# Online reputation in the workplace

Age range: 16-19
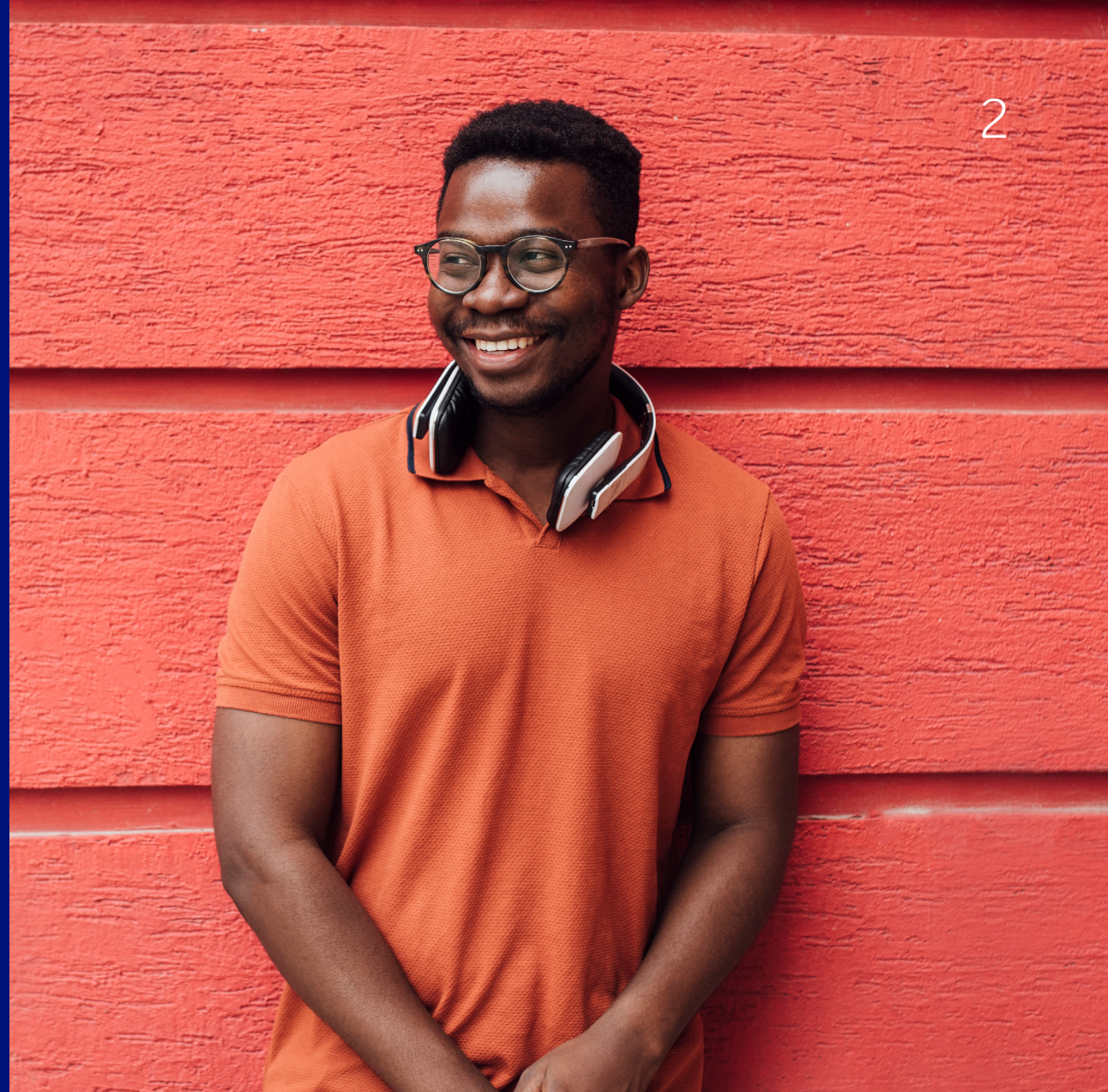
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# Personal brand

Personal brand contains the qualities and attributes someone consistently promotes to show what they stand for. A person's brand differentiates them from other people.

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# Online reputation

**Online reputation:** the opinion people have of someone based on what they publish, or other people publish about them, online. For example photos, videos, comments on social media, blog posts.

- ✓ Family
- ✓ Friends
- ✓ Neighbours
- ✓ Teachers
- ✓ College admissions staff
- ✓ Potential employers
- ✓ Everyone

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# Top tips for brand reputation
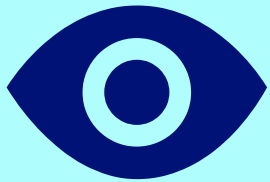
**1**

**Be transparent**

**2**

**Establish a schedule and post consistently**

**3**

**Grow your influencer following honestly and organically**

**4**

**Be patient**

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# Using online platforms

## Online platforms for job searching

- ✓ Spot job adverts
- ✓ Contact employers
- ✓ Online CV
- ✓ Ask for advice
- ✓ Post endorsements

## Online platforms at work

- ✓ Finding new customers
- ✓ Promoting products or services
- ✓ Responding to complaints
- ✓ Asking for customer

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Phishing is an attempt to trick users into entering personal information such as email addresses, passwords and bank details.

Phishing is done through electronic communications such as email or instant messaging.

The electronic communication may be made to look like it was sent from a bank or a popular website.

The user will be directed to a website that is made to look genuine to trick the user into entering sensitive information.

Fraudsters target users at work and through their personal devices and accounts.

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# Social engineering

- Fraudsters manipulate or trick people into exposing their personal or financial information through fake emails, phone calls, texts, posts on social media

- Criminals often have a detailed knowledge of the individual or employer they target, making them seem plausible and trustworthy

- These can be very complex attacks, some combining various sources of information to appear more convincing

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# Digital technology

Aaron teaches health and social care at a further education college.

## Hardware

- ✓ Smart phone
- ✓ Tablet
- ✓ Laptop
- ✓ Wearable technology

## Software

- ✓ Smartphone connected to appliances and service in his home
- ✓ College online learning platform to communicate with his students
- ✓ Internet and mobile banking
- ✓ Internet and mobile shopping
- ✓ Social media for personal use and work

## Internet access

- ✓ Mobile phone
- ✓ Public wifi hotspots
- ✓ Secure wifi connection at home and at college
- ✓ Email

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# General Data Protection Regulation (GDPR)

- The General Data Protection Regulation (GDPR) is a data privacy law designed to protect the personal information of individuals and give individuals control over how it is used and shared

- Companies and other bodies that collect personal information have to tell you what they are collecting and why, how it will be processed and how long they intend to keep it

- Individuals have the right to see all the personal data held about them and can request for it to be deleted

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