



Social Media Me – Series 2

What is Digital Citizenship?

Transcript

- Jules (vlog): Hi guys. So a lot of you have been asking me about a term we're hearing a lot of lately—digital citizenship. What is it about? What does it really mean? And how do you know if you're being a good digital citizen? It sounds pretty technical but it's actually really simple. And today I'm going to break it down for you.
- Jules: Jules here, remember me? If this is the first time we're meeting, don't worry, I'll bring you up to speed. I guess you could say a lot has changed for me in the past year. I've graduated high school, and my vlog has really taken off. I've got over 12 000 followers now. I like to make clips about being positive, building your self-esteem, and encouraging other people to be the best they can be, both online and in the real world. My YouTube and Instagram pages have kept me pretty busy, so I decided to take a gap year to really focus on them and get my message across to all my followers. Even though I miss my friends who have gone to uni, I still get to follow what they've been up to online. In the meantime, it's been great to make new friends, like my mate Aaron. Aaron's really into my vlog and totally supports me by coming up with ideas on how to help people through rough times, stay positive and put good energy out into the world.
- Aaron: I see you can't keep away from the place. Hey, your latest vlog is great.
- Jules: Thanks. Where are you up to?
- Aaron: Almost finished.
- Jules (vlog): Basically, anyone interacting online is a digital citizen. You, me, your friends on Facebook, the people you follow on Instagram or Twitter, we're all digital citizens, just like we're citizens in the outside world. So, how do you be a good digital citizen? Well, it's essentially just being a good person and being aware of the way you're treating others and how your actions are going to impact people online.
- Jules: It's also awesome to have support from people who share my passion for encouraging others, like Life Guy and Goodvibes, who each have thousands of followers of their own and are all about positivity and supporting good causes. They've both really helped me increase my online presence by sharing my posts. I love what I do and getting to help people is totally rewarding. For instance, one of my followers had a guy pushing her to send him certain pics of herself. I was able to help her deal with it and





Social Media Me – Series 2

What is Digital Citizenship?

Transcript

give her tips on how to stay safe online. It's also really great to have contributors to my page, like Archie from Project Rockit. If I ever don't know quite what to say, I know they will, and I'll guide people to their site.

Archie (video): There are heaps of ways that we can keep ourselves safe online, whether that's making sure we actually know the person that we're communicating with, so we know that they have our best interests at heart. It could be making sure we keep our passcodes and passwords to ourselves, so we have control over our own devices and our own content. Maybe it's finding a way that's really comfortable for us to say no if someone's pressuring us to send content that we're not comfortable sending. It could be blocking someone who's giving us a hard time or, most importantly, making sure we actually have people offline who can support us if we feel like we're struggling a little bit in the digital world.

Alex: Caitlin?

Caitlin: Yeah.

Alex: But, like, go back and, like, put it up. No, like, back. Okay, just give it back.

Jules (vlog): You got to be careful with what you post and who you follow. Things can be taken as negative, but you may not notice at first or realise the harm this causes.

Archie (video): So, it's always best to avoid people that are posting hurtful or harmful content. Typically, those people are just looking for a reaction or looking for attention, so you can either block them, scroll past them or just ignore them completely. But I think one of the other things that's really important to be aware of is that pressure that we all experience online. If you find yourself having that moment when you're about to post something and you think, "Wait, is this good enough? Is this going to get enough likes? Does it have enough filters? Should I post it at all? Should I quickly delete it because it hasn't got any likes?" that's a moment where we can understand we're feeling a bit of pressure online and it's worth remembering that sometimes it's easy to get sucked into the superficial side of social media.

Coach: Right, boys, that's enough. Aaron, hit the bench.





Social Media Me – Series 2

What is Digital Citizenship?

Transcript

Luke: Aw. Don't have a teary now, Azza.

Coach: Luke. Put the phone away and get back in the game.

Emily: Oh my God, that's so funny.

Archie (video): Sometimes it can seem pretty overwhelming when we see this hate playing out online, and we think, "Well, what can I do?" or, "What can I do without getting involved or being targeted next?" The beauty of reporting is no one needs to find out you've done it. It's so quick, it's so easy, and it's such a solid step towards shutting down hate online.

Jules (reading message from Active8Lyfe): Hi Jules, we love your videos and think you would make a great ambassador for our new line. We have a huge online following and would love to help you grow your own. We can guarantee likes and follows. Let us know what you think!

Frank: Hey Luke, you coming?

Luke: Yeah, I'll be out in a sec. What are you looking at, loser?

Aaron: Nothing.

Jules (message to Aaron): Just got an offer from a huge brand to wear their gear in my posts! Followers be maxed!

Aaron (message to Jules): Go you!

Jules (message to Aaron): Go me!

Aaron: Hey.

Jules: Hey! What you got there?

Aaron: Nothing.

Jules: You still have that pic of Luke. You have to delete it.

Aaron: But he won't let up. This will put him in his place.

Jules: That's exactly why you shouldn't post it. You know how it feels. Here, I'll show you something. This is something I've been working on. You're the first to see it.

Jules (vlog): There's heaps of benefits to being a good digital citizen, whether it be to the world around us or to your family and friends, but the





Social Media Me – Series 2

What is Digital Citizenship?

Transcript

best reason is for yourself. At the end of the day, being a good digital citizen just means treating other people with respect and treating ourselves with respect. If we can tick those two boxes, we're creating safe spaces for other people, we're fueling positive content, and we're living by our own values.

Aaron: You're right. I shouldn't post it.

Jules: I know.

Archie (video): So, our digital footprint, on one hand, is the mark or the trail that we leave behind from our activity online. And our online reputation, on the other hand, is kind of the result of that activity. So, you might have an awesome online reputation. You could be someone people look to for advice or inspiration—maybe you post really positive content, or you could have a pretty poor online reputation—maybe you're someone who's known for posting some harsh or negative comments or giving other people a hard time. So, it's important to remember that our online reputation isn't removed from our offline reputation, in fact, it's just an extension. So, we need to decide what type of people we want to be, how we want to make the people around us feel, and also the type of values that we want to live by. And that's going to be directly reflected through the way we interact with others online.

