electronic devices or communication technologies such as social media, text messages, or forums to harass, intimidate, or embarrass someone.

## **How to Recognize Cyberbullying?**

Cyberbullying can take many forms, including unwanted messages, threats, rumors, or embarrassing photos or videos. It is important to recognize the signs of cyberbullying and take action to stop it.

## **How to Prevent and Respond to Cyberbullying?**

It's important to take steps to prevent cyberbullying by setting privacy settings, monitoring online activity, and teaching safe online behavior. If you or someone you know is being cyberbullied, it's important to speak up and report it to a trusted adult or authority.



# Be a Good Friend...

Stand up for your friends. Cyberbullies are less likely to target someone who has a strong group of friends, and usually stop when a victim's friends rally around him or her. (Cyberbullies may be surprised to learn that their actions may be crimes.)

Don't share online personal details of friends and family members without their permission. You should ask permission before posting photos or videos.



Think before you share





Question





# Identity Theft

Identity theft occurs when someone steals your personal information and uses it to commit fraud or other illegal activities. To protect yourself, be careful with who you share your personal information with online and use secure websites to make online transactions.





# Preventing Identity Theft

- Create strong passwords and change them regularly
- Use a password manager
- Avoid phishing scams by not clicking on suspicious links
- Look for the lock icon and 'https' in the url to ensure a website is secure





# Use Strong Passwords and Keep Them Secret

## Strong passwords are:

- Long, but easy for you to remember and hard for others to guess:

**Use a PASS PHRASE!**

- Our IT department recommends ***any*** phrase of ***15 characters*** or more.  
Something like this works great!

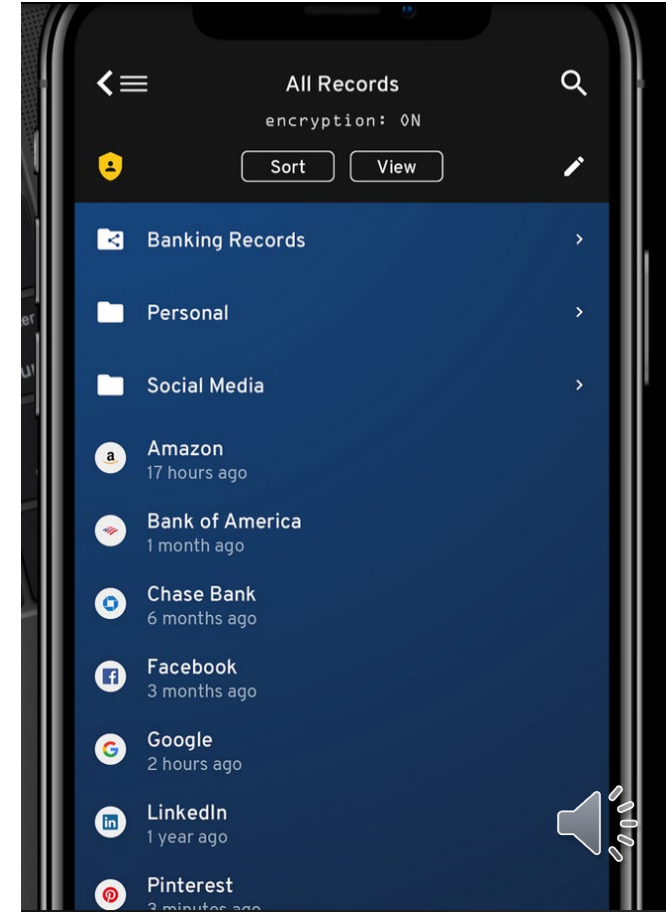
**Milo likes to play football**

- Use different passwords for different accounts
- Write your passwords down and keep them safe or use a password manager
- Turn on two-step verification when available



# How Do I Remember All My Passwords?

- **Write them down and keep them safe** Everyone can forget a password. Keep a list that's stored in a safe, secure place away from your computer.
- Ask your parents if they use a password manager and could help you set one up for yourself.
- Bear Creek does not recommend any one solution, however, here are some examples:
  - LastPass: <https://lastpass.com/>
  - Keeper: <https://keepersecurity.com/>
  - Dashlane: <https://dashlane.com/>





Question

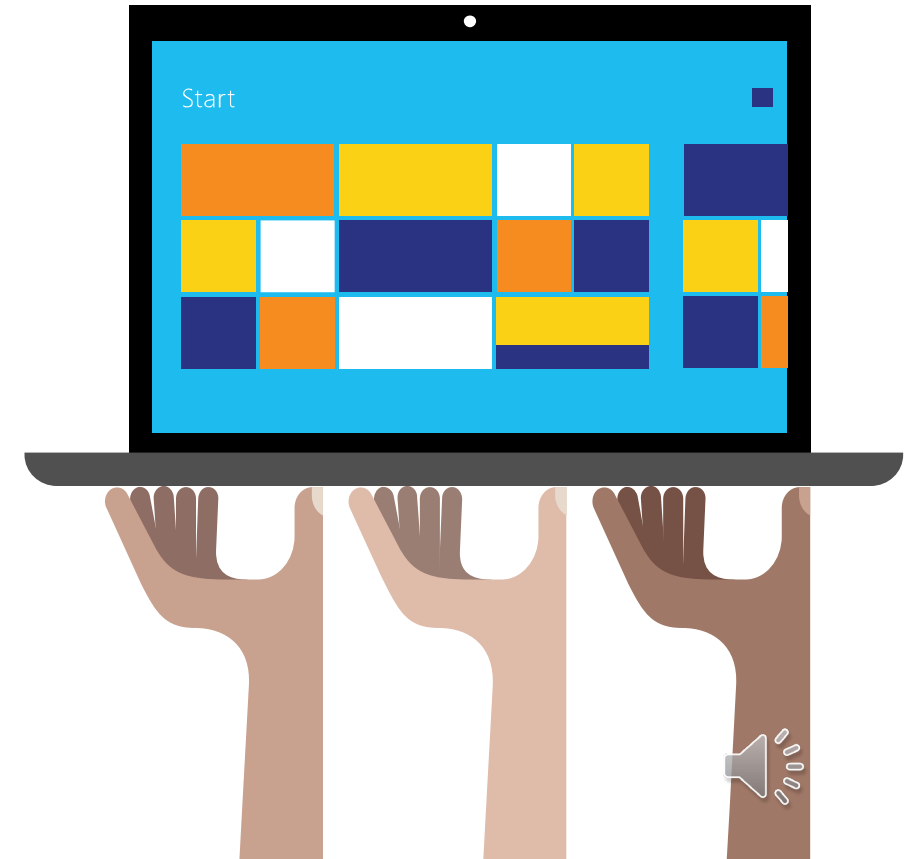




# Treat Your Online Safety Like Any Other Valuable

Your computer has valuables, too!

- Your parents' financial information
- Your personal information
  - Your age
  - Your address
  - Your pictures
- Your reputation
  - What people think of you



# Phishing: Don't Be Tricked

Sometimes emails that look genuine aren't  
Treat all requests for personal information with caution

Friends' emails can be hacked

Criminals can build fake websites

Never share your password in response to an email or phone request





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# Responsible Online Behavior

## Copyright and Fair Use

Copyright and fair use are important concepts in responsible online behavior. It is crucial to respect the intellectual property of others and to know when and how to use copyrighted materials appropriately.

## Online Reputation

Online reputation is essential in today's digital age. One must be aware of the impact of their online presence on their personal and professional life. It is crucial to maintain a positive online image by being mindful of what you share and how you interact online.





# Copyright and Fair Use

## Copyright Law

Copyright law protects original works of authorship, including literary, musical, and artistic works. It's important to understand the basics of copyright law when using other people's work online.

## Fair Use

Fair use is a legal concept that allows the limited use of copyrighted material without the permission of the owner. It's important to understand the guidelines for fair use to avoid copyright infringement.







**Question**







# Your Online Reputation and Digital Footprint

Your online reputation is the image people have of you based on your online activity. Everything you post contributes to shaping that image, and it's important to be mindful of what you share online.

Your digital footprint is **EVERYTHING** you share online.



# What Is Your Digital Footprint?

## Examples:

Comments on a blog

Pictures shared on Instagram or Snapchat

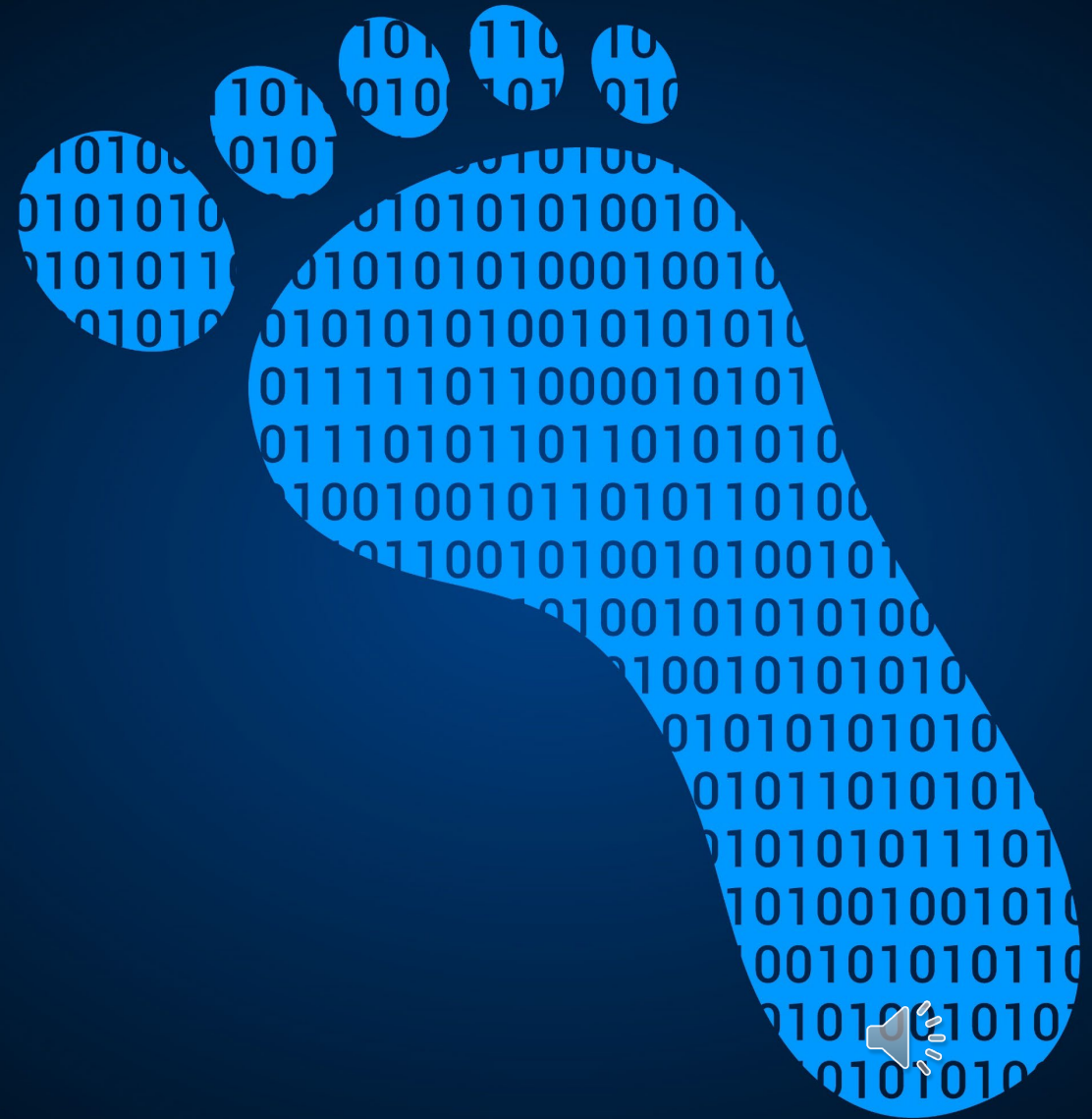
TikTok videos

Teams Chat at school

Email

YouTube videos you make and upload

Any information that can be seen by other people (some who you don't know) or tracked in a database.



# What Builds a Positive Online Reputation?

Building a positive online reputation involves several key factors:

- **Valuable Content:** Share information that is useful, informative, and adds value to your audience.
- **Respectful Engagement:** Interact with others in a courteous and constructive manner.
- **Professionalism:** Maintain a professional demeanor in all online interactions.
- **Honesty and Transparency:** Be truthful and open in your communications.
- Additionally, protecting your privacy while respecting others', responding constructively to feedback, and establishing a strong personal or brand identity are also important. These practices contribute to a trustworthy and respected presence online.





# Why Protect Your Online Reputation?

- 40% of college admissions officers visit applicants' social media pages
- 52% of employers view a future employee's social media presence
- With so many eyes potentially judging you, do you think you need to clean up your digital footprint?





Question



# Staying in Control of Your Time and Attention



It's important to be in control of your time and attention when using digital devices.



You can achieve this by setting limits on your device usage.



Another way to stay in control is to prioritize your tasks and use productivity apps.



Tips for staying focused include turning off notifications and taking regular breaks.



Being in control allows you to use technology in a positive and productive way.







Question



# From the Bear Creek Family Handbook

## Internet Access and Computer Use Policy

Students are expected to use digital devices for educational purposes that serve the mission of The Bear Creek school, using good judgment when working in areas not covered explicitly in the Family Handbook. All members of the Bear Creek community are expected to contribute positively to our digital environment and to uphold the mission and values of The Bear Creek School.

- Users may use the Internet to visit educationally relevant material
- All users are expected to uphold our code of conduct through all forms of communication, networking sites, discussion boards, texting, email communications, and Internet searching activities. Users may not visit, or attempt to visit, any site associated with pornographic materials.
- Students may only connect to the TBCS Guest Wireless Network.

This policy is included with Back-to-School Registration.



# From the Bear Creek Family Handbook

## Digital Citizenship and Care for School-Issued Devices

Upper School students will be issued Office 365 accounts and laptop devices. These accounts are used for educational purposes that serve the mission of The Bear Creek School, using good judgement when working in areas not covered explicitly in this Family Handbook. All members of the Bear Creek community are expected to contribute positively to our digital environment and to uphold the mission and values of The Bear Creek School. Student safety is a primary concern for all of us.





# From the Bear Creek Family Handbook

## Digital Citizenship and Care for School-Issued Devices (continued)

The following behaviors apply to our codes of conduct articulated in this handbook whether students are working at home or school:

- Students agree to use these accounts only for school-related purposes.
- Students agree not to record images or video of Bear Creek teachers or class materials or share such items with those outside our school community.
- Using any accounts or digital device to engage in harassment, bullying, stealing intellectual work, storing inappropriate materials, distracting yourself or others in class, or breaking any other such rule will result in disciplinary action. This includes recording and/or taking screenshots of teachers or other students without their consent.
- Using these accounts or any digital device for non-academic purposes during class is not permitted unless your current instructor specifically permits it for a class-related activity.



# From the Bear Creek Family Handbook

## Digital Citizenship and Care for School-Issued Devices (continued)

Students should pay careful attention to the following:

- Keep your passwords secure.
- Do not use your device to access other people's accounts, computers, or folders, nor borrow computers or computer accessories without the express permission from the owner.
- Bring your fully charged device and pen to school daily.
- Protect your device with an attached protective cover.
- Label your charger and your pen so you can identify it as your own.
- Respect copyright law by only using licensed software, audio, and visual materials.
- Check your Bear Creek student email account daily.
- Respect the power of distraction that your digital devices hold and make a conscious effort to limit distractions.
- Respect the installed technology in each classroom, only mirroring your device to a screen when permitted and displaying the appropriate content for the activity at hand.
- Lock up your device when it is not in your possession.
- Keep track of your pen and other accessories.



## **I Agree...**

to the Bear Creek School's policies  
regarding internet access,  
computer use, digital citizenship,  
and care for school issued devices.



THE  
BEAR CREEK  
SCHOOL







THE  
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## Congratulations!

You have completed the Digital citizenship training and learned that Digital citizenship is the responsible use of technology and the internet. It includes being respectful of others, protecting your personal information, and thinking before you post online. You've also agreed to abide by the Responsible Use Policies at Bear Creek.

