



Social Media Me – Series 2

What is Digital Citizenship?

Suggested Responses

Comprehension Questions

1. They share Jules' posts with their large online communities who will be interested in her content and follow her accounts, growing her own followers.
2. Know the person you are communicating with; keep passwords and passcodes secure; say no if you feel under pressure to send content that you're uncomfortable with; block users who are troubling you; have people to support you offline.
3. a) and c)
4. A person who is hired by a company or organisation to promote a brand to his or her followers and represent its values.
5. Benefits of brand ambassadorship to a company: increased brand awareness, increased sales, targeted audience; Benefits of brand ambassadorship to the ambassador: payment and/or free products, increased likes and follows.
6. a) Student responses will vary. Responses may include: shopping online; online scams; talking to someone you don't know; promoting a controversial brand.
b) Student responses will vary.
7. The trail that we leave behind from our activity online.
8. b)
9. Student responses will vary, but may include: treating others and ourselves with respect online; promoting positive values and content online; having a positive digital footprint

Performing Digital Citizenship – Student answers may vary.

Transcript – For teacher and student use.

