TAKING CARE OF YOUR
DIGITAL FOOTPRINT

- What is a digital footprint?
- How to review your digital footprint.
- What does your digital footprint say about you?
- How to improve your digital footprint.
- Do’s and Don’ts of social media.
WHAT IS A DIGITAL FOOTPRINT?

Your digital footprint is the records and traces we leave behind us whilst online. It is made up of all your online actions. It is called a digital footprint because whatever you do online will always remain somewhere in cyberspace; it leaves an impression, like footprints in the sand. It is important to take full responsibility for your digital footprint, as it has the power to affect your reputation, both on and offline.

HOW TO REVIEW YOUR DIGITAL FOOTPRINT

Google yourself: employers may Google your name.
Check your privacy settings: ensure you know exactly what the public sees when they view your profile.
Update your profile pictures: as a general rule of thumb—if your Mum wouldn’t like it, don’t post it (that includes the one of you passed out with the fake moustache)!
Do a Social Media Audit: think of your online persona as an extension of your CV.

Questions to ask yourself...

- Are you happy with the information that is available to potential employers on you?
- Any surprises?
- Do you think you want to change anything?

Use online audit tools:

- http://adjustyourprivacy.com/
- http://www.reppler.com/

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How to improve your DIGITAL FOOTPRINT...

...Check the 4 P’s:

- **Profile** – “you”
- **Presence** – “where”
- **Participation** – “activity”
- **Privacy** – “separation”

Do’s and Don’ts of SOCIAL MEDIA

**DO**
- **Build your online influence**: Join the debate! Get your name out there by joining online discussion groups and debates. Be aware that what you post is public and will reflect on you.
- **Be polite, positive and professional**.
- **Share information** that people in your professional network will find interesting. Follow thought and industry leaders in your field and see what they are talking about.
- **Stay active, but control your content**.
- **Think before you post**—consider the recipient, the medium and the message and keep your personal and professional presence separate.
- **Reflect yourself**, as you’d want to be seen by others and potential employers, on social media.

**DON’T**
- **Discriminate**
- **Plagiarise**
- **Post if in doubt**
- **Post negatively**—at all!