



digital tattoo.ubc.ca

what's yours?

Think Before You Ink

Julie Mitchell, UBC Library

Cindy Underhill, CTLT



Outline

- Complexity of the online environment
- Use of student images
- Blurred boundaries (and district policies)
- Strategies for thoughtful decision making – online presence.



Teacher Regulation Branch

“ The Supreme Court of Canada has determined that educators are held to a higher standard than other citizens due to their unique role in society. ”

From: [Teacher Regulation Branch](#)



Discussion Activity


- As a new teacher candidate, what questions or concerns do you have with respect to your digital identity?



Complexity of Online Environment

- Dynamics that influence what we do online
 - Anonymity
 - Persistence
 - Replicability
 - Searchability
 - Scalability

From: boyd, danah. 2009. "Social Media is Here to Stay... Now What?"



**The audience can be invisible
and anonymous**



Online Environment | Persistence



The ugly

The Web Means the End of Forgetting

The bad



what you (or others) put on the internet stays there



Online Environment | Replicability



Prof smashes laptop: what REALLY happened

by lerouxisonfire
807,252 views

Teachers banned from Twitter after principal **RT@** constantly criticises students'



Pissed off profess destroys laptop w

by lifeoftech
199,068 views

An education authority has banned teachers from using social networking sites after a principal teacher colleagues, and p

Students suspended, expelled over Facebook posts

By Emil Protalinski | March 4, 2011, 2:33pm PST

Summary: Three students in the seventh grade have found themselves either suspended or expelled after posting inappropriate comments about their teacher on Facebook.

Two students have been suspended, and one student has been expelled, over negative Facebook postings they made about a teacher. The individuals are in seventh grade at Chapel Hill Middle School, meaning they are either 12 or 13 years old, according to [My Fox Atlanta](#). The children are accused of violating a portion of the school code that is a "level one" offense, the worst possible: "Falsifying, misrepresenting, omitting, or erroneously reporting" allegations of inappropriate behavior by a school employee toward a student, according to [AJC](#).

Alejandra Sosa, an honor roll student, said she regretted posting a Facebook status calling her teacher a pedophile. She has been suspended for 10 days. "I was just expressing myself on Facebook, because like I said I was mad that day because of what he [did]," Sosa said in a statement. "So, I mean I had no intentions of ruining his reputation."



Crazy Teacher Yel Student

by highlyinfish
222,031 views

By Auslan Cramb, 7:00AM BST 22 May 21

Comment

Argyll and Bute cou school teacher was day.

It is alleged the won disciplinary action, t domain.

The site allows sub "tweets" to update c by celebrities includ

She criticises the he more than one entr



TEACHER SNAPS CLASS and stude

by enterdacioher

<embed>



Clown

by VFVideoz
771,319 views



Angry Student Yel TA

by ahmed1717
40,288 views

Content can be taken out of context



Online Environment | Replicability & Scalability



Image credit: Flickr user OldShoeWoman



Online Environment | Searchability

News Feed

Top News · Status Updates ▾

Share: Status Photo Link Video Question

What's on your mind?



Brock Anton ✕

Maced in the face, hit with a Batton, tear gassed twice, 6 broken fingers, blood everywhere, punched a fucken pig in head with riot gear on knocked him to the ground, through the jersey on a burning cop car flipped some cars, burnt some smart cars, burnt some cop cars, I'm on the news..... One word
History :) :) :))

about a minute ago via iPhone · Like · Comment

Brock Anton and Tyrone Gallant like this.



Ashley Pehota brockkkk! take this down!!! its evidence!
2 seconds ago · Like · 1 person

Write a comment...



Online Environment | Searchability





Use of Student Images

- Become familiar with media release or photo release policies of your school district
- It is important to remember your responsibilities as a teacher candidate include not adding to the digital tattoo of your students.



Image credit: Flickr user OldShoeWoman



Use of Student Images

- When posting online, avoid any identifying information. For example:
 - Student Name
 - Building Name
 - Image that would indicate what school you are at
- Faculty of Education “Use of Student Images and Work Agreement”





Blurred Boundaries

- As a teacher candidate, how do you balance your personal and professional identities, particularly while participating online?





Blurred boundaries

- You're on holiday in Mexico and friend posts and tags a photo of you on the beach with a drink and cigarette in hand.



Blurred Boundaries

- You've finished a great first week on your practicum and you receive a FB friend request from one of the students in your class.



Blurred Boundaries

- You've had a terrible first week on your practicum and you post the following on FB:
“Crazy advisor, entitled students, and mismanaged school. All in a days work. Anyone up for a drink?”



Blurred Boundaries

Is there a formula?

VSB drafts
social media
guidelines

May, 2013





Blurred Boundaries

- VSB Draft Social Media Policy (p. 2)

"As role models for students and a representative of the School District, you must ensure that your use of social networking, even on your personal time, does not reflect negatively on your professional reputation or that of the School District."

From [VSB Draft Social Media Policy](#)



Case in point: Stacy Snyder



“Drunken Pirate”

- 2006: student teacher “drinking” called into question. She was denied a teaching degree.
- 2008: judge rejected her claim that this violated her First Amendment right to free speech.
- 2014: her photo & story lives on in perpetuity.



Blurred Boundaries

- VSB Draft Social Media Policy (p. 2)

“Social networking sites and online postings are not necessarily private. Never criticize students, other district employees or the School District on online sites.”

From [VSB Draft Social Media Policy](#)



Case in point: Dr. Talvitie-Sipple

Teacher Fired After Criticizing Colleagues, Parents on Facebook, We Say 'Duh'

by **Amar Toor** on August 19, 2010 at 01:30 PM

FILED UNDER: [privacy](#), [socialnetworking](#), [web](#), [internet](#), [facebook](#)



0



20

0



Here's a great way to get yourself fired: logging onto Facebook, and letting the world know how much you hate your job -- and the people you work for -- *especially* if you work with kids. That's exactly what Dr. June Talvitie-Siple did, and it *totally* worked.

1.4k

Share

Dr. Talvitie-Siple, supervisor of the math and science program at Massachusetts's Cohasset High School, recently used the social networking site to **air her grievances about her job** and her community. "Residents are so arrogant and snobby," she wrote in one post. In another, she emoted, "So not looking forward to another year at Cohasset schools." As she told NBC's WHDH affiliate, **she had no idea** that her rants were visible for the whole world to see. "I thought I had my privacy settings set so that I was only talking to my

friends," she said. "And it turns out I wasn't." Once word of her public criticism got around, Talvitie-Siple got her wish, and lost her job. Mission accomplished. [From: [NBCBayArea](#) and [MSNBC](#)]



Blurred Boundaries

- VSB Draft Social Media Policy (p. 2)

“Do not request or accept any students or minor (person under the age of 19 years) as ‘friends’ on social networking sites or interact with students or minors on social networking sites for purposes not related to the delivery of the student’s educational program.”

From [VSB Draft Social Media Policy](#)



Blurred Boundaries

- VSB Draft Social Media Policy (p. 3)

“Ask friends not to tag you in any photos or videos without your permission and remove anything that is not appropriate to your role in the School District.”

From [VSB Draft Social Media Policy](#)



Strategies

- Not online? Not immune!
- Own your identity

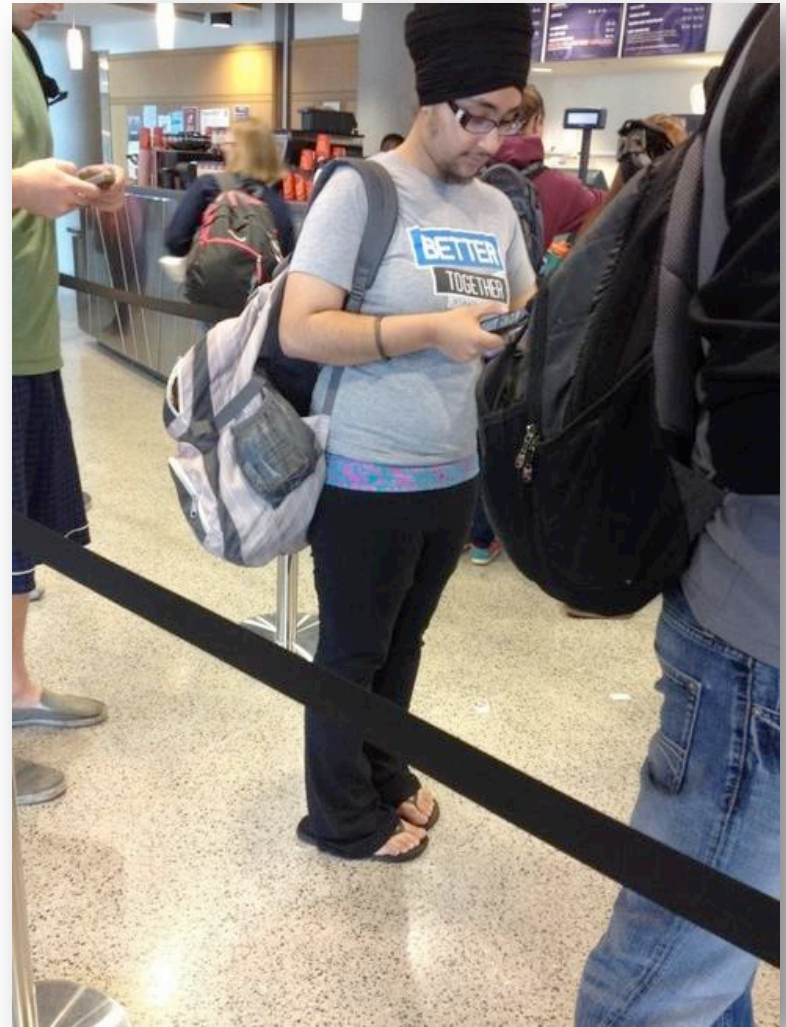
Storify by Mashable

8 months ago



Sikh Woman Teaches Reddit A Lesson in Tolerance

A Sikh woman's classy, thoughtful response to a mean-spirited photo of her posted on Reddit has not only warmed the hearts of people around the globe, it has even forced the man who posted the photo to look at his actions and repent.





Strategies



authentic self?



works well with others
“right kind” of private life



confident & professional
appropriate endorsements



values aligned with employer
respectful communication

Employers want to see “a consistent professional presentation that cuts across social media.”

Reference: <http://blog.brazencareerist.com/2014/08/01/employers-want-see-google/>

What employers look for...



Strategies

- Consider what you want out of life.

“By acting online and offline in a way consistent with what you value, you simplify the work of impression management and increase the chances of finding a good professional match.”



[Dr. Brenda Berkelaar,
U of Texas at Austin](#)



Strategies

- Get advice and feedback.

“Ask friends what three words come to mind when they evaluate your online image.”

“Use any feedback you get to evaluate your digital presence against the expectations set out for your profession.”



[Dr. Brenda Berkelaar,
U of Texas at Austin](#)



Strategies

- Curate accordingly.

“having some information online is generally better than nothing. Manage privacy settings, check Google and Bing, update your profile photos and share your expertise in relevant online communities.”



[Dr. Brenda Berkelaar,
U of Texas at Austin](#)



Strategies

- Choose and manage digital relationships carefully.

“We are known by the friends we keep online. If you haven’t done so, use LinkedIn to develop and maintain a network of relevant professional connections.”

“Ask people with whom you’ve worked or volunteered whether they can offer you an endorsement.”



[Dr. Brenda Berkelaar,](#)
[U of Texas at Austin](#)



Strategies

- Think before you ink! (or post)
- Know the rules for participation for the online communities you interact with (ie hashtags, @, retweeting, on Twitter).
- Network with others who share professional interests.



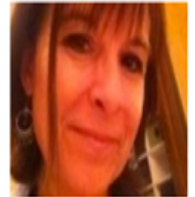
SCOPE @scope_community · 26 Mar 2013

TODAY! Course (Re)Design /w @jhirtz Overview of faculty workshop design for you to take away #ETUG | @scoopit sco.it/9KuXuT #fb

 Scoop.it

TODAY! Course (Re)Design - an overview of a fac...

26 March, 2013 at 12:00 PDT This session is designed for specialists providing faculty support and professional development in course design or redesign. The 50 minute session will provide an...



[View on web](#)

 Expand

[← Reply](#) [↻ Retweet](#) [★ Favorite](#) [*** More](#)



Brian Lamb @briamb · 21 Feb 2013

#ETUG call for proposals for Spring Workshop now open. Home run with @NancyWhite as keynote! Any #myTRU folks game to submit a proposal?

Expand

[← Reply](#) [↻ Retweet](#) [★ Favorite](#) [*** More](#)



Sylvia Currie @Currie · 5 Dec 2012

Listening to #etug MOOC panel recording: @ginabennett "Learning happens everywhere but Education has a structure" etug.ca/2012/11/23/etu...

Expand

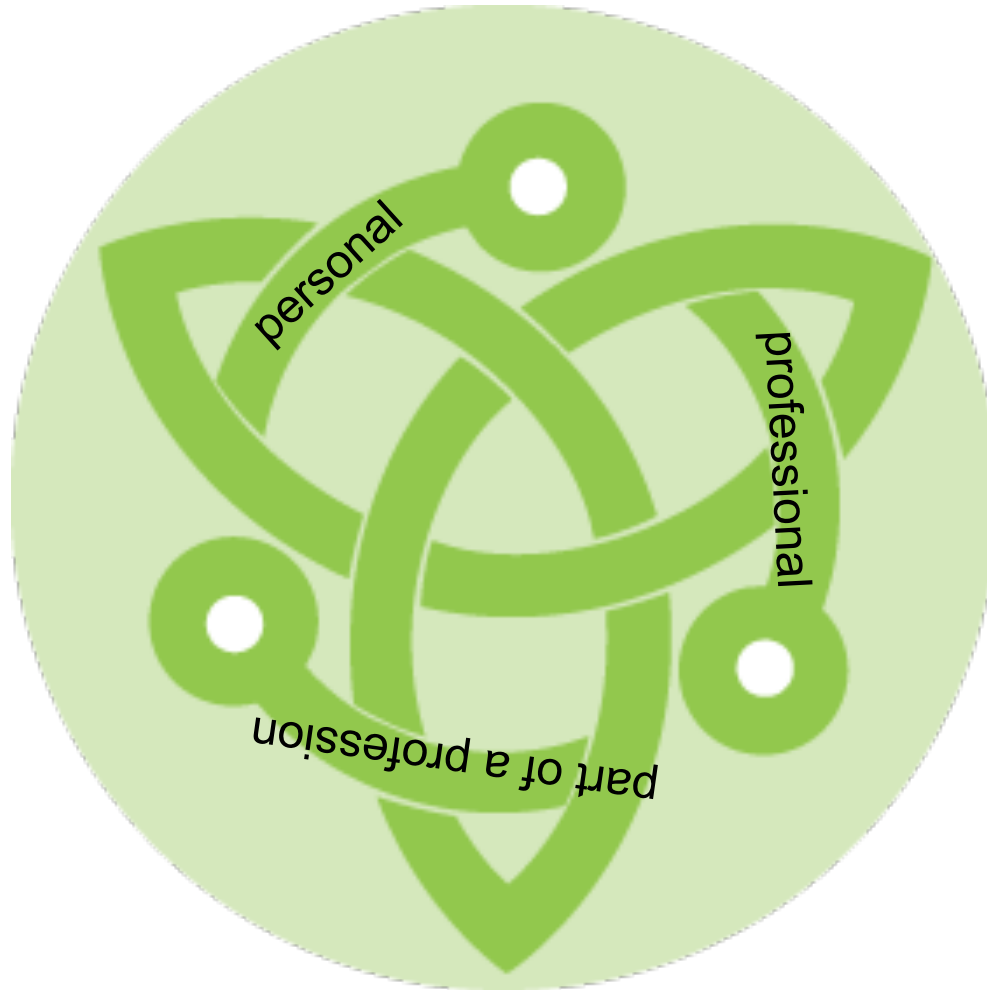
[← Reply](#) [↻ Retweet](#) [★ Favorite](#) [*** More](#)



Final thoughts

- What is one new thing that you learned about digital identity and what actions might you take?
- What responsibility do teachers have to teach students about digital participation and citizenship?
 - [DT Curriculum: UBCWiki](#)
 - Elementary Students: Digital Footprint Activity for Grades 2/3
 - High School Students: Various themes, Be as smart as your phone, cyberbullying, digital identity
 - Case studies: high school or general audience.

Design your digital tattoo...



digitaltattoo.ubc.ca



Resources

- BC College of Teachers: Standards, Questions and Case Studies
<http://www.bcct.ca/Standards/QuestionsCaseStudiesContents.aspx#>
- Berkelaar, B. (2014)
[What Employers Want To See When They Google You. Brazencareerist.com](http://Brazencareerist.com)
- *boyd, danah. 2009. "Social Media is Here to Stay... Now What?" Microsoft Research Tech Fest, Redmond, Washington, February 26. Retrieved March 10, 2009*
[: http://www.danah.org/papers/talks/MSRTechFest2009.html](http://www.danah.org/papers/talks/MSRTechFest2009.html)
- [Digital Tattoo](http://digitaltattoo.ubc.ca): digitaltattoo.ubc.ca
- Haberman, S. (2012) [Sikh Woman Teaches Reddit a Lesson in Tolerance](http://Mashable.com). Mashable.com
- Madden, M., Fox, S., Smith, A., & Vitak, J. (2007).
[Digital Footprints: Online Identity Management and Search in the Age of Transparency](http://Pew/Internet). Pew/Internet.
- Rosen, Jeffrey (2010) [The Web Means the End of Forgetting](http://NewYorkTimes.com), New York Times.
- Quan, Douglas (2010) [Facebook Blurs Line Between Teacher and Friend](http://VancouverSun.com), Vancouver Sun.
- Vancouver School Board (May, 2013):
[Draft Policy and Regulations: Acceptable Use of Technology and Social Media Policy for Employees](http://VancouverSchoolBoard.ca)