

Key Elements of a Healthy Digital Identity

1. Authenticity

- Sharing content that reflects their true interests, values and personality—not just what’s popular or likely to get likes.
- Avoiding pressure to present a “perfect” image or to compare themselves to others.

2. Privacy Awareness

- Using strong privacy settings on Social Media platforms.
- Being selective about what they share and with whom.
- Understanding that everything posted online can be permanent—even deleted content may be saved or shared.

3. Respectful Communication

- Engaging in positive, respectful interactions online.
- Avoiding harmful behaviours such as cyberbullying, trolling or spreading misinformation.
- Knowing how to report or block harmful content or users.

4. Digital Footprint Management

- Thinking before posting: “Would I be okay with a future employer, teacher or family member seeing this?”
- Googling themselves occasionally to see what information is publically available.
- Using their online presence to showcase achievements, interests or causes they care about.

5. Balanced Use

- Setting boundaries for screen time and Social Media use.
- Prioritising sleep, school, relationships and offline hobbies.
- Taking breaks from Social Media when needed to protect mental health.

6. Critical Thinking

- Questioning the accuracy and intent of what they see online.
- Understanding how algorithms shape their feed and influence their behaviour.

- Being aware of how social media can affect mood, self-esteem, and attention.

[Please click here for a Downloadable checklist summary](#)