

# ONLINE REPUTATION

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Why managing who you are online matters

- What kinds of stuff do you see your peers posting online?  
(do not name names!)
- What kinds of reputations are being created?
- Does it matter?

# Definitions:

- **Digital Footprint** = text, images, audio or video online that is posted by you or about you
- **Online Reputation** = Any text, image, audio, or video posted to the internet that helps people make judgments about you. (may be posted by you or another person)
- **Online Reputation Management** = thoughtful posting and monitoring of information on the Internet about yourself to create a positive image

# Perception is Reality...

- A “brand” is being created for you online. It’s what everyone else sees. And while it may be completely untrue, only partly true, or taken out of context, people will judge you based upon it.
- We need to positively craft our online image.
- Be proactive vs. reactive

# Why does it matter?

- What gets posted/sent online can impact your:
  - Future employment
  - University/college admissions
  - Family/extended family
  - Social/peer interactions
- What gets posted/sent online can have criminal implications...
  - child pornography!!!!

# Why cont.

- A positively crafted online image can be advantageous.
  - Can help with scholarship applications
  - University/college admissions
  - Internships
  - Employment Opportunities
- A negative image can be disastrous...

# University Admissions Counselors: Social Media Policies

*Many students see graduation as the time to buckle down and clean up their social media footprint.... This mindset, although good in theory, isn't early enough to take control of their digital identity. According to a 2012 survey of university admissions counselors by Kaplan, 27% of admissions counselors Google prospective candidates and 26% look up students on Facebook. Most importantly, 35% **“said that when checking up on a student's online presence, they found something that negatively impacted an applicant's chances of getting in”**. These numbers will only grow as social media becomes the new standard for vetting.... As students are becoming more concerned about their online privacy they tend to be drifting away from or locking down their Facebook profiles. The more serious errors in judgment often happen on networks which may or may not be linked to their real name such as Tumblr and Twitter. Students will tag posts or tweets with the name of the university and then make a statement about their desire (or lack of) to attend. Admissions counselors regularly check these tags and if they are writing negative remarks about the school, it reflects poorly on a student's chance of acceptance.*

# How to Shape a Positive Online Image

- Be selective.
  - Are you comfortable with everyone seeing it? Is it morally or ethically questionable? LEAVE IT OFF.
- Realize that posting is permanent.
  - It can be copied, saved and used by others
- Private is NEVER private
- Monitor regularly
  - Perform regular online searches of your name
- Get help ASAP if you find negative content online



# Take Caution: subjects to avoid

- Violence, crime or the intent to harm others
- Links to inappropriate sites
- References to drugs/alcohol
- Pornographic, suggestive or risqué images or videos
- Inappropriate language
- Derogatory, racist, bigoted comments