Elements of successful district implementation

In addition to identifying specific successful practices, the Advisory Committee identified these elements that were commonly addressed by districts that have successfully implemented digital citizenship and media literacy education for all students.

Student instruction

Districts acknowledge students as consumers and creators of information and ideas. Districts promote cross-curricular integration of digital citizenship and media literacy and leadership instruction at all levels. Districts include students as active participants, role models and peer mentors to address these topics:

- Online safety, responsibility and security
  - The act of bullying
  - Students as digital consumers and users
  - Online predators and risky communications
- Media literacy
  - Production of one’s own media
  - Examination of how people experience media differently
  - Identification of embedded values and stereotypes
  - Analysis of words and images
  - Evaluation of sources of information
- Legal, fair use, copyright and intellectual property
- Online identity and personal brand
  - Footprint and digital persistence
  - Inappropriate posting
  - Self-image
- Digital communications and collaboration
  - Fairness and civil discourse
- Ethics

Professional development

Districts endeavor to develop understanding and capacity of teachers and instructional leaders to understand digital citizenship, media literacy and leadership both as an instructional imperative and as dynamic district policy and practice.

Policy and practices

Districts acknowledge the need for digital and online policies that are dynamic and that must be responsive to diverse community standards and student learning outcomes. Districts create systems and structures to develop and regularly review policy and practices, including but not limited to the following areas:
- Acceptable and responsible use policies
- Digital device management
- Social media and digital services for students and adults
  - Cloud computing
- Student online safety, responsibility and security
- Digital health and balance
- Student privacy and data security
- Digital citizenship and media literacy instruction
- Equity of access to hardware, software and electronic resources

**Communications and engagement**
Districts acknowledge that parents and community stakeholders are partners in developing students as digital citizens and lifelong learners. Topics to be addressed include:
- Recommended front-facing policy/position papers
  - Digital management and filtering policies
  - Student privacy policy
- Public relations
- Parent engagement
- Strategies for involving students as partners