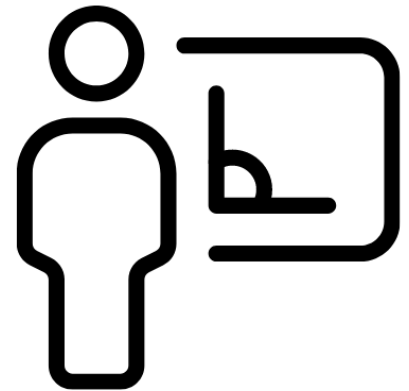


Instructors Guide



On the following pages is a sample module from our Instructor Guide. It provides the instructor with a copy of the material and a Lesson Plans box.

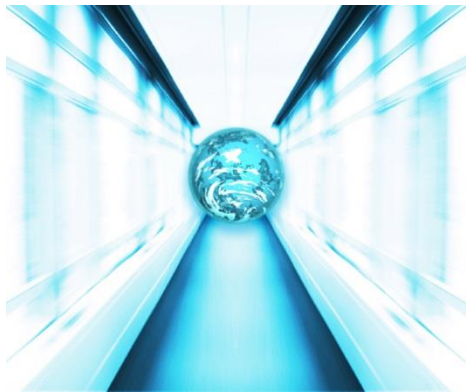
The key benefit for the trainer is the Lesson Plan box. It provides a standardized set of tools to assist the instructor for each lesson. The Lesson Plan box gives an estimated time to complete the lesson, any materials that are needed for the lesson, recommended activities, and additional points to assist in delivering the lessons such as Stories to Share and Delivery Tips.



If you don't understand digital communication, you're at a disadvantage.

Bob Parsons

Module Two: What is Digital Citizenship?



Mike Ribble defines digital citizenship as using technology responsibly and appropriately. Anyone who interacts regularly online automatically becomes a digital citizen. Like any other community, digital citizenship requires members to behave in a mature and civil manner. Good citizens ensure that digital users have safe and pleasurable experiences.

What Is Digital Citizenship?



Digital citizens all belong to the digital society, and they need to adhere to the norms and rules that have been established. There are nine elements that people experience when they interact online. These interactions define what occurs in digital citizenship.

Nine Normal Elements:

- **Access** – Citizens have different levels of access. Full access should be a goal of citizenship.
- **Commerce** – Buying and selling online is increasing, and consumers need to be aware of what they purchase and the legality of their purchases.
- **Communication** – There are numerous ways to communicate online, and citizens need to make wise decisions about what and how they communicate.
- **Literacy** – Technological literacy requires people to keep up with digital changes.
- **Etiquette** – Citizenship comes with a responsibility to follow etiquette when communicating with others.
- **Law** – Citizens have a responsibility to behave ethically and be aware of laws governing them.

- **Rights and Responsibilities** – The rights of users are shared equally. These rights come with responsibilities.
- **Health and wellness** – Physical and psychological issues can occur when ergonomics and other problems are not addressed.
- **Security** – Citizens must take action to protect their information online

Estimated Time	5 minutes
Topic Objective	Introduce elements.
Topic Summary	What Is Digital Citizenship Discuss citizenship
Materials Required	Flipchart/board and marker
Planning Checklist	None
Recommended Activity	List elements on the flipchart/board. Have participants discuss their experiences with each other and create a list of optimal choices for each.
Stories to Share	Share any personal or relevant stories.
Delivery Tips	Encourage everyone to participate.
Review Questions	What should citizens adhere to?

Engaging with Others



Digital media allows us to communicate, collaborate, learn, and share online. When engaging with others online, it is important to behave as though they are in the room with you.

Tips to Engage:

- **Be patient** – Build relationships slowly. Aggressive attempts at communication can make people uncomfortable.
- **Dialogue** – Ask and answer questions to begin discussions.
- **Share sparingly** – It is important to share information, but be careful not to spam people.
- **Maintain relationships** – Build new friendships, but be sure to pay attention to existing relationships.

- **Be respectful** – Unless you are video chatting, it is difficult to convey tone. If you are not sure if something is respectful, do not type or say it.

Estimated Time	10 minutes
Topic Objective	Introduce engaging with others
Topic Summary	Engaging with Others Discuss setting up locations.
Materials Required	Worksheet 1-Engage
Planning Checklist	None
Recommended Activity	Complete the worksheet individually. Share your answers with the rest of the class.
Stories to Share	Share any personal relevant stories.
Delivery Tips	Encourage everyone to participate.
Review Questions	How should you participate when trying to engage online?

It's a Moving Target



Our digital lives are constantly evolving. The changes in technology are rapidly occurring, and our lives are shifting at a great pace. Over the past few decades, technology has changed the way we work, shop, and communicate. Social media is relatively new, but it is an integral part of society. As technology changes, the way we interact also changes. It is imperative that we pay attention as our tools change in order to remain relevant in our work and social lives. The target of technology is constantly changing, and we need to change with it.

Estimated Time	7 minutes
Topic Objective	Introduce the role of technology.
Topic Summary	It's a Moving Target Discuss changes in technology.
Materials Required	Flipchart/board and marker

Planning Checklist	None
Recommended Activity	As a group, discuss how technology has changed in your work and personal lives. List the changes on the flipchart/board.
Stories to Share	Share any personal, relevant stories.
Delivery Tips	Encourage everyone to participate.
Review Questions	What is constantly evolving?

Belonging to a Community



The ability to communicate is easy, inexpensive, and instantaneous in a digital world. Distance no longer limits our communication.

Methods of communication:

- Text
- FaceTime
- Email
- Social media
- Instant messaging

Because communication is essential to any community, the digital world can help improve communities. Digital citizens are citizens of the Internet, and they are citizens of their personal and professional communities. When you are part of any community, you have a responsibility to communicate respectfully and expand relationships. Invest in your digital relationships with your time and interest. Remember that it takes time for a strong community to develop.

Estimated Time	9 minutes
Topic Objective	Introduce the concept of community.
Topic Summary	Practice Practice being part of a community.
Materials Required	Worksheet 2-Communication

Planning Checklist	None
Recommended Activity	Complete the worksheet individually. Share your answers with the rest of the class.
Stories to Share	Share any personal, relevant stories.
Delivery Tips	Encourage everyone to participate.
Review Questions	What are different methods of communication?

Practical Illustration



Delia was determined to improve her online presence and improve her networking skills. She decided to send updates about her company twice a day. After a week, she noticed a decline in comments and responses. After speaking with a friend, Delia learned that she shared so much information that people began to ignore her posts.

Module Two: Review Questions

1.) What requires people to keep up with changes in technology?

- a) Etiquette
- b) Literacy
- c) Law
- d) Access

Literacy is important to digital citizenship. This requires people to keep up with changes in technology.

2.) What affects physical health?

- a) Access
- b) Security
- c) Literacy
- d) Ergonomics

Health is affected by technology. Using improper ergonomics will negatively affect health.

3.) How should relationships be built online?

- a) Slowly
- b) Aggressively
- c) Quickly
- d) It does not matter

Being too quick or aggressive may scare people away.

4.) What will help build a dialogue?

- a) Catering
- b) Timing
- c) Ask questions
- d) Questions

It is important to develop dialogues. This requires asking and answering questions.

5.) What has technology Not changed?

- a) Dialogue
- b) Work
- c) Shopping
- d) Communication

Technology has changed the way that we work, shop, and communicate.

6.) What new technology has become an integral part of society?

- a) Virtual office
- b) Email
- c) Voicemail
- d) Social media

Social media is a relatively new technology, but it is integral to society.

7.) What does Not limit communication?

- a) Technology
- b) Distance
- c) Time
- d) Nothing

Technology has made communication easier and more accessible. With the right technology, distance does not limit communication.

8.) What does not apply to digital citizenship?

- a) Internet citizenship
- b) Personal community
- c) Phone conversations
- d) Professional community

Digital citizenship applies to the broad term and the communities that develop on personal and professional levels.

9.) How can someone become a digital citizen?

- a) Create a Facebook post
- b) Send a Tweet
- c) Shop online
- d) All of the above

Anyone who interacts regularly online automatically becomes a digital citizen.

10.) How many elements are experienced online?

- a) One
- b) Two
- c) Nine
- d) None

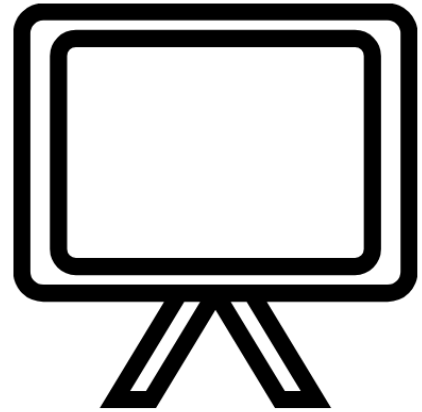
There are nine elements that people experience when they interact online.

PowerPoint Slides



Below you will find the PowerPoint sample. The slides are based on and created from the Instructor Guide.

PowerPoint slides are a great tool to use during the facilitation of the material; they help to focus on the important points of information presented during the training.





MODULE TWO

What is Digital Citizenship?

Anyone who interacts regularly online automatically becomes a digital citizen. Like any other community, digital citizenship requires members to behave in a mature and civil manner.



What is Digital Citizenship?

Access

Commerce

Literacy

Etiquette

Engaging With Others

- Be patient
- Dialogue
- Share sparingly
- Be respectful
- Maintain relationships





It's a Moving Target

It is imperative that we pay attention as our tools change in order to remain relevant in our work and social lives.

Belonging to a Community

Text

FaceTime

Email

Social media

Instant messaging



Practical Illustration



- What Is Digital Citizenship?
- Engaging With Others
- It's a Moving Target
- Belonging to a Community

Module Two: Review Questions

1. What requires people to keep up with changes in technology?

A. Etiquette

B. Literacy

C. Law

D. Access

Quick Reference Sheets

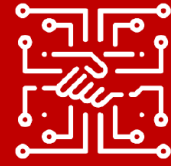


Below is an example of our Quick Reference Sheets. They are used to provide the participants with a quick way to reference the material after the course has been completed. They can be customized by the trainer to provide the material deemed the most important. They are a way the participants can look back and reference the material at a later date. They are also very useful as a take-away from the workshop when branded. When a participant leaves with a Quick Reference Sheet it provides a great way to promote future business.



Digital Citizenship

Quick Reference Sheet



Digital Footprints

Every time you access the Internet you leave a digital footprint. Digital footprints are a history of everything you do online. They come from what you share, and data collected on any sites visited, and they do not go away. Retailers use your digital footprint to offer coupons and special offers to the right customers based on what they look for and what they purchase.

Companies look at digital footprints of current and potential employees. This is why you must be mindful about what you share. Remember, a digital footprint can last forever. Something you thought you removed could cause problems for you later.



Do Not Overshare

One of the main problems in the digital realm is oversharing. First, not everything is meant to be shared. You are better off keeping personal information private. It is unattractive when people share every thought or experience that they have on social media for all to see. This action appears self-indulgent and immature, and it is difficult to trust someone who does not have a filter.

Choose what you share wisely. Remember that you are on a public forum, and your personal life does not need to be there. Additionally, you need to avoid statements that could be controversial or offensive. For example, you should think carefully before making any comment about political parties, religions, or people groups. The Internet is a diverse place, and it is easy to make comments that could be misunderstood. This is why so many celebrities have to publicly apologize because of their tweets.

Finally, no one cares about every day, mundane activity. Sharing too much boring information will clutter the notifications of your friends and followers. This can lead to people severing digital ties or ignoring everything that you share online. Either way, sharing too much can become the equivalent of not sharing anything at all.

Social Networking

Social networking is essential to your branding. When done correctly, social networks are useful tools that expand your community. When not used correctly, social networking can have lasting, damaging effects.

- **Choose the right networks** – Choose networks that your customers use. You cannot effectively use them all.
- **Post regularly** – Post at regular intervals to keep the attention of your audience.
- **Monitor it** – Monitor your social networks and respond to comments and questions.



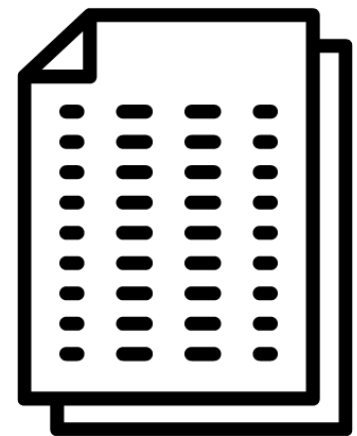
Handouts



Each course is provided with a wide range of worksheets.

Worksheets help check your participants' understanding. If a lesson calls for a worksheet, it will be listed in the Lesson Plan box under Materials Required. All worksheets are customizable and can be found in the Appendix of the Instructor Guide and the Training Manual.

As a trainer, icebreakers give your participants the opportunity to get to know each other better or simply begin the training session on a positive note. Icebreakers promote collaboration, increase engagement, and make your training more light-hearted and fun. Below is an example from the Icebreakers folder.



Sample Worksheet 1

Engage

You must send out a mass email to notify a company of a last-minute conference call. Draft one that is engaging and informative.

Sample Worksheet 2

Communication

Estimate how many times you used the following over the past week.

- Text _____
- Face time _____
- Email _____
- Social media _____
- Instant messaging _____

How do these methods of communication affect your communities?

Icebreaker: Related Topic

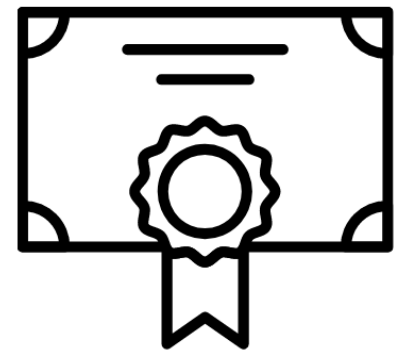
A short activity that is related to the topic of the workshop:

1. Ask the participants at each table to answer the following questions:
 - a. Why are they here?
 - b. What is their level of experience with digital citizenship?
 - c. What do they hope to get from this class?
 - d. What was their most memorable vacation or trip?
2. Have someone at each table be designated a scribe and have them jot down the answers to question **C** above.
3. On a separate piece of paper, have the scribe write down the most interesting or exotic vacation or trip from **only one** table member.
4. Have the scribe hand the note with the answers to question **C** to you.
5. Have the scribe stand and introduce the table to the class.
6. Then have the scribe share the most interesting vacation or trip from their group.
7. Have the class guess the person that had the most interesting or exotic trip or vacation.
8. Go around to each table until all have given you their answers to question **C** and shared their most interesting trip or vacation.
9. Debrief by sharing all the answers to question C with the class.
10. Thank participants for sharing.

Certificate of Completion



Every course comes with a Certificate of Completion where the participants can be recognized for completing the course. It provides a record of their attendance and to be recognized for their participation in the workshop.



CERTIFICATE OF COMPLETION

[Name]

Has mastered the course
Digital Citizenship

Awarded this _____ day of _____, 20____

Presenter Name and Title
