TOP TEN TIPS:

HOW TO PROTECT YOUR ONLINE REPUTATION ON

SOCIAL MEDIA

DIGITAL FOOTPRINT

Your online interactions leave a permanent trail. Anything you post online cannot be erased, even if you delete it. Colleges and recruiters, prospective employers, and parents check your social media presence.

INTELLIGENT DIALOGUE

Display your leadership skills and enhance your online credibility by engaging in meaningful conversations. If an issue or concern demands attention, it is okay to speak up in a socially responsible manner.

RELEVANT CONTENT

Be authentic and engaging. Post unique and interesting content that will add value to your social media presence.

POSITIVE NETWORKING

Use social media to stay connected with friends, family, alumni and others who share your same interests.

APPROPRIATE CONTENT

Use your common sense. If the content you are posting is defamatory, sexually explicit, illegal, vulgar, confidential or plagiarized, then it is not appropriate for social media.

HIGHLIGHT SKILLS

Showcase your unique skills and interests by sharing all the great things about yourself, such as clubs you are involved in or community service projects.

PROTECT YOUR IMAGE

Manage your digital identity. Your online activity should mirror your personality and how you want to be perceived. Do not post material that can reflect negatively on your reputation.

BE IMAGE CONSCIOUS

Do not post photos or videos that you would not want your grandma to see. Make sure you are aware of all the photos and videos you are tagged in and that they pass the same test.

THINK BEFORE YOU POST

Do not post anything online that you would not say to someone in person or in a public place.

WORDS CAN WOUND

Say NO to cyber bullying! If you or someone you know is being bullied, report this information to the Bullying/ Harrassment Anonymous Hotline at 305-995-CARE.

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