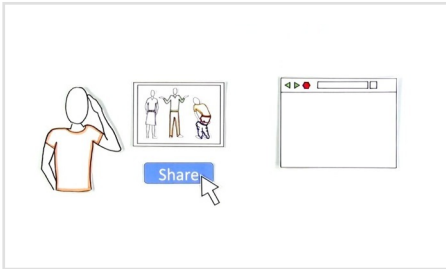**Lesson Plan**

This lesson plan is designed to help you teach using a Common Craft video. Use the information below to introduce the video and then follow the video with discussion questions and other resources.

Protecting Reputations Online

Explained by Common Craft

This video discusses the long-term risks of sharing inappropriate information on the Web. It encourages viewers to "think before you click" and offers tips for being responsible with photos, video and stories.

commoncraft.com/video/protecting-reputations-online

ISTE Standard:
Digital Citizen, Indicator 2a

ACRL Info Literacy Frame:
Information Has Value

Learning Outcomes

- Recognize the potential harm of sharing personally embarrassing images or videos online

- Describe strategies to use to protect your online reputation and the reputation of your friends

- Explain what actions to take when something has been shared that can harm your reputation

---

Discussion Questions

Q #1

What consequences may arise for you or your friends from sharing images, stories, or videos on the Web?

Q #2

How would you determine whether an image, story, or video you share now could have harmful effects on someone's reputation in the future?

Knowledge Check Q&A

Q

Why may images that are deleted from a website still be found in the future?

A

Search engines constantly scan and take snapshots of every word, image, and video on the Web. Once a page has been scanned, it may exist on the Web forever.

Q

What can you do to protect your online reputation?

A

1) Consider what you put on websites. 2) Find ways to share information privately without having it scanned by search engines. 3) Ask your friends to think before they click.

Q

What action can you take if you feel your online
reputation is at risk?

A

Ask the person who posted the inappropriate
information to remove it.

Resources for Learning More

NPR – All Tech Considered
"Fixing your online reputation:
There's an industry for that"
5/29/2013

http://www.npr.org/sections/
alltechconsidered/2013/05/29/187080236/
Online-Reputation

Wired
Julie Myhre
"How to fix your Google
reputation" 5/16/2013

http://insights.wired.com/profiles/blogs/
how-to-fix-your-google-reputation

Northeastern University
"Social Media – Your Online
Reputation"

http://www.northeastern.edu/securenu/
social-media-your-online-reputation/

Forbes
Susan Adams
"How to avoid getting spear-
phished by China's hackers who
cracked Apple" 3/14/2013

http://www.forbes.com/sites/susanadams/
2013/03/14/6-steps-to-managing-your-
online-reputation/#1c4afb4ec1ac

New York Times Magazine
Jeffrey Rosen
"The Web Means the End of
Forgetting" 7/25/2010

http://www.nytimes.com/2010/07/25/
magazine/25privacy-t2.html?
pagewanted=all