

# “What’s your brand?”

Looking after your digital reputation



## Lesson plan



**Topic:** What’s your brand?



**Target age group:** Lower secondary



**Lesson duration:** 40 minutes



**Recommended teaching approach:**

1. As a whole class go through the What’s your brand slide deck.
2. Use the teaching notes to reinforce key messages and generate deeper discussion.
3. Students complete the personal reflection activity.



**Activity purpose:**

By the end of the learning students will be able to:

1. Understand how online activities can contribute to your digital brand.
2. Identify strategies in which you can maintain and build a positive digital brand.
3. Identify strategies and support to change a damaged brand.



**Key words:**

**Digital reputation**, digital footprint, **cyberbullying**.



**Australian Curriculum links:**

This presentation will address Australian Curriculum Health and Physical Education and Digital Technologies outcomes including:

Evaluate factors that shape identities and critically analyse how individuals’ impact	ACPPS089
Investigate the impact of transition and change on identities	ACPPS070
Investigate the benefits of relationships and examine their impact on their own and others’ health and wellbeing	ACPPS074
Reflect on their role as a citizen in Australia’s democracy	ACHCS074

It addresses elements of the Personal and Social General Capabilities including self-awareness and self-management and addresses elements of the Ethical Understanding General Capabilities including exploring values, rights and responsibilities.

## Story synopsis

The presentation looks at what a 'brand' is, what goes into the development of a brand and the consequences if a brand/ reputation is damaged. This leads to exploring what is meant by 'digital reputation', what goes into creating a digital reputation, who may see your content, and the impacts of a damaged **digital reputation**. The presentation looks at strategies young people can use to control their information and images. It also discusses how to build a positive digital brand and how a personal brand can be reinvented.

## Teaching notes for slides

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### What is a brand?

#### Discussion

As a class, brainstorm what you think 'a brand' is. Share examples.



### Creating a brand

Companies and organisations spend a lot of time, money and effort to create a brand. Colours, slogans and symbols contribute to the creation of a brand. These elements feed into an organisation's reputation. Even your school has a brand and a reputation in the community.

#### Discussion

With 1-2 of your peers, identify three of your favourite brands and discuss what elements of that brand make it recognisable or popular?



### Your school's brand

Even though your school is not a company, schools are also selling a service – the service being education. Because of that, every school has a brand and reputation that all members of that community have some responsibility for upholding that reputation.

Your school's brand or reputation can be affected by:

- how others in your community see the school
- how well known the school is
- whether the school has a long history
- the successes your school is known for – whether this is academic, sporting, drama, music or whether famous people once attended the school
- how your school is represented e.g. by its uniform, grounds.

### Your digital brand

Everything you post online is a piece of the puzzle that makes up your digital brand or reputation. This includes:

- social media posts
- text messages
- photos
- groups you have joined



## Damaging your own brand

Sometimes brands are damaged when things go wrong. It can take a company or an individual a long time to recover from a damaged reputation. For example:

- If there is a case of food poisoning at a restaurant, this can be very damaging to the restaurant's brand. Depending on how many people find out about the food poisoning, it could mean that customers choose other, safer places to eat and never return.
- Sports stars that are found to be cheating the system by taking performance enhancing drugs might lose their sponsorship deals as a company does not want to be associated with a cheat.
- Many car companies have had recalls on their vehicles because they have had faulty air bags. Recalls make people think that a car is not entirely safe, and this may influence future purchases – all of which can damage a company's reputation.

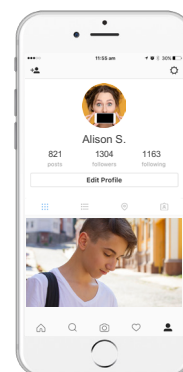
### Discussion

Discuss with a partner 3 ways in which you can damage your own digital reputation.



Actions and behaviours that can damage your digital reputation include:

- sending other people's pictures without their consent
- sending inappropriate pictures/photos of yourself to others
- using profile pictures that send the wrong message
- following posts or accounts that are not positive or nice
- cyberbullying
- swearing
- posting hateful comments.



### Extension activity:

Explore eSafety young people content for strategies to address specific reputational damage including: **Someone is creating drama online**, **Pressures from social media**, **Banter vs bullying**, **My nudes have been shared** and **I've been called a bully**. Use these resources to further the discussion about the strategies and skills young people need to know.



## The importance of a good personal brand

Employers, recruitment agencies, sporting organisations and educational institutions are going to check what you post online. To check whether your digital brand represents how you want to be seen, ask yourself:

- Are they going to like what they see?
- Will the university or company offer that opportunity, scholarship or job after seeing my brand?
- What impression would a friend/girlfriend/boyfriend get from what you post online?
- Do your posts reflect how you would like others to see you?
- Would you be proud to show future children/grandchildren your digital footprint?

## Activity:

Put yourself in the shoes of an employer or recruiter and do a Google search of yourself. Then discuss with a classmate what kind of impression they would have of you based on the search results and talk about how it compares to who you really are.



**eSafety** talked to young people and asked them to consider what they do online and how this may impact their digital reputation. Listen to their stories on the eSafety YouTube channel:  
Digital reputation - **What comes up when you google yourself?**



## Building a positive digital brand

Some celebrities and sporting stars act to positively represent themselves online by creating motivating and engaging content. The Instagram accounts of Emma Watson (Harry Potter actress) and LeBron James (NBL star) are excellent examples of positive digital brands.

## Activity:

Identify 2 celebrities/sports stars (a male and a female) that are sponsored by a company and suggest why the company would be associated with them. Do the same thing with a celebrity/sports star who has been dropped by their sponsor. Investigate why the company made this decision.

eSafety's young people page on your **digital reputation** has more strategies to protect yourself on social media.



## Building and maintaining a strong brand

There are a few things to consider when posting online:

- **Personal strengths** – what are the things you are good at?
- **Values** – are the things you think are important and the things you believe in demonstrated in the digital trail you are leaving?
- **Personal standards** – what does an outsider see when they look at the things you are creating online?
- **Positive contribution** – do you contribute to your community in any way? A strong brand develops when you contribute positively to something bigger than yourself.
- **Being an advocate and positive influence for others** – do you actively stand up for others who may need support? Are your posts positive and uplifting?

## Strategies to control your online information

We also know other people can post things about you and affect your brand. Sometimes even with the best measures in place, things can go wrong due to the behaviour of others which you cannot control. However, there are strategies you may be able to implement to control your online information.

### Discussion question:

Discuss as a class, some things you might be able to do to control your information and images.



### These might include:

- choosing your online contacts carefully
- limit your contacts
- checking your privacy settings and **enabling two factor authentication**
- being considerate about what you post about yourself and others
- checking who can see your stuff
- posting positive images or examples of your own work
- setting strong passwords and **keeping passwords and passcodes secret**
- reading and understanding what information you are agreeing to share via the terms and conditions
- untagging yourself in photos and messages that don't reflect your values.

The **eSafety Guide** has advice on how to change privacy settings for particular social media platforms.

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## If things don't go according to plan - seek support

Even though you might be able to control what you do to affect your personal brand, you may not be able to control when others try to damage your brand. Sometimes, despite taking the appropriate precautions, your online brand may be damaged. If this damage is done by others, it is a form of **cyberbullying**. If this happens, seek support from trusted and informed adults. Make sure to:

- **collect evidence, copy URL's, take screenshots**
- tell a trusted adult
- report to social media company or to site administrators
- if material is not removed, **make a complaint to eSafety** to get material removed.

Help is available from **Kids Helpline** (1800 55 1800) and **eHeadspace**, the eSafety website has more **links to counselling and support services**.

## Reinventing your brand

If you think your brand has already been damaged, it is not the end of the world. Many search engines can stop pages from appearing in search engine results.

For example:

- Google makes it possible for certain pages to stop appearing in Google search results. You can make a report to them, give specific details, and they can break any search link to that site for those images.
- Microsoft offers a similar service for Bing (they remove links to photos and videos)
- OneDrive and Xbox Live do something similar (in this case they remove the actual content).

Note that Google and Bing remove only the links from search results. You still need to report the actual content to the site administrator and ask them to remove it. You may also want to post positive information that can hide some of the damaging posts.

The **eSafety Guide** links to different platforms so you can contact them to help you remove or block posts.

If you have **been called a bully** it might be because something you've done has hurt someone else's feelings. Look at the **steps to take** on eSafety's advice for young people.

### Personal reflection follow-up activity

What are some of the strengths of your personal brand?

Are there any potential weaknesses?

Where can you go to for help if someone does something to damage your personal brand?



## Other resources to explore:

### eSafetyyoungpeople

Has a range of resources and useful information to help you stay safe online.

### Be Deadly Online

Explores cyberbullying, digital reputation and respect for others, through short videos and posters.

### The interview

A short video showing how a young person going for an interview can be judged by what has been posted online.

### Tagged

An award-winning short film supported by teaching resources that encourage young people to reflect on the real-life consequences of cyberbullying, sharing intimate images, and a negative digital reputation.

### Rewrite your story

**Connor's story** Connor makes a stupid decision, uploading a photo of Kyle that begins an avalanche of bullying against Kyle online and off. Connor realises that sometimes a joke is not seen as a joke by others.

**Cal's story** Cal, Tom and Jac have a great time at a party and Jac posts photos to prove it. Nicola, Tom's girlfriend retaliates, and it turns into an online war with no winners.

**Young and eSafe** is a series of short videos and web content designed to help young people create a positive online world and reinforce respectful and responsible online behaviour.

It takes  
**ONE PRESS  
OF THE BUTTON**  
to damage your brand

