Digital Leadership Workshop Lesson Plan

Learning Outcomes

Participants will be able to:

1. recognize that online behavior is persistent and there is no guarantee that it will remain private (despite privacy settings)
2. anticipate how perceptions of their online behavior can impact their personal and professional opportunities and make informed, intentional decisions regarding their activity
3. align their online activity within the context of their future profession
4. model constructive online behaviors as student leaders and future professionals

Activities

Reflection Stations (10-15 minutes)

1. Have participants visit each station and respond to the following questions:
   a. What does digital leadership look like?
   b. What qualities of leadership do you aspire to embody online?
   c. What kind of persona are you trying to foster on these platforms?
   d. How will the internet remember you?
2. Facilitate a large group debrief discussion to establish current online behavioral practices, aspirational goals, and alignment of the two. Allow participant responses / interest to steer the discussion.

Digital Leadership Fails & Contextual Integrity Micro-lecture (10 minutes)

1. Provide a few examples of "digital leadership fails" (instances of personal social media behaviors having real-world impact on employment).
   a. Tip: Providing a variety of serious / relatable examples alongside humorous examples can help with establishing credibility and levity.
2. Summary of statistics related to how social media is utilized in grad school admissions and employment scenarios.
3. Brief overview of the four properties of web data from danah boyd's scholarship.
4. Introduction to contextual integrity and context collapse concepts.
   a. Workshop content is scaffolded and connected to the rest of the Penn State Berks Privacy Workshop Series through a brief introduction to some of the creators' original scholarship on privacy literacy (The Six Private I's Privacy Conceptual Model), with particular focus on contextual integrity.
5. Segue discussion: What are the ways in which your social network accounts could be linked both intentionally and unintentionally? What are the potential consequences of such an association?

Social Media Policy Review

1. Activity Prompt: Find a link relevant to your career goals / major and explore the social media guidelines & policies of your profession / field. Use the following guiding questions to reflect on these policies:

      a. What surprised you?

      b. How do your current behaviors & actions on social media hold up in comparison?

      c. What will you continue? What will you alter/change?

**Tip: Have curated social media policies available for students to select from. Consider majors / areas of study at your institution. Create a worksheet or [Padlet](#) for students to reflect / share their thoughts.

2. Have a large group debrief / discussion about social media policies and implications for current / future practices.

Digital Leadership Motto

1. Activity Prompt: Draft a digital leadership motto! What do you want to remind yourself of before you hit 'send'?

      a. Facilitator example: "Do your future self a favor (DYFSAF)"

**Tip: Use something like a [Padlet](#) for students to anonymously share mottos.

2. Have a large group closing discussion about digital leadership mottos and overall thoughts / takeaways.

Assessment

Reflection Prompts

1. Have students respond to the following reflection questions / prompts in an anonymous feedback form:

      a. What is one change and / or step you plan to take after this workshop?

      b. Top takeaway OR something you want to investigate further

      c. Comments or suggestions