1. Internet: Anytime, Anywhere

> "We are all now connected by the Internet, like neurons in a giant brain."
>
> *Stephen Hawking, theoretical physicist*

CHECKLIST FACT SHEET 1 – GETTING CONNECTED

Have you made sure that your Internet connection is secured by setting up an antivirus, a firewall and by setting a password for your Wi-Fi router?

Have you set up an acceptable use policy (sometimes called a responsible use policy) for anyone using/accessing the Internet through your network and devices?

Have you set up "guest" accounts on devices that are used by your children?

CHECKLIST FACT SHEET 2 – ONLINE PRESENCE AND THE CLOUD

Have you included contact details in your website or blog?

Have you taken steps to protect your online privacy?

Have you checked that the content that you are using for your website/blog is in accordance with copyright law?

CHECKLIST FACT SHEET 3 – WEB 2.0, WEB 3.0 AND MORE

Systematically seek permission from people featuring in the photos and videos you post online.

User recommendations on travel and product sites can be helpful, but are you sure they are real?

User-generated content fosters creativity and freedom of expression, but also places the onus on you if the Internet is to become a better place.

CHECKLIST FACT SHEET 4 – BLOGS AND VLOGS

Protect your privacy by using a pseudonym and hold back certain personal details.

Protect your blog or vlog from hackers by setting up appropriate security precautions and saving your content regularly.

Understand your blog goal and audience when posting content.

CHECKLIST FACT SHEET 5 – INTERNET ON THE GO

At what age can children safely begin to use mobile devices and which ones are most appropriate for very young children?

Do you understand geolocation and Bluetooth sufficiently to use your mobile devices comfortably and safely?

M-learning and mobile wallets are areas in which the use of mobile devices is changing the way we learn, work and shop. What do you know about these recent evolutions?
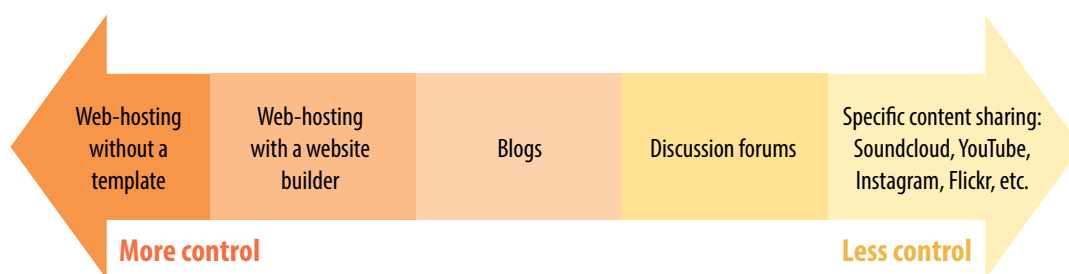
Online presence and the cloud

Do you have something that you want to share with the world and you need a place to share it online?

▬ While websites were one of the first ways to share online, more and more alternatives to websites have emerged over the last decade or so. At the beginning of the Internet, setting up a website was no joke: it was rather costly and demanded some coding skills. Nowadays, however, you do not even need to be an IT specialist to set up and design your own website. But before you do, always take the time to consider all your options.

▬ In summary, you must understand what you want to share and how you want to share it.

▬ Do you want to share very specific content (images, video, texts, etc.) or do you want to share a wide range of content? Do you want to have full control over the entire process of creativity or do you prefer to work from a preset template that you can modify to some extent? What would be the purpose of sharing content and why do you need it? Who is the audience – the world, district, hometown or just students and parents? How much are you willing to pay for sharing content online?

The diagram below illustrates a non-exhaustive list of ways you can share content, organised along a continuum that goes from total control/customisation to less control/customisation.

| Web-hosting without a template | Web-hosting with a website builder | Blogs | Discussion forums | Specific content sharing: Soundcloud, YouTube, Instagram, Flickr, etc. |

More control   **Less control**

     If you want to be completely free with regards to both content and design, then you should opt for web-hosting without a template. But remember this comes at a cost and you will have to purchase, in most cases, a domain name (for instance, *<www.mywebsite.com>*). If you do not wish to learn how to code but still want to share a wide variety of content and have high flexibility of design, you can go for web-hosting with a website builder or for a blog (which will sometimes have even less flexibility of design). Discussion forums are already pretty specific: you can set up discussion forums or message boards for your school, for instance. And finally, if you just want to share pictures, videos or music, you can choose to set up an account on a service that is specialised in hosting that type of content. In the end, your content, whatever it may be, will end up somewhere on the server of the hosting service you will choose: it will be in the "cloud".

     Also keep in mind that while many of these services exist for free, this often means that your viewers might be exposed to more or less intrusive advertising (that is, advertising that greatly hinders the user experience, such as numerous pop-ups, website overlays, an excessive number of banners, etc.).

EDUCATIONAL VALUE, WHY IS IT RELEVANT, IMPORTANT?

     Developing an online presence and sharing content online has great educational value and helps develop a number of skills.

- **Content management/organisation:** whether you decide to build a website or set up a photo gallery, your content has to be organised in a simple way for users to find what they are looking for.

- **Design:** your online identity will often be linked to a logo, an image, your choice of colours, the layout of your website, all of which are part of design work.

- **Digital skills:** quite obviously, developing an online presence will boost certain digital skills such as coding (for example HTML, PHP, HTML5, Javascript) if you opt for building a website. But even with other options, you will have to learn about search engines and your content visibility, file formats, etc.

- **Communication/writing skills:** unless you plan to share content without comments, you will have to brush up on your communication/writing skills in order to catch your users' attention and interest.

- **Marketing skills:** with so many people online, it is easy to go unnoticed. Building your reputation and increasing your online visibility is linked to knowing how to sell yourself and promote what you have created or shared.

- **Teamwork:** additionally, should your online presence be a shared project among your friends/classmates/students, then it will also boost your teamwork skills. Managing a website is no easy task and the job often needs to be organised and split between several people: the administrator, designer, content writer, etc.

- **Secondary benefits:** by creating a website on a specific topic, for example a website about mathematics for a school project, you inevitably also deepen your understanding and knowledge about that topic.

ETHICAL CONSIDERATIONS AND RISKS

▬ Should you wish to share personal content or create a personal website, you will be solely responsible for what you post. You (and your parents if you are a minor) could find yourself in difficulty for a number of reasons.

Legal reasons

▬ The limits of "freedom of expression": this right is not absolute and there are some limits to its exercise. The limits to freedom of expression have to be stated by law in a clear way, they have to be necessary in a democratic society (proportionate) and have legitimate objectives (Article 10.2 of the European Convention on Human Rights states that "[i]n the interests of national security, territorial integrity or public safety, for the prevention of disorder or crime, for the protection of health or morals, for the protection of the reputation or rights of others, for preventing the disclosure of information received in confidence, or for maintaining the authority and impartiality of the judiciary"). These limits may vary from one state to another but there are some "broad" considerations that you should bear in mind:

▶ defamation[1];

▶ hate speech[2];

▶ sharing someone else's personal data[3];

▶ storage of data – if you opt to use cloud services, find out beforehand where your data will be stored; it is your right and responsibility to maintain control over its use and accessibility[4];

▶ encouragement of terrorism:
   - <https://goo.gl/cv9XDR>;
   - <https://goo.gl/Tq3UDp>;

▶ intellectual property: are you sharing content that is not your own? Then be sure to check whether you are allowed to share it or not. Commercial content is protected under copyright law and you need specific authorisation from the copyright holder to use it. Certain artists or creators publish content under a specific "licence", often called "Creative Commons". Depending on that licence, you may be able to use the content without having to credit the author, as well as use it for commercial purposes. As regards copyrighted material, if you want to use it, you need proper authorisation from the organisation/individual owning the rights (record company, film studio, etc.).

▬ Any of the actions above could get you into some form of legal trouble.

Personal reasons

• Over-sharing: bear in mind that whatever you share will most likely be accessible to anyone across the entire world. Sharing your private summer vacation photos, for instance, with location information (GPS) embedded in them, could enable strangers to track you, or thieves to know exactly when you are "out of town" so they can swoop down on your home. Be strategic in what you choose to share.

• Online reputation: while you may have the illusion that you can remain anonymous online, there are many ways for people to find out your true identity. Law enforcement authorities have the necessary means to track down Internet users under certain conditions (in most cases, a court warrant). Whenever you share something online, be aware that it will contribute to your online and offline reputation.

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1. https://en.wikipedia.org/wiki/Defamation
2. https://en.wikipedia.org/wiki/Hate_speech.
3. http://www.echr.coe.int/Documents/Handbook_data_protection_ENG.pdf
4. http://ec.europa.eu/justice/data-protection/reform/index_en.htm

- If you share offensive or silly content online, it may affect your current and future social and professional life. For instance, if you want to vent your frustration, talk to trusted friends/family, yell into your pillow, but do not send out a tweet to the whole world as it may come back and haunt you forever. Take a look at the Web We Want website[5] to learn more about protecting your online reputation.

Should you wish to share other forms of content (for example, something from your school), or create an official website on behalf of your school, there are a few other points to bear in mind:

- School policy on Internet safety and acceptable use must be clearly defined before creating an official website or having students participate in website-building competitions.

- The layout and the way photos are used should reflect school Internet safety policy.

- Because of safety and privacy concerns, many schools do not provide the names, or only give first names, of those in photos they publish. This is something to consider when you set up your website: what is your safety protocol in this matter?

- It is a good idea to screen all external hyperlinks to other websites in order to ensure integrity of information and that the website(s) adequately reflect(s) the school's stance on Internet safety.

- If you are a teacher, your school will need to decide whether your Internet access will be filtered (unless it is legally required) or teach your students to be more "streetwise". Many schools find a combination of both techniques to be effective. Also, when students create a website as an assignment, remember that it can be visited by users from all over the world. Think of these websites as a kind of public relations tool for your school. Therefore it would be wise for you as a teacher to supervise students' work and guide them during the creative process.

- Teachers, and in some cases parents, are ultimately responsible for all work students produce. Therefore, teachers need to have the power to refuse web pages or remove them from a school or project website. In order to adequately supervise students' work, teachers should always have access to passwords[6], websites[7] and so forth.

HOW TO

- Unless you want to pay for a professional web-hosting service and have your own domain name, getting started with sharing content online is not too complicated.

- Most services you will use, be it web-builders, blogs or vlogs (see Fact sheet 4) have built in tutorials to help you get started.

- Setting up a website from scratch, however, will require you to acquire a certain number of skills. Fortunately, nowadays, there are literally millions of ways to learn how to code in order to create a website. Some of the most popular include Codeacademy[8] and W3schools[9]. But never stop at that. Always take the time to do some research online to find other material, in your language or suited to your needs.

- Also, applying for professional web-hosting requires you to provide additional information besides your e-mail address, such as your real name, address, phone number and especially some payment information such as a credit card. Therefore, children and young people should always be sure to seek guidance and support from an adult (teacher, parent) beforehand.

5. http://www.webwewant.eu
6. http://en.wikipedia.org/wiki/Password
7. http://en.wikipedia.org/wiki/Website
8. www.codeacademy.com
9. www.w3schools.com/

Building the online presence of your school

When used correctly, a school website, blog, vlog or similar can serve as a powerful tool to draw together the many different facets of a community. It can foster a sense of cohesion and is a valuable communication tool, making information easily accessible to all parties. Here are some helpful suggestions for web content.

- Teachers could provide lesson plans or overviews of what students did during a certain period.

- Administrators might post schedules or announcements.

- Children and young people may want to publish art, poems, stories, reports or other work.

- Parents can use the site to announce parent-teacher activities, such as festivals or other gatherings.

- The community at large may use it as a forum for announcements about soccer teams, field trips, the police, road work and so forth.

A wide variety of content may enrich a website, blog or vlog but a wide base of contributors can also make Web maintenance chaotic. It is important that a small team of people is chosen to be responsible for collecting and editing content. This task might be best carried out by a teacher or administrator, or another person chosen to function as the information and communication technology (ICT) co-ordinator.

GOOD PRACTICE

- Keep track of all your accounts. Create folders in the e-mail address you use to subscribe to these services and sort your e-mails to always find important information about your accounts such as your username.

- Always use your e-mail address, not your social networking account, when registering to important online services like website accounts, blogs, vlogs or similar. As convenient as it may seem to register to services using Facebook, Google+ or other social network accounts, do not forget that you thereby agree for these services to access large parts of your information. Also, while some social networks seem like they will go on forever, should their services terminate one day you may not be able to log into your account (for instance, when there is insufficient take up of a tool by the public, that tool may become obsolete).

- Sharing content online via a website, blog or vlog is a great opportunity to share your views but you may wish to protect your privacy by using a pseudonym and holding back certain personal details.

- Start small, take your time to learn and experiment before going live with your content or introducing it into the classroom. It might help to visit other websites, blogs or vlogs for ideas and inspiration.

- Always include key contact information such as the school address and the school phone number inside your school's website, blog or vlog.

- Make sure your web content is user- and device-friendly. Nowadays, more and more people access web content via their mobile phones, and this often requires a separate layout and design. Making your web content accessible to users with disabilities is also good practice. Have a look at some of the resources on this website: *<http://www.w3.org/WAI/gettingstarted/Overview.html>*.

- Whenever possible, make your web content multilingual so that non-English speakers can also benefit from your content.

FURTHER INFORMATION

- This article on digital trends gives more information about website builders: *<http://web.archive.org/web/20160622040107/http://www.digitaltrends.com/computing/best-website-build-websites-free/>*.

- A Wikipedia entry tells you more about online reputation management: *<https://en.wikipedia.org/wiki/Online_presence_management>*.

- The data protection Fact sheets from the EU Commission on the new General Data Protection Regulation (GDPR) include the "right to be forgotten": *<http://ec.europa.eu/justice/data-protection/document/factsheets_2016/factsheet_dp_reform_citizens_rights_2016_en.pdf>*.

- Relevant UN Convention on the Rights of the Child articles:

  Article 13 – Children have the right to get and to share information as long as the information is not damaging to them or to others.

  Article 16 – Children have a right to privacy. The law should protect them from attacks against their way of life, their good name, their families and their homes.

  Article 29 – Education should develop each child's personality and talents to the full. It should encourage children to respect their parents, and their own and other cultures.

  Article 31 – All children have a right to relax and play, and to join in a wide range of activities.