

**LifeSmarts U Technology and Workforce Preparation Lesson**  
**Be Smart About What You Share: A Toolbox Lesson**

**Toolbox 10: Content Vocabulary, Varsity**

Be Smart About What You Share	
active digital footprint	Information users intentionally share about themselves through social media or online groups
cybercrime	Criminal activity that targets or uses a computer and the internet
cybersecurity	Protecting systems, including information, from attack or theft
data breach	Release of private or confidential information without authorization
digital footprint	Your personal trail of online activity, including likes, posts, and information gathered about you through websites or apps
engagement	Likes, reactions, comments, and shares on social media
follower	When another user tracks you on social media, they can see the content you post on your account
identity theft	Stealing and using another's personally identifying information for personal or financial gain
influencer	Social media personalities who share content that entertains, informs, and connects them with their followers
online privacy	Controlling the personal information you share and what you do online
online reputation	The way a person is perceived based on their online content and interactions
passive digital footprint	Information collected without the user being aware it is happening, such as clicks, number of times a site is visited, or the IP address used
privacy settings	Controls available on many social networking and other websites that allow users to limit who can access your profile and what information visitors can see
social media platform	Websites and other online means of communication that are used by large groups of people to share information and to develop social and professional contacts
two-factor authentication (2FA)	Requires a user to prove their identity in two ways before gaining access to a program or website