



Digital Citizenship Program

Objectives -

Do you know what it means to be a digital citizen? As schools and society become more inundated with digital technology, there needs to be a structure that they can teach learning leaders, students, and parents how to act with respect to this technology and work as a team - a "Social Team". There needs to be an ownership mindset, where responsibility for this movement is shared by the family first, and then the learning leaders. Based on this societal change, the learning leaders are in the best position to lead this initiative and help the families work this process at home first, then bring support back to the school, creating partnership. This is how the Digital Citizenship Program fits in.

In this Digital Citizenship Program, our instructors will guide participants on the most effective Social Network, Digital and Mobile responsibilities, with a course focus in the following area:

- Privacy
- Social Teaming
- Digital Footprint
- Online Reputation
- Self-Image
- Identity
- Relationships
- Communication
- Cyber-bullying
- Internet Safety
- Career and beyond





Digital Citizenship Program

Our courses are dynamic, so that all current platforms, techniques and methodologies are covered. We have different course versions based on our target audience: Student Edition; Parent Edition; Teacher Edition; Family Edition.

Formats Available:

- Full Day Workshop
- Four Week Program (1-1.5 hour sessions)
- Eight Week Program (30-40 min sessions)
- Coaching Support Programs





Digital Citizenship Program

Fundamentals of Social Networks

We will teach students about social networks, and how to use them, as well as help them develop the skills to build their own social team in order to provide the support they need and help them reach their ideal career destination. We will also teach them how to hone these skills and apply them to benefit their life.



- Social networks: Review the collective gathering of like-minded groups on the Internet
- Social media platforms: Overview of common platforms (i.e. Facebook, Instagram, Snapchat, Twitter, etc.)
- Social media: Overview of content posted on social media platforms
- Your destination: Achieving your ideal goal (i.e. school, future interests, sports, college, career, etc.)
- Your social reach: Review the impact of two degrees of social connections with the use of social networks
- Social teaming: Review how to build allies within your social networks to support your destination
- Privacy overview: First steps in protecting your identity
- Simple do's and don'ts: Rules for behavior and engagement to be a good digital citizen



Digital Citizenship Program

Privacy and Security

We teach students how to manage their online information to keep it private from people they do not know. We teach them to make their information only accessible to their networks. Students will learn how to detect spammers, hackers, and fake accounts.



- Avoid scams: Learn to Protect Yourself from Identity Theft
- Keep Your Info Private: When and Where to Share Info
- Strong Passwords: Know Frequency and Techniques for Updating Passwords
- “Congratulations”: Learn to Identify Spammers before they Strike
- Why Privacy and Security Matters



Digital Citizenship Program

Digital Footprint and Reputation

We make sure that students understand the importance and long-term impacts of the content they post. We want them to know that what they post will be with them forever and will affect how employers see them. We also want Middle School and High School students to understand that Colleges will view their social media history.



- Drawing the Line: What is okay to post and what isn't?
- Respecting Others' Privacy
- Excess Online Sharing: Knowing when enough is enough.
- Jobs and Colleges: How will this affect you?
- TMI: Sexting Online
- Becoming a Digital Citizen: How to create a safe online environment?



Digital Citizenship Program

Self-Image and Identity

Students will learn how to responsibly present their personality to the social media world. They will learn how to appropriately represent themselves through the content that they share to their networks. We teach them how to be authentic through social media and how to connect and use their presence to create the best authentic online self.



- Being Responsible: How to succeed while following the rules
- Your Image: How to Present yourself as a Digital Citizen
- Photographs: How they affect your image
- Who are you Online: Discover how you want people to see you online.



Digital Citizenship Program

Relationships and Communication (with and without parents)

Students will learn how to connect with others through the power of social media, and with that they will build their own social team. We teach them how to use interpersonal communication skills and give them the tools to engage with the people within their personal networks. They will be introduced to practical strategies on how to develop better relationships at school and at home, so they can create a feeling of support not resistance. The Students will also be introduced to the power of using these relationships as alliances to build a team for the support they need today and also their future. This is a lifelong skill that will help them as they progress to their next level of their future. They will discover the power that “it’s all about who you know”.



- Authenticity: Build genuine relationships
- Social Teaming: Building your best support team
- Community: How to create a positive space and respect others
- How to Tell: The difference between Facebook friends and “real” friends



Digital Citizenship Program

Cyberbullying and Digital Drama

We will discuss the importance of a happy and healthy social environment. Dealing with cyberbullying in a respectful manner is very important to us. Drama is the last thing that you want on your social media, as it will be there forever. They will understand how to resolve incidents when they happen, safe places to go, steps to take and how to leverage their team for the support they need in the moment, instead of waiting for escalated circumstances.



- Resolve the Problem: How to deal with cyberbullying responsibly
- Team Support: How to leverage their team in the moment for needed support
- Resist Isolation: Know that they are never alone in any situation
- Where Do We Draw the Line: Determining what IS and IS NOT Cyberbullying
- Gender: Is digital drama more in males or females?
- Community: Creating a drama-free community



Digital Citizenship Program

Social Career and Beyond

We show students early on how Social Networks are used for the rest of their lives to route their future. It has a significant impact on their admission to universities, first steps to employment and building a network to guide them successfully into their careers.



- Select Your Destination: Define your goals
- Who do You Want in Your Network: Identify targeted players for your network
- It's All About Who You Know: Determine your current network
- Build Your New Team: Finding those targeted players and partners
- Scouting Process: Connecting with your network
- Start Drafting: Adding new people to your team
- Move Toward Your Destination: Using your new network
- How to Adjust Your Future Destination: Tweaking your Goals to your ever-changing interests.

Ask us for program pricing based on your current needs. Please contact:

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