



Online reputation and social networking

Age range: 14+

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Definitions: online reputation and digital footprint

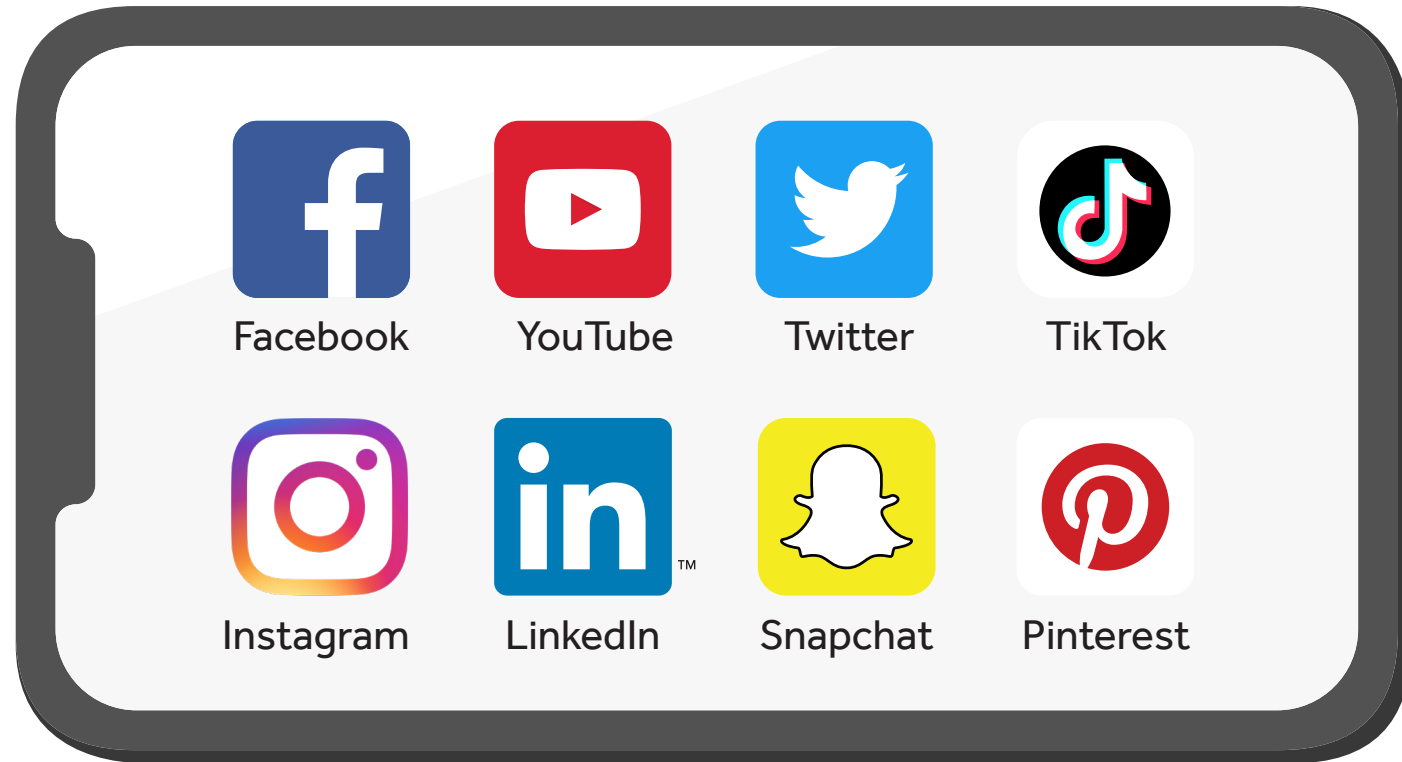
Digital footprint: The digital trail you make when using websites, sharing information online and using social networks.

Online reputation: The opinion people have of you based on the digital information shared by you or other people online. This information could be photos, videos, your social media presence, blogs or anything else published online.



Social networks

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Negative effects of online activity

4



Be careful what you share: you never know who may find it, as these stories show.

STORY 1

"I posted some photos online recently of me messing around and being silly. The manager in the job I had applied for searched for me online and saw them. After seeing the photos, she decided I would not get the job."

STORY 2

"I had a really bad day at work the other day so I came home and updated my status saying how rubbish it was and how much they don't appreciate me. When I turned up to work on Monday I got called into my boss's office. Someone from my office had read it and told my boss. They were really unhappy with me."

Negative effects of online activity

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STORY 3

"I had been working in my job for a year before I was let go. Apparently, my boss found some inappropriate tweets I had posted a couple of years ago. Even though they weren't about work, my boss said it reflected badly on the company."

STORY 4

"When I went to my interview they told me that they had found me on Facebook. They asked me lots of questions about why I had posted those videos. I didn't know what to say. They said they would let me know..."

Social networks and sharing

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Facebook

- Posts
- Images
- Links to websites
- Videos
- 'About' section
- Groups

YouTube

- Videos
- Annotated videos
- Links and information on profile page
- Live streaming
- Biography

Twitter

- Tweets under 140 characters
- Links to websites
- Videos
- Biography
- Images
- Use hash tags

TikTok

- Videos
- Profiles
- Live streams
- Virtual 'gifts'
- Direct messaging

Instagram

- Images
- Short videos
- Biography

LinkedIn

- Posts
- Images
- Links to websites
- Videos
- Work experience
- Groups
- Published work

Blog

- Posts
- Images
- Videos
- 'About' page
- Files
- Links to websites and files

Pinterest

- Images
- Videos
- Pinned web links
- Biography

How can some of what you share give you a positive online reputation?
How could you use the facilities listed above?

Online CVs

These websites can be used to create an online CV. You can add a link on your paper CV.

Future employers can discover you online, perhaps even when they are not looking for you specifically. It could lead to opportunities you didn't expect.



LinkedIn



Tumblr



Online website
builders



WordPress



About.me



Storing and sharing digital work

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These services are available on the web as well as through smartphone and tablet apps. You can store almost any digital files on them depending on how much storage is available. You are then able to create links to these files and share them.

