

Cadette Digital Leadership

Be the change you want to see! Think of leaders in your life and history. They not only inspire and guide people, but also show the way to create a better world.

Leaders today have to act in both the real and **digital world**, or the world of technology. They help create an inclusive and honest environment online and take care of themselves and others in the digital world. They share information, make plans, and connect with others to mobilize their network around causes they care about.

In this badge, discover the digital world around you and use technology to make a difference.

Steps

1. Discover your digital landscape
2. Investigate the digital world
3. Design a digital community
4. Create content for change
5. Share your process

Purpose

When I've earned this badge, I will know how technology can be used to make a difference. I'll know how to make the internet a better place for myself and others.



Words to Know

Avatars: Digital characters used online, especially in video games. They can wear different clothing, accessories, and hairstyles.

Bias: A belief or opinion that affects how we perceive and treat others—it can be an aversion or a preference.

Catfish: Someone who pretends to be someone they're not online.

Data: Another word for information.

Digital community: Who and what you interact with online, including people and organizations.

Digital content: Something created to be used or shared online, like a video, meme, slideshow, or online presentation.

Digital footprint: The trail of what you do online. It's generated automatically when you move around and act in the digital world. It includes the people and causes you follow, the apps you use, and the networks you're a part of.

Digital landscape: All the things you do with technology, including the devices you use (like smartphones, tablets, or computers), the platforms or tools you use (like websites, apps, social media, email, and messaging), who you connect with, and anything you do to put a message online.

Digital leadership: When you use technology to protect yourself and inspire and guide other people.

Hashtag activism or **slacktivism:** Online activism that creates a lot of talk, or "likes," but may not create change or progress in the real world.

Intersectionality: Understanding how the systems of inequality in society create unique biases against people with multiple stereotyped identities.

Misinformation: Information that's incorrect or false but presented as true. It's often created on purpose and spread digitally.

Persona: An aspect of someone's personality that they present to others.

Phishing: A kind of cyberattack where someone may try to get your private information by pretending to be a person or business you trust. It can happen by email, chat, or text.

Stereotype: A characteristic or trait—whether positive or negative—that is associated with an identity group. It is often an oversimplification or exaggeration about the group.

Troll: A person who intentionally starts fights online with mean comments.

Step 1: Discover your digital landscape

Your **digital landscape** is everything you do with technology, including what you do online, what you observe, and how you act. A computer, smartphone, or tablet is your passport to the digital world. You can discover platforms and tools, like websites, apps, games, social media, email, and messaging.

The groups you belong to or follow online are your **digital community**. Do you connect for school online? That's a digital community. Play video games with friends? Also a digital community. What about texting, emailing, or video chatting with friends and family? They're in your digital community, too.

In the real world, people might leave footprints in the mud, sand, or snow as they move from place to place. We leave footprints in the digital world, too. Many things you do and share online can create a **digital footprint** with data or information about you. Your digital footprint includes who you follow as well as the communities and networks you're a part of. It isn't always visible to everyone, but it can be visible to those who know how to look for it.

If you look at how you use technology, what's in your digital landscape? How can you use your technology more effectively? Are there better apps or platforms for what you want to do online? How can you protect your data? How can you go one step further and use technology to make a difference?

Choices—do one:

Navigate your digital landscape. Different tools work for different people. Have a conversation with a friend or family member to share your views on technology and how it can be used to help with different problems. Discuss the different apps or websites you use to find information, to connect with others, for entertainment, and for other purposes. Compare how you do and don't use technology in similar ways. Are there places online you intersect? Are you in any of the same digital communities? After the conversation, consider if there's anything you'd change in your own digital routine after learning about someone else's choices.

Map your digital landscape. Infographics are a visual way of showing data. Create an infographic or concept map showing how you use technology throughout the day. Include the apps or platforms, what you do, why and how often you use them, and how you feel when you use them. Show your digital connections, like who you emailed or messaged with and why. Then analyze your data to find ways to be more intentional with technology, like not looking at devices right before trying to sleep or deciding not to use a certain app anymore.

Show online action with art. How can you impact the real world from the digital world? Choose a community you're a part of, like your family, friends, school, or Girl Scout troop. Then identify a cause you care about and create artwork to show how you'd like your community to help online and offline. How can technology help you come together and create change? What are your resources and reach? What impact do you want to have? Choose any artistic medium to show your vision for the future. You might include literal images, like computers and people, or show the community and connections abstractly with webs and swirling shapes. You might create digital art to share online, art or a performance for the real world, or maybe even a combination of the two!



Fill out "My Digital Data Tracker"
on page 4 to understand
what is in your digital world.

My Digital Data Tracker

Device(s) I have or use:

☐ Phone ☐ Tablet ☐ Computer ☐ Other: _____

Time (start and end)	Device	Location	Platform: app, program, or website	What did you do?	What data or content did you share? With whom did you share it?	What was your mood before? And after?

Surprised by your data? Check out the tips on page 5 for ideas to stay safe and take care of yourself online.

Create a Digital Wellness Routine

To keep you, your data, and your devices safe, be thoughtful about what you do in the digital world. For example:

- **Mind your screen time.** How much time do you spend in the digital world? Many devices and apps can help you understand and manage the amount of time you're using them. Avoid looking at screens or mute notifications while you're eating, going to bed, or trying to focus. Balance what you do in the digital and real worlds—explore nature, play a sport, or meet with friends in person.
- **Be thoughtful about what you share online.** Public information, like what you think of a new movie or your favorite singer, is okay to share online with people you know and trust. Never post private information like your address, phone number, email, or passwords.
- **Remember your values.** Don't share private or embarrassing photos or videos, anything without permission, or anything else that could make someone else feel bad (like gossip, bad words, or other unkind actions). If someone is bullying you or someone else you know, consider how you can intervene—you might report the account, kindly address the bully directly, or talk to a trusted adult for advice.
- **Be aware and stay up to date.** Think before you click! Only open emails, links, and attachments from sources you know. Keep your devices and apps up to date and change your passwords regularly. Be careful who you let use your devices and be considerate when using someone else's.
- **Check in with your feelings.** Pay attention when you're online to how you feel when using social media or messaging with friends. Balance your screen time with other activities and interact with people who are kind and supportive. Also keep in mind that anything that seems too good to be true may be just that. Remember that what you see online is just one part of someone's life.
- **Ask for help and help others.** If you're having a hard time, online or in the real world, tell someone, like a relative, troop leader, or teacher. They can support you and make sure you're safe. If a friend seems upset or angry, reach out, listen, and be supportive. If needed, ask a trusted adult for help or call 911.

► **For more fun:** Brainstorm how you'll make the digital world a safer place. Create an action plan with specific steps you'll follow to stay safe online.



Step 2: Investigate the digital world

We all live in the same world but experience it in different ways. We live in different places, hear different information, and meet different people. All of our experiences create our viewpoint on the world. There are as many points of view as people.

Sometimes our beliefs are biased, maybe in ways we don't even know. **Bias** is a belief or opinion that interferes with someone being fair. It's how we instantly connect often-harmful stereotypes or attitudes with groups of people. A **stereotype** is when you judge other people based on a common characteristic. **Misinformation** is information that's incorrect or false but presented as true. It's often created on purpose and spread digitally.

When you go online, you see all different kinds of content at once. You might see a photo on a post on a page on a platform. Each layer is created by people with their own viewpoints, values, motives, and biases. **Digital content** is anything created for or shared online, like a video, meme, or online presentation. Sometimes the messages are subtle but powerful. They might tell you what to buy, how to look or act, or what to believe and value. Their motives might be hidden or disguised as something else.

Online, there are viral sources of misinformation and content that promotes unrealistic beauty ideals. Ads, news stories, and gossip can contain bias, stereotypes, and misinformation, too. You might get emails that are **phishing** (trying to get your private information) or scamming you for money. You might encounter **catfish** (people pretending to be someone they're not) or **trolls** (people who intentionally try to start fights with mean comments). When your data is used to sell products, manipulate, or influence you online, that's **social engineering**.

Look carefully at what you see online. You can fight bias, misinformation, and dishonest or unkind behavior online by being aware and teaching others what to look for.



Choices—do one:

Explore clickbait. Clickbait is digital content that grabs your attention because it's shocking or surprising in some way and entices you to click and learn more. It might have a big "CLICK HERE" button or link with offers for free stuff, videos of cute puppies, or celebrity gossip. You may be surprised to click and find it's not what you thought it would be. So, how can headlines represent or misrepresent a story? What is the difference between a headline and the real substance, or meat, of a story? Create your own clickbait to find out. Make three clickbait headlines for the same photo: one positive; one negative, and one neutral. For example, you might write for a cat photo: "Move over dogs! Cats are man's best friend!" for positive, "Cats are dangerous to nature and people!" for negative; and "Your cat's ancestors survived an ice age!" for neutral.

Debunk a debate. People are always posting their opinions online. Sometimes people with very different points of view use the same facts to prove their point. Find an upcoming live, video, or audio recording of a debate. Research the topic online beforehand to find articles and information from different sources that share facts, sides of the issue, and what the experts say. If you can, find out more about the participants' background and viewpoints. See if you can predict what positions the debaters will take. When you watch the debate, remember your research and note how the different participants frame or present the facts. After, decide who you agreed with and who you thought won the debate. Then consider: how do people use facts to their own advantage and further their own viewpoint online?

Examine digital bias. If you search for information online, you'll find lots of different content from as many points of view. For example, look at the same news story on different online news sites and try to figure out their slant—what is each's point of view? Then find an online article about an issue you care about, like homelessness or cyberbullying. Create a list of facts from the article and retell them from 3 different points of view: as someone impacted by the situation, as someone helping directly, and as someone who is making the situation worse. Afterwards, compare your stories to the facts. What changed each time? How do different online sites shape the stories they publish? Why is it important to look at multiple sources before forming your own opinion?

Spot the Source

Since we aren't face-to-face in the digital world, it can be hard to know what someone is thinking. That's why it's important to think carefully about what's true or not, both online and in real life.

Here are some questions to investigate:

What are you looking at? A story? A video? An ad? Do you see any tags, like "Ad," "Sponsored," or "Opinion"?

What's the source? Who shared it? Who's the author or creator? Research to find out if the source, author, creator, publication, or website is known for any particular slants, values, or points of view.

What are they selling? When you see an ad online, look carefully. Is the online ad you are looking at just selling a product? Is it trying to tell you what to think or feel? Ads can also have messages about how you should look, who you should spend time with, or what you should believe.

How does it make you feel? Does it make you feel more informed? Does it make you feel worried or upset? Does it seem helpful or unkind? Go with your gut if you have a feeling something isn't right.

Do other sources agree? Separate the fact from fiction. Research the story to verify any facts with other sources, like a respected media critic or an online myth debunker.

Want to learn more about news and media? Check out the Cadette Media Journey.

Step 3: Design a digital community

A **community** can form when people connect around interests, goals, or values. Digital communities are especially powerful because community members can connect with each other regardless of where they are. People can share information, ideas, and visions for the future.

Digital communities can be closed, meaning they're open only to specific people who have been invited or asked to join. Other digital communities are open to everyone. Most digital communities have rules for how people interact with each other. Some will ask you to read and accept their guidelines before you can join. And some, like message boards, have a moderator who reviews and approves messages.

Take a look at your online interactions. What kinds of values do they show? How can you stand up online against unkind interactions and support positive values? How can you be a digital leader who helps others and makes the digital world a better place?

With technology, you can build a strong community of people. They can be connected by values, like kindness and equality. Together they can act to make the internet a friendlier place for everyone.



Choices—do one:

Make a vision board for your community. Choose a community, like your Girl Scout troop or neighborhood. Create a vision board (on paper or digitally) that shows your community's values. If the community also has a goal or you'd like to work towards one, add it in! Then consider: How does your community use technology to build connection? How could technology grow or strengthen your community? What digital tools can help achieve your goals? Include photos, quotes, messages, and anything else that can inspire and motivate others. Then share it with your community and discuss how you can achieve the future vision. For example, you might create something more permanent, like a collaborative website or mural.

Host an awards ceremony for your community. Choose a community you belong to. Brainstorm some of its values and strengths. How are different community members acting on these values? Design an awards ceremony (in-person or virtual) with categories like "caring for nature" and "friendship." Then use digital tools to make your awards ceremony great. Use a graphics app to create certificates to reward community members' unique strengths and skills. Use a slideshow or video app to make a presentation. Invite people through emails, texts, or social media. At the ceremony, honor and celebrate your community. At the end, share a call to action for everyone to make a difference.

Create guidelines for a digital community. Look at some of the games, apps, or websites you use. What values do you see on each? Do you agree with them? Use what you learn to shape a plan for your own digital community. Create a plan for your digital community. Who will be in it? How will you welcome new members? What will you celebrate and share? What will happen if someone doesn't follow the rules?

► **For more fun:** Discuss with friends and use technology to bring your community online.

Step 4: Create content for change

What you do online can change the world! You can inspire respectful, inclusive, and kind interactions online. You can be a digital leader who motivates your communities to act. Used thoughtfully, digital tools can help you to have a worldwide reach.

When you create digital content to make a difference, it needs to have an action behind it. Otherwise, people might post support on social media, but not take the next step to create change in the real world. That’s sometimes called **hashtag activism** or **slacktivism**. So how can you work digitally to create impact? You can use digital tools to promote others already working on an issue. You can bring your own talents and help solve the problem.

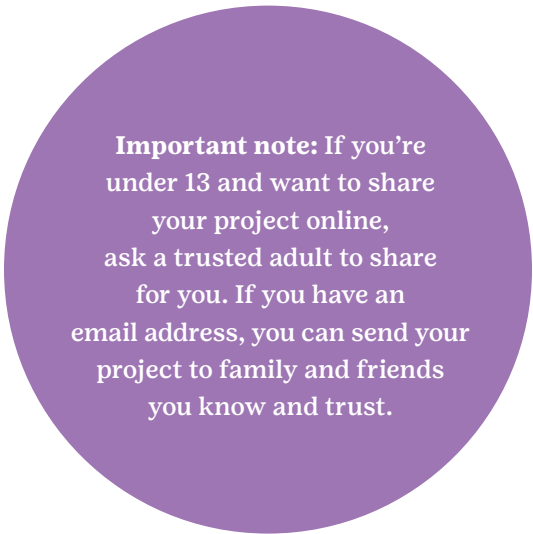
For Step 4, create digital content to support a topic you care about, like a video, digital art, email campaign, or anything else. Make sure to find out what the community needs most, decide on an audience, and set a goal for how your audience can help. Remember to make your content engaging and have an impact online and offline.

Choices—do one:

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Host a virtual “Town Hall.” Hold a discussion for your community to learn from experts and community leaders. First, research people in your area who might be knowledgeable or have a personal connection. Reach out to see if they’d be interested in sharing their experience. Then invite your community to a virtual event. Make sure community members have time to ask questions!
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Create an online petition. Petitions usually list community support and action steps to solve an issue. Research a problem and identify possible solutions. Choose the best idea and create a petition for people to sign if they agree. Circulate it online and in the real world. Once you’ve collected signatures, share your petition with community leaders, like your school administration, city council, local department of parks and recreation, or anyone else who can use their power or influence to help.
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Make digital content to support your goal. Choose a topic, audience, and goal for the impact you want to make. Then, brainstorm how you can best get people engaged and motivated enough to act. Maybe it’s a video to educate your community. Maybe it’s a funny meme to get people thinking. Maybe it’s a poster to promote an important event. As a digital creator, you get to choose the platform and create the content. So, pick something you care about and use technology to make a difference!









Create an Impact with Digital Content

The digital content with the most impact makes people feel strongly enough to act. So as a digital leader, it's up to you to find the best way of sharing your message!

You have causes you care about and digital tools you can use. Like a recipe, the components make up the whole: you might need your content to be a little bit funny, include a dash of facts, be full of feeling, and ask something of your audience.

Follow these steps to create content that makes a difference:

What?	How?
 Choose a topic.	Brainstorm problems and choose one you feel passionate about. Find out more about the problem, why it happens, and who it impacts. What are others doing to help? Where can you add in your own skills and talents?
 Keep community at the center.	Make sure that how you communicate about the problem and the solutions feels good for people in the community impacted by the problem. What language do they use when talking about the challenges? What message do they want to send?
 Choose your audience.	Decide who you want to get involved. How do they use technology? What can you do to inspire and engage them?
 Choose your tools.	Decide what you want to create. Is it an image, text, video, app, or something else? What digital tool can help you to create your content? How will you share it?
 Create the content.	Use your tools to make content about the topic for your audience. Only include information that is safe and that you have permission to share online.
 Evaluate and amplify your impact.	Gather feedback on your content. What worked? What didn't? Then brainstorm ways to expand what you've done. Do you create more content? Share in other ways? How can you reach more people with your message?

Step 5: Share your process

Content creation includes many steps and decisions along the way. By sharing your thinking, others can better understand your process and point of view. This can help to make sure your content is not biased and is accessible to your audience. Other people might have tips or ideas for a better platform. They might know helpful information or be connected with others working on similar projects.

Being a digital leader means not only creating digital content for change, but also showing other people how to do that. By sharing the who, what, when, where, why, and how behind your content, you can teach and inspire other people, too!

Choices—do one:

Report back to the team. Imagine you're part of an organization that just launched your content from Step 4 and it's time to share your work. What was your process? How did you research, design, launch, and manage your project? How did you avoid stereotypes? How did you make sure your content was accessible and inclusive? How will you make an impact online and offline? Create a presentation to share this information and gather feedback. If you can, share with others, like your troop or family.

Create a "Take Action" talk. Take Action projects are when Girl Scouts make a sustainable difference in their community. They're different from community service as they continue to address the problem over time. Think of cleaning up a beach versus installing trash cans. Both solve the problem today, but trash cans will help tomorrow—they're helping in a sustainable way! Imagine you've created an entire Take Action campaign based on your content from Step 4. How was your first piece of content received by the audience? What worked well? What didn't? How did you amplify what you did to make a sustainable impact?

► **For more fun:** Do what you planned and use your content as the starting point for a Take Action project!

Share multiple ways. Share your digital content from Step 4 in more than one way and collect any reactions you receive, in person or online. Then analyze your data to discover what worked and what didn't. If you were to make another piece of content, what would you do differently? Which mode of delivery got the most responses? If you can, go back and improve your content based on what you learned.

Make a Digital Difference

You are a digital leader. You've learned about how to stay safe online. You've learned how to spot bias, stereotypes, clickbait, and misinformation. You've explored how to spot digital communities with positive values and developed your own digital content to make change.

Now, how can you use your new knowledge and skills to create change in the real and digital worlds?

- **Teach people how to be safe online.** Explain the difference between public and private information. Show people how to spot bias, stereotypes, clickbait, and misinformation.
- **Fight the negative!** Stand up to bullying online and in-person. Share positive stories and lift up others.
- **Build your digital community.** Act out and promote values in your real-world and online communities. Reach out to friends who may seem sad or angry.
- **Use digital tools for good.** Support and promote positive people, organizations, and causes with your comments and digital products you create.

Important Note:

If you're under 13 and want to share your project online, ask a trusted adult to share for you. If you have an email address, you can send your project to family and friends you know and trust.



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