

# Digital Leadership in Higher Education

## *Purposeful Social Media in a Connected World*



### Chapter 2: A Tech Pulse of Higher Ed Professionals

#### Diagnose Your Tech Symptoms

##### APPLICATION EXERCISE 2.1

It's time to tap into what you're thinking, feeling, and actually doing related to technology and the realities of your digital identity: your wonders, worries, and what-ifs.

Let's just get it out there: You may have some concerns about technology, especially posting publicly on social media. You post a tweet that ends up on CNN, a student direct messages you on Facebook at 3:00 a.m. that they want to cause harm to themselves, or your Instagram live video is overtaken by campus protesters. Use the left column to air your worries. What are your worst-case scenario fears? In the right column, list the realities of these worries, resources you would have if any of these things happened to you, and your potential response(s).

#### From Worried to Resourceful

Wonders, Worries, and What-ifs	Realities, Resources, and Responses

As you document each of your concerns, including the action you would or would not take, I hope you begin to feel the weight of internet anxiety dissipate. For example, if you're concerned that something you post on Twitter will receive backlash while you're in a 3-hour board meeting, a preventive action to take would be to have a pre-written statement that someone from your office can post and/or a protocol you've developed for deciding whether to delete a post. Or

maybe you have serious worries about how YouTube is harming children, especially your kids. A potential response is creating activities offline with your kids and coming up with a nontech time agreement for when phones will or will not be included in family time, such as dinner or in the car.

## Chapter 2: A Tech Pulse of Higher Ed Professionals

### Develop a Digital Code of Ethics

#### APPLICATION EXERCISE 2.2

Any tool can be used for good or bad. It's really the ethics of the artist using it.  
—John Knoll, creator of Adobe Photoshop (Comstock, 2014)

Ethos is defined as the guiding beliefs of a person, group, or organization. Write down your ethos, including your moral compass for character, thought, emotion, and action. How does it play out? Can your ethos be your guide in online action and have real-time impact? If you were to document your ethos as a code of ethics for social media, what elements would be included? These can include what you stand for (passions/beliefs) as well as what you will not stand for in your life. Note your considerations below.

#### Your Digital Compass

My ethos (beliefs, values, morals):

My digital code of ethics:

⇒ Now head to our book community, the Digital Leadership Network found at <http://bit.ly/DigitalLeadershipNetwork>, and find the chapter 2 topic, where you can share a few of your reflections and discoveries on any of these exercises.

As you move on to chapter 3, think about one to three elements that would be a part of your digital code of ethics that can guide your digital practices.