

# DIGITAL REPUTATION

Our digital reputation is defined by our online behaviour- the content we post about ourselves and others, and what others post about us. The information we share about ourselves is available for anyone and everyone to see, share and download, and will accumulate over the years to create a complete online profile of us. Anyone and everyone can look online for our photos, videos, and postings either in the presence or in future.

## 10 THINGS YOU NEED TO KNOW ABOUT ONLINE REPUTATION

1. Make no mistake- what goes online stays online, even when you think you have deleted a particular post. There is no erase button on the internet.
2. Content intended to be shared with your group of friends may cause issues when shared outside of the group.
3. Images and words can be misinterpreted and altered as they are passed around.
4. It's not worth risking your online reputation for an attempt to do something controversial.
5. Anyone can download inappropriate photos of you or take a screenshot of your offensive comments, or worse, you venting about your boss.
6. Only post or share something online with a clear mind. Stay away from social media if you are angry or frustrated.
7. Negative online behaviour hurts friendships, relationships, and professional prospects.
8. Know your online reputation by doing an internet search of your name.
9. Protect your digital reputation by managing the privacy settings on your social media accounts.
10. Set up Google Alerts for your name- you will receive an e-mail whenever someone mentions anything about you online.