

Managing a Professional Digital Identity and Social-Media Presence

Detailed practice, calculation, decision-making, and assessment

GRADES 9-12	TIME 2 x 42 min	GROUPING I / pairs / whole	PRODUCT Plan
YOUR CHALLENGE Audit a fictional digital footprint, separate personal and professional audiences, and build a safe career-facing profile plan.			

New York CFM Connections: Digital Identity, Cybersecurity, Data Privacy, and Hybrid Collaboration

A digital identity includes profiles, posts, comments, images, usernames, shared work, and information posted by others. A professional presence should be truthful, relevant, privacy-aware, and consistent with workplace expectations. Deleting a post does not guarantee that every copy disappears.

Term	Student-friendly meaning
Digital identity	Information and activity associated with a person online.
Digital footprint	The records and traces created through online activity.
Audience	The people who may view or receive content.
Privacy setting	A tool that limits access but cannot guarantee confidentiality.
Professional profile	Career-focused information intended for employers or professional contacts.
Consent	Permission to share another person's information or image.
CLASSROOM USE All people, employers, figures, brackets, and documents in this packet are fictional. Never place a real Social Security number, employer ID, bank number, or tax document in classroom work.	

Part 1 - Audit a Fictional Digital Footprint

Review a public username, old comments, group photo, project sample, location tag, and copied certificate.

Item	Career value or risk	Audience	Action/verification
Username			
Old comment			
Group photo			
Project sample			
Location tag			
Certificate image			

Do not search for or submit real student accounts.

Part 2 - Apply an Audience Test

Evaluate six possible posts for classmates, family, employer, customer, and the public.

Content	Intended audience	Possible unintended audience	Risk	Safer choice
Work celebration				
Customer complaint				
Team photo				
Schedule screenshot				
Political opinion				
Portfolio project				

Professional does not mean having no personal opinions; context and privacy matter.

Part 3 - Build a Fictional Professional Profile

Create a headline, summary, skills, evidence, education, and contact method.

Profile element	Student draft	Evidence needed	Privacy check
Headline			
Summary			
Three skills			
Project evidence			
Education			
Contact			

Do not include home address, full birth date, student ID, or unnecessary location data.

Part 4 - Respond to a Digital-Reputation Problem

A teammate tags the student in a public photo showing a confidential client board.

Step	Action	Reason	Documentation
1			
2			
3			
4			
5			
6			

Prioritize confidential information and authorized reporting.

Part 5 - Write a Digital-Identity Management Plan

Write 150–200 words with monthly checks, privacy, content, consent, and escalation.

Plan element	Action/evidence
Search/audit	
Privacy review	
Profile update	
Portfolio evidence	
Consent	
Security	
Employer policy	
Review date	

A polished profile must still be accurate.