

# 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/>

# How to improve your

# DIGITAL FOOTPRINT...

## ...Check the 4 P's:



## 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!**