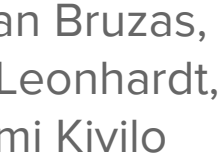




Digital Awareness

And how to leave a positive digital footprint

A presentation by
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Content (1)

- Curating the search result
- Improving social media profiles
- Choosing privacy settings on social media
- Taking responsibility of photos

Content (2)

- Different reputation online and offline
- Overshared content
- Digital tool usage

Curating the search results (1)

- Links for you / your name
 - A website with your (account) name or
 - A link to your account
- Content which receives positive reactions
 - Blog with job-relevant content
 - Blog with jobs expertise

**search
results**

profiles

settings

photos

reputation

oversharing

digital
tool

Curating the search results (2)

- Credibility on topics that matter
 - Participate constructively in online forums
 - Be as professional as possible

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Improve your social media profiles

- Be active on social media
 - Brands/ industries may have active feeds
 - Content relevant to jobs should be posted

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Choosing privacy settings on social media (1)

- Settings may fail
 - To work
 - To protect
- E-mail settings
 - Don't use official mail
 - Make it as private as possible
- All your profile information
 - Can be leaked

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Choosing privacy settings on social media (2)

- Name settings
 - Don't use your real name
- General settings
 - Privacy settings
 - Share/post settings
 - Tag settings



Taking responsibility of photos

- Share photos ...
 - only with friends and family
- Don't share ...
 - embarrassing photos
 - personal photos
 - private photos



Online/offline reputation

- Reputation
 - Should not mix
 - Should not be Incomplete or obsolete
- Delete accounts
 - You don't use anymore
- Remarks
 - Friends and family dominate
 - Will influence reputation heavily
 - Own remarks can harm your reputation

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Overshared content

- Keep quiet about
 - Real life
- Don't share
 - Log-in details
 - Address details
 - Contact details
 - Current location
 - Certain photos

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Password Management Systems

- Example: Password keeper
 - Should use different passwords for every account
 - Don't have to remember all passwords
 - Safe and secure
- Master password
 - Should be very strong
 - Should be changed every year at least

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Digital footprint checklist

- Search yourself online
 - Public information available
 - Information validity
- Social media profile
 - Check privacy settings
 - Think before you post
 - Deactivate and delete undesirable content
- Leave a positive footprint
 - Delete inappropriate content

search
results

profiles

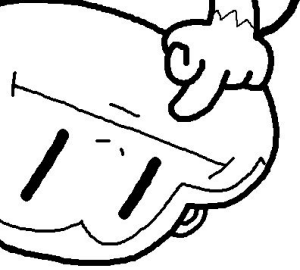
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Thank you for your attention

