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INSTRUCTION

Digital Citizenship and Media Literacy

A. Purpose

In recognition of the fact that students use technology to learn and communicate while at home and at school, it is important that they learn how to use that technology responsibly. The district is committed to educating every student on how to use technology in ways that deepen their learning experience, leading to analysis, evaluation, reflection, and enhanced skills of expression. As the district's educators guide students' exploration of the digital landscape, they will ensure students apply 21st century skills and foster their critical and creative thinking skills to prepare them for college, career, and life. Students, in turn, are expected to **engage** appropriately and responsibly **engage with and express their voices** in the digital landscape.

B. Definitions

The district is dedicated to promoting and instilling principles of digital citizenship and media literacy in each of its students.

Digital Citizenship

Digital citizenship includes the norms of appropriate, responsible, and healthy behavior related to current technology use, including **artificial intelligence**, digital and media literacy, ethics, etiquette, and security. Digital citizenship includes the ability to access, analyze, evaluate, develop, produce, and interpret media, as well as Internet safety and cyberbullying prevention and response.

Digital citizens recognize and value the rights, responsibilities, and opportunities of living, learning, and working in an interconnected digital world, and they engage in safe, legal, and ethical behaviors. Digital citizens cultivate and manage their digital identity and reputation and are aware of the permanence of their actions in the digital world.

Media Literacy

Media literacy is the ability to access, analyze, evaluate, create, and act using a variety of forms of communication, **including communications developed with artificial intelligence**. Media literacy includes the ability to understand how and why media messages and images are constructed and for what purposes they are used.

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Media literate students examine how individuals interpret messages differently based on their skills, beliefs, backgrounds, and experiences. They also consider how values and points of view are included or excluded in various media. Media literate students remain aware of the ways in which media can influence beliefs and behavior. In addition, media literate students are effective communicators, able to demonstrate critical and creative thinking as they utilize appropriate media creation tools. Further, they understand the conventions and characteristics of the tools they have selected.

Media literate students are able to adapt to changing technologies and develop the new skills required as they continue to engage in life-long learning. Media literacy empowers students to participate as informed and active citizens in a democracy.

C. Elements of Successful Implementation

The district is dedicated to the following practices to promote digital citizenship and media literacy for all students.

Student Instruction

All students will be educated regarding appropriate digital citizenship, including appropriate use of artificial intelligence, and interacting with other individuals online. Students will receive digital citizenship training throughout the school year.

In recognition of the fact that students are consumers and creators of information and ideas, the district promotes integration of digital citizenship and media literacy instruction at all levels. The district recognizes the importance of students as active participants, role models, and peer mentors in addressing the following topics.

Online **Safety** ~~privacy~~, Responsibility, and Security

Students will learn how to be safe and responsible digital citizens, and they will be encouraged to teach others about issues such as cyberbullying, social networking, online predators, and risky communications. **Lessons on online safety issues, including cyberbullying awareness/response, are provided according to** ([Policy 3245](#) and [Procedure 3245P](#), Technology.)

Media Literacy

Students will learn how to produce their own media; how to examine the ways in which people experience or interact with media differently; how to identify embedded values and stereotypes; how to analyze text and images critically; and how to evaluate the various sources of information with which they are presented.

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Law, Fair Use, Copyright, and Intellectual Property

Students will learn about the importance of navigating the digital landscape in ways that are legal, including access to and use of copyrighted materials ([Policy 2312](#) and [Procedure 2312P](#), Copyright Compliance). Students will also learn how to access and create intellectual property legally.

Online **self-image and** Identity **and Personal Brand**

Students will learn about their “digital footprint” and the persistence and protection of their digital information, including on social media. Students will also learn about the creation and maintenance of their self-image, reputation, and online identity.

Ethics, Digital Communications, and Collaboration

Students will learn about fairness and civil discourse in the digital environment, including **the appropriate uses of artificial intelligence, and** the importance of collaborating and ethically interacting with others online.

Professional Development

The district supports teachers and instructional leaders in developing proficiency in the principles of digital citizenship and media literacy, both as an instructional imperative and as dynamic district policy and practice.

Policy and Practices

The district acknowledges the need for digital and online policies that are dynamic and responsive to diverse community standards and student learning outcomes. The district annually reviews its policies and procedures on electronic resources, Internet safety, digital citizenship, and media literacy. The superintendent or designee is authorized to develop further procedures and guidelines if appropriate.

Communications and Engagement

The district acknowledges that parents/guardians and community stakeholders are partners in developing students as digital citizens and life-long learners. The district encourages parents’/guardians’ active engagement in the process of educating students to become media-literate digital citizens.

Cross references: [Board Policy 2125](#)

[Board Policy 2311](#)

[Board Policy 2312](#)

[Board Policy 3204](#)

Web-based Resources and Other Online
Educational Services

Selection and Adoption of Instructional
Materials

Copyright Compliance

Prohibition of Harassment, Intimidation or
Bullying of Students

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[Board Policy 3245](#)

[Board Policy 3246](#)

[Board Policy 3300](#)

[Board Policy 3600](#)

[Board Policy 4340](#)

[Board Policy 4400](#)

[Board Policy 5161](#)

[Board Policy 5225](#)

[Board Policy 5270](#)

[Board Policy 6550](#)

Technology

Personal Electronic Devices

Student Discipline

Student Records

Public Access to District Records

Election Activities

Civility in the Workplace

Technology

Disciplinary Action and Discharge

Data Security and Privacy

Legal references:

[RCW 28A.650.010](#)

[RCW 28A.650.045](#)

Definitions

Digital citizenship, internet safety, and media literacy—Best practices and recommendations—Annual review—Model policy update and checklist for future updates

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