

Skills for Success Curriculum Resource Cover Page

Organization

CESBA

Curriculum Resource

Digital Citizenship – Professionalism and Communication

This course will offer tips to help learners become good digital citizens. Being a good digital citizen means having a good reputation and a positive brand online.

This course will discuss ways to have positive digital actions and communications.

OALCF Alignment

Competency	Task Group	Level
Competency A -Find and Use Information	A1. Read continuous text	2
Competency A -Find and Use Information	A2. Interpret documents	2
Competency B - Communicate Ideas and Information	B3. Complete and create documents	2
Competency D - Use Digital Technology	N/A	2

Competency E - Manage Learning	N/A	1
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Goal Paths (check all that apply)

- Employment
- Postsecondary
- Apprenticeship
- Independence
- Secondary School Credit

Embedded Skills for Success (check all that apply)

- Adaptability
- Numeracy
- Collaboration
- Problem Solving
- Communication
- Reading
- Creativity and innovation
- Writing
- Digital

Notes:

Possible Milestones to accompany this course:

Milestone 22 or Milestone 23



Digital Citizenship – Professionalism and Communication

Includes Answer Guide

Pathway Pillar - Enhancing and Expanding Digital Delivery

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Digital Citizenship – Professionalism and Communication

Lesson 1: Online Privacy and Digital Footprints



It is important for anyone looking for work to understand that their online activity leaves a digital footprint. A digital footprint is the impression that you make or leave online. A digital footprint is the trail of data you create while using the Internet.

When you are online, you are creating a brand for yourself, which means what you put online paints a picture to others of who you are. It is important to think carefully about how you want to appear to family, friends, co-workers, and possible employers.

Online Privacy

Keeping people's privacy is a sign of respect. Respecting the privacy of your friends, customers, bosses, and co-workers shows that you are a loyal person. There are workplaces that might get you to sign confidentiality agreements to say that you will not give away the secret ingredients in products or that you will not discuss customers or clients outside of work or online. Friends online may allow you to see their day-to-day updates but do not want that information shared with people to whom they have not given permission.

Respecting online privacy is as important as respecting the privacy of others off-screen. Being a trustworthy person online and understanding

the importance of privacy is one way to be a good digital friend, family member, employee and/or co-worker.

The world is becoming more dependent on technology. With these changes, it is more important than ever to make sure that you protect people's privacy. Thinking about what others would want shared or discussed will help you make decisions regarding good digital citizenship online (how to be fair and respectful to others in the digital world).

Activity 1: Digital Footprints

Click on the link below or open your browser (Chrome, Edge, Safari) and type the following address into the address bar:

<https://www.youtube.com/watch?v=-efjqyyo8gE&t=72s>

Or search Digital Footprint Common Search Media on Youtube.com



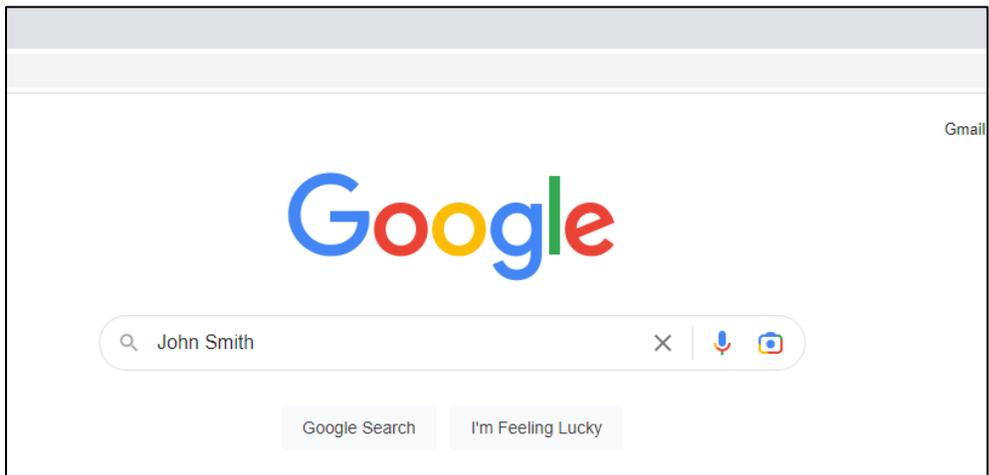
Use the information in this lesson and from the video to answer these questions.

1. What is a digital footprint?

2. Is having a digital footprint negative or positive? Why?

3. Who has a digital footprint?

Activity 2: Checking Your Digital Footprint with a Search Engine

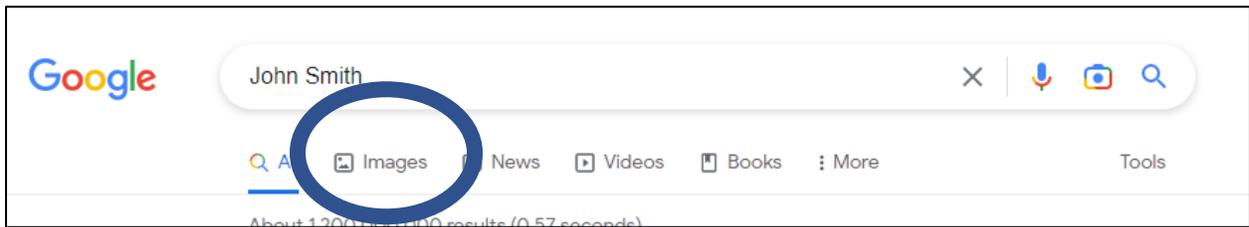


Open your Internet browser (Chrome, Explorer, Safari, Firefox, etc.) and type Google.ca in the address bar.

Type your name in the Search box. Click on Google Search or tap the ENTER key on your keyboard.

1. Did you find anything in your Google search? If so, share the details.

Before closing your search, click on Images in the search engine menu.



2. Did you find any photos of yourself? If so, please share how many images you found? _____

If you have a common name, you may need to try searching your name with the location that you live in. You can also search the news and video categories from the search engine menu to see if you find anything under these options.

3. Choose a popular celebrity (singer, actor, author, etc.) search their name on Google. You can use this search to see how large some people's digital footprints can be.

Lesson 2: Writing Proper Emails and Texts



Credit: Modified from TR Leger School, STEP Program, Educational Assistant Preparatory Curriculum

Messages on social media, through text, or via email are written ways to communicate information. When writing an email, text, or message, be sure to use proper language.

Do not send any of these communications when you

are frustrated or angry. Taking the time to re-read an email is important especially when it is for the workplace. The extra effort will not take much time and will help to ensure that the message you are sending is the one that you want to send.

Remember these tips for emailing:

- Make sure you spell, and grammar check your emails.
- Keep your message as clear and as concise (to the point) as possible.
- Do not use emojis (little faces or pictures) or texting short forms in your workplace emails.
- Have a polite opening and closing.
- Do not forget to say hello and always end with a professional phrase like respectfully, sincerely, or best regards.
- Do not write in all capitals (uppercase) letters as it is thought of as yelling or anger.
- Double check the email address before sending as well to make sure that the email is going to the correct person.

Most importantly, **never write or send an email when you are angry, tired, or frustrated**. Always take time to calm down before you write.

Activity 1: Positive Changes

Read the two digital messages in the next activity and make changes so that they are more professional.

Write your new messages on the lines provided on the next page.

1. Email:

To: myboss@gsb.on.ca

Subject: Time off

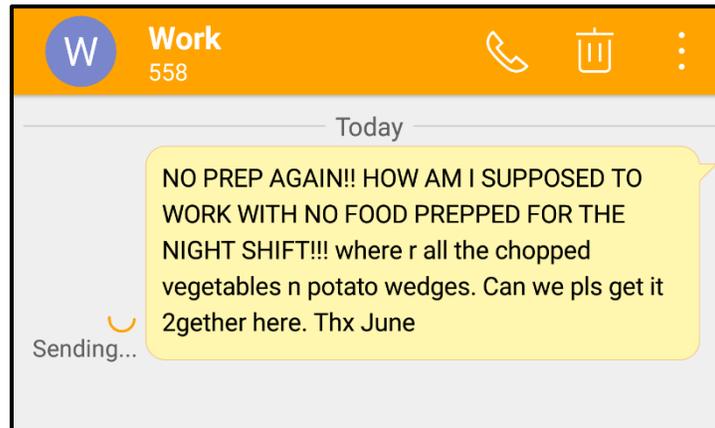
Hey. I need June 3rd off to go to a dr's appt in Ottawa. Pls say yes



Be good!

TTYS, June

2. Text:



1. _____

2. _____

3. Why is the poster below good advice for managing online communications?



4. What if you received a message that made you angry? How would you manage the situation?

Choosing an Appropriate Email Address

When choosing words to use in your email address, think about what they will look like to other people. Your email should show who you are in a good way. People often try to use their first, last, or middle names for emails.

Avoid using nicknames or slang in professional email accounts. If you wish, you can create one email for personal communications (like sending pictures to friends) and one for professional communications (like applying for jobs or writing colleges for course information).

Your brand (your reputation, how you are seen online) is important. Having a professional email helps you have a positive brand online.

Activity 2: Choosing Appropriate Email Titles

Look at the options and check the examples of professional email address from the list below.

- Gimmeajob@gmail.com
- cutiepatootie22l@live.ca
- ShayleneJones2023@gmail.com
- Harper_Mills@icloud.com
- CustomerService@CreativeSolutions.ca
- LovingCats11@outlook.com
- Patel.Abel.Canada@icloud.com

Writing with Purpose

When you are writing a message, consider the purpose or the goal of that message. When we get ready to email or text, we all have a writing goal in mind. Ask yourself beforehand: “Why am I writing this?”

There are three main types of writing goals: to inform, to persuade and to offer goodwill.

You could be writing with the goal of **informing** a reader (to offer important information). You could be writing **to persuade** (convince or encourage) your reader to do or believe something. You could be writing to **offer goodwill** by congratulating or complimenting someone.

When writing, it is important to have a purpose and know that purpose. This will help you decide how to write a text or email. Thinking your message through will help create good digital citizenship.

When your writing has a purpose, you can pick your style and write in a way that best fits that goal. This will help you write the best message possible.

Writing to Inform

When writing to inform your reader, just state the facts in your message



Your writing style will be **direct, brief, and easy to understand**. Get to the point clearly and use simple, familiar words. To avoid any misunderstandings or confusion, include all important details in your message.

Writing to Persuade

When writing to persuade your reader, you will have two main goals.

1. You will want to inform your reader of a few important points.
- 2, You will want to **convince** or **encourage** them to believe it will be good for them or the company.



You will describe points and add lots of **good adjectives** (describing words) to make your email convincing.



When writing to compliment or congratulate someone you will want your email to be **sincere**. A successful goodwill message will also **explain the action or event that is being praised**.

Consider how the following message is honest, heartfelt and mentions **the reasons** for the goodwill:

“Your idea of offering a free doughnut to everyone who bought more than \$20.00 of baked goods today was so successful. We got many great comments. We had a lot of happy, surprised customers. Well done! Thank you for your wonderful suggestion.”

Activity 3: Identifying Writing Goals

Read the following examples. Decide if the writing example is meant to inform, to persuade or to offer goodwill.

1. You receive an email from your boss that says: "Thanks for all your effort this week. I know it was tough putting in those extra hours, but the results paid off!"

What is the purpose of this email? _____

2. You receive a text about a meeting later in the week. It says, "Good morning. We will be having a staff meeting Friday at 9:00 am in the back of the warehouse. Agenda will be available in the office on Wednesday. Thank you."

What is the purpose of this text? _____

3. Jolene is trying to convince her friend to come and volunteer for her organization. She emails her and tells her how helpful and kind everyone is there. She mentions that the group does so much wonderful work in the community and that it is a place filled with laughter.

What is the purpose of this email? _____

Lesson 3: Social-Media



Social Media sites are places where you can share parts of your life with other people online. There are many social media sites. Three popular sites are: Facebook, Twitter, and Instagram.

Before you start using one of these sites, there are a few things to think about.

Remember this:

- ✓ Some posts, if not changed from public to friends only, can be seen by everyone.
- ✓ Bosses sometimes search on social sites to see what people are like before giving them a job.
- ✓ People who can see your posts (what you put online) and pictures, can save them to their own computers and keep them.
- ✓ Your social website can show in a Google search if someone is looking for you.
- ✓ There are people that lie online and use social sites for criminal behaviour.
- ✓ What you put online can be used in a court of law (since it is public).
- ✓ What you put online stays online.
- ✓ People can use the Internet for bullying or writing mean comments.
- ✓ A person's behaviour on social media does not always reflect how they really are in person. Things can get distorted or exaggerated.
- ✓ Expressions and tone of voice are missing from social media, so comments might be misunderstood.
- ✓ People might say something online that they would never say directly to someone in person because they do not have to see their reaction afterwards. They do not see the hurt their actions have off-screen.

Please list one point above that surprised you. Please explain why this was surprising.



There are also benefits to joining social media platforms. Facebook, Instagram, Twitter, and other social media platforms can help people increase their visibility (being seen more) in the community and reach more of their business' customers. It gives people a chance to network with a wider audience. Many employers are social media users and some even post jobs on their sites. Social media also allows its users to locate people they want to connect with and offers an easy way to stay connected with people. Social networking services are used for organizing activities, events, or groups. It also helps to highlight issues and opinions and to make a wider audience aware of them.

With social media, the line between professional and personal use can be blurry. You should create boundaries for yourself when using social media.

Using social media with **a plan can make it more fun and much safer.**

The poster on the next page offers some helpful tips on the best way to use social media and manage online communications.

SOCIAL MEDIA ETIQUETTE

Online Communication



REMEMBER WE ARE ALL HUMAN

When online it can be easy to forget there is a person behind that nickname or login picture. Be kind.



BE FORGIVING OF ERRORS

People will make mistakes online. Be forgiving of people's errors, especially those just learning digital skills. If you make mistakes, take responsibility and correct them.



RESPECT EVERYONE'S PRIVACY

Do not go against anyone's wishes by sharing items that they would not want you to share online.



THINK BEFORE YOU POST

If you have an online argument, do not let your anger get the best of you. Try to continue without getting personal, name calling or using inappropriate language.



PUT YOUR BEST FOOT FORWARD

Think about what you will share online. It is not a good idea to share anything embarrassing, illegal or that will be seen as insensitive to certain groups.



Activity 1: Online Communications

Look over the poster on the last page and answer the following questions:

1. What should you do if you make a mistake online?

- | | |
|-------------------------------|-----------------|
| a) Ignore it | d) Correct it |
| b) Delete it | e) Both b and c |
| c) Take responsibility for it | f) Both c and d |

2. When is it okay to name call or use inappropriate language online?

- | | |
|---|---|
| a) When you are so angry you cannot help it | d) When you need to be right in an argument |
| b) Never | e) When the person has it coming to them |
| c) When there is no other choice | |

3. True or False? It is okay to say things to people online that you would not say to them in person because you cannot see their reactions.

- a) True b) False

4. True or False? Your friend's son has invited you to his grade 1 concert at school. While you are there you take pictures of him and his classmates. While it is good to have the memories, you should not post the photos on your social media account.

- a) True b) False

Memes and Jokes



A meme is a humorous image, video, piece of text, or pop culture reference that is copied or changed slightly by users. They are often shared and spread widely on the internet.

People can use meme maker programs to create their own memes or can just view and share the memes posted by others.

The original “meme” was a term created by Richard Dawkins to describe how cultural information spreads. Now it refers to a funny image or a video shared on social media. When using memes and telling jokes it is important to really consider your audience (the people who might see it online). Before choosing to share or post a meme, think if it is appropriate and in good fun. Memes or jokes that are insensitive to certain groups or cultures online should never be shared or posted. People will associate your personality with any memes or jokes you share even if they come from someone else. Your choices on what to discuss, share or post on sites or through email create your digital reputation.

Activity 2: Finding an Appropriate Meme

1. Using the instructions from Activity 2 in Lesson 1, do an image search for *Netiquette Meme* in the Google search bar. Netiquette is a term for Internet etiquette. Find an appropriate meme on netiquette and share it with your instructor, a classmate, or a friend. Use the poster on the next page to help you decide what meme to choose.

YOUR REPUTATION online



ARE YOU
SHOWING
EVERYONE YOUR
BEST SELF?

Is what you
are sharing
something you
want public?



THINK

Is the meme
or joke you
want to share
appropriate?

NICE

Lesson 4: Texting in the Workplace

People can get fired for personal texting or using their phones to go online at work. For some people, it is a hard rule to follow because technology and using cellphones is such a huge and regular part of daily life now. You should never be texting while customers or clients are present at work. A lot of workplaces will even ask you to leave your cellphone somewhere off the workroom floor when you are working.



Personal texting is considered a form of time stealing by most companies. It is time you are being paid to work that you are using for personal communications. If you are texting instead of working but still being paid, then you are taking that time from the company. The best times to

check your phone are on breaks and on lunch time. If you need to have your phone on you for an important reason, try to only use it for that reason.

Activity 1: Texting - True or False



Please go to YouTube.com and search **Texting Etiquette Good Manners** in the search bar to learn more about texting etiquette from Howcast.com.

After the video, complete the chart on the next page.

Check the correct answer beside each example.

Statement	True	False
Typing in all capital (uppercase) letters is considered yelling in texts.		
You should wait to respond to an email or text if you are angry.		
You do not need to spellcheck texts.		
It is okay to use emojis and short forms like LOL and BFN in professional texts.		
You should re-read workplace texts before sending them.		
It is okay to forward a workplace text to someone else without asking the permission of the person who originally sent it to you.		

Using the **THINK system** can help you plan what you want to share online.



Review Activity: Social Media Self-Inspection

Visit your social media accounts.

Go through the personal branding checklist on the next page and decide if there is anything you need to change or delete on your accounts. If you do not have any social media accounts, please keep this list in mind for the future.

Social Media Personal Branding Checklist

- My name is professional.
- My image is clean and positive.
- My memes or shares are healthy and appropriate.
- I do not seem like I am constantly online.
- My pages show the person I am and markets my best qualities.
- An employer would see this and think I am a good hire.
- My accounts make me feel proud.
- What I am doing on my accounts matches my goals.

What if you needed to present a good online reputation by tomorrow?

Based on the checklist, is there anything on your social media sites that you would need to change or delete? Share your experience of using the checklist on the lines below:

Final Task: Acceptable Workplace Communication

1. Which of the following are examples of good digital citizenship? Use everything you have learned from this resource, when choosing to agree or disagree with the behaviour in the examples below.

Communication	Agree	Disagree
Ming is applying for a job in an office and has public pictures posted on Facebook of her at a party where she drank too much. Is this a good decision?		
Larry emails his sister the top-secret recipe for his workplace's candy bar.		
Bethany sends pictures from the workplace iPad to her phone, so she can show her boyfriend everyone she works with.		
Amira likes her construction company's Facebook page to show support.		
Lana comes home and complains on her Twitter account about the other servers she works with every day.		
Carlos posts a video of him and his co-workers doing funny impressions of their supervisors on YouTube.		
Jennifer makes a customer at the counter wait while she answers a text from her friend.		
Juan sees a comment on a news story that he disagrees with but chooses to ignore it.		
Molly gets an email from work that her schedule will change from days to nights in 2 weeks. She is very frustrated with the change, so decides to wait a half hour to answer it instead of answering right away.		
Ronin answers a customer's email. He notices afterwards that his Caps Lock key was on and that he has typed everything in uppercase letters. He decides to go ahead and send it anyways instead of re-typing it.		

2. Choose one example you agreed with and one that you disagreed with in the table on the previous page and explain why you chose those answers.

Agree

Disagree



Congratulations, you have completed this course!

Digital Citizenship: Professionalism and Communication – Answer Guide

Lesson 1: Online Privacy and Digital Footprints

Activity 1: Digital Footprints

1. What is a digital footprint?

A digital footprint is the information we leave behind from everything we do online.

2. Is having a digital footprint negative or positive? Why?

It can be a positive or negative thing, depending on how we use the internet.

3. Who has a digital footprint?

Everyone who uses the internet has a digital footprint.

Lesson 2: Writing Proper Emails and Texts

Activity 1: Positive Changes

Write new messages on the lines provided below.

1. *Answers may vary, but should be calm, appropriate for work, not contain short forms, and be professional.*

2. *Answers may vary, but should be calm, appropriate for work, not contain short forms, and be professional.*

3. Why is the poster below good advice for handling online communications?

The poster is good advice because it reminds people to take a breath and a break and not answer emails when angry.

4. What if you received a message that made you angry? How would you manage the situation?

Answers will vary. Response should show a way in which the learner would deal with being angry in a proper way. The answer to the 'What If' question should show adaptability to an emotional situation.

Activity 2: Choosing Appropriate Email Titles

Check the examples of professional email address from the list below.

- Gimmeajob@gmail.com
- cutiepatootie221@live.ca
- ShayleneJones2023@gmail.com
- Harper_Mills@icloud.com
- CustomerService@CreativeSolutions.ca
- LovingCats11@outlook.com
- Patel.Abel.Canada@icloud.com

Activity 3: Identifying Writing Goal

Read the following examples. Decide if the writing example is meant to inform, to persuade or to offer goodwill.

1. What is the purpose of this email? *To offer goodwill (compliment)*
2. What is the purpose of this text? *to inform*

3. What is the purpose of this email? *To persuade*

Lesson 3: Social Media

Look over the poster on the last page and answer the following questions:

1. What should you do if you make a mistake online? f) *Both c and d*
2. When it is okay to name call or use inappropriate language online.
b) Never
3. It is ok to say things to people online that you would not say to them in person because you cannot see their reactions. b) *False*
4. Your friend's son has invited you to his grade 1 kindergarten concert at school. While you are there you take pictures of him and his classmates. While it is good to have the memories, you should not post the photos on your social media account. a) *True*

Lesson 4: Texting in the Workplace

Activity 1: Texting - True or False

Statement	True	False
Typing in all capital (uppercase) letters is considered yelling in texts.	X	
You should wait to respond to an email or text if you are angry.	X	
You do not need to spellcheck texts.		X
It is okay to use emojis and short forms like LOL and BFN in professional texts.		X
You should re-read workplace texts before sending them.	X	
It is okay to forward a workplace text to someone else without asking the permission of the person who originally sent it to you.		X

Review Activity: Social Media Self-Inspection

Points awarded for completing checklist and discussing what might need to be changed. If learner does not have any social media accounts than completion of checklist is not necessary. Instructor may want to print this checklist for any learners considering joining social media for future reference.

Final Task: Acceptable Workplace Communication

1. Use everything you have learned from this resource when choosing to agree or disagree with the examples below.

Communication	Agree	Disagree
Ming is applying for a job in an office and has public pictures posted on Facebook of her at a party where she drank too much.		X
Larry emails his sister the top-secret recipe for his workplace's candy bar.		X
Bethany sends pictures from the workplace iPad to her phone, so she can show her boyfriend everyone she works with.		X
Amira likes her construction company's Facebook page to show support.	X	
Lana comes home and complains on her Twitter account about the other servers she works with every day.		X
Carlos posts a video of him and his co-workers doing funny impressions of their supervisors on YouTube.		X
Jennifer makes a customer at the counter wait while she answers a text from her friend.		X
Juan sees a comment on a news story that he disagrees with but chooses to ignore it.	X	
Molly gets an email from work that her schedule will change from days to nights in 2 weeks. She is very frustrated with the		X

change, so decides to wait to answer it instead of answering right away.		
Ronin answers a customer's email. He notices afterwards that his Caps Lock key was on and that he has typed everything in uppercase letters. He decides to go ahead and send it anyways instead of re-typing it.		X

Points awarded for choosing one behaviour the learner agrees with and one behaviour the learner disagrees with and explaining each in the lines provided.