



What's your eReputation?



REPUTATION

We will be known forever by the tracks we leave.
-American Indian Proverb



SAFER INTERNET DAY 2012

Discover the digital
world together... safely!

7 FEBRUARY 2012



eReputation

Many of you have younger brothers, sisters, nieces, nephews, cousins and/or children of your own; if not, some of your friends do!

What are you going to do to make sure they are safe when they use “Social Media” and other technologies?

and...





How many of you have helped your parents, grandparents and other members of your, or your friends, family to set up “Social Media” accounts?

What did you do to make sure they are safe when they use “Social Media” and other technologies?





I'm sure you told them...

...that everything they **say and do** online can have an impact on their **reputation**.

The Internet is a vast **collection of data**, and you might be surprised at just how much information there is on an **individual**, how it can impact on how they look and how they are perceived as an individual and as a professional.



Great news when you have...great news



- **91% of recruiters and HR professionals use social networking sites to screen...**
 - Prospective Learners (for Colleges, Universities etc.)
 - Prospective employees
- **Facebook is the main Social Network used to screen Prospects along with Twitter, LinkedIn and Google+**



Take a look at this...

Privacy and Reputation Online: Students



<http://bcove.me/26w91yuu>



<http://www.ikeepsafe.org/>





Let's start with the bad news!

- **69% of the Recruiters and HR professionals have rejected a candidate because of what they saw about them on a social networking site!**



WOW! That's worrying for some of the people we are trying to protect.



What sorts of things would result in rejection?

- To protect others you have to know the answer to this question.

Before you move on to the next page make a note, and/or chat with others,

REJECTED



to identify reasons people are rejected after recruiters and HR professionals have looked at their social media sites.



Candidates have been rejected because...

- they posted inappropriate photographs
- they posted inappropriate comments
- they posted content about them drinking
- they posted content about them using drugs
- they posted negative comments about a previous employer/learning provider
- they demonstrated poor communication skills
- they made discriminatory comments
- they lied about their qualifications
- they shared confidential information from a previous employer





And now for the good news!

- **68% of the Recruiters and HR professionals have hired/offered a place to a candidate because of what they saw about them on a social networking site!**



WOW! That's encouraging for the people we are trying to protect.



What sorts of things would result in success?



- To protect others you have to know the answer to this question.



Before you move on to the next page make a note, and/or chat with others, to identify reasons people are successful after recruiters and HR professionals have looked at their social media sites.





Candidates have been successful because...

- they gave a positive impression of their personality and organisational fit
- their profile supported their professional qualifications
- their profile showed they were creative
- they showed solid communication skills
- their profile showed they were well-rounded
- they had good references posted by others
- they have received awards and accolades





Not just you!



Whether those you are trying to protect use social media sites or not, mentions of them and their business can appear on **Twitter, Facebook, LinkedIn, ASmallWorld, Xing, Viadeo** and other sites.

- **Their online reputation isn't just what they put online;** it's how they put it online, and when it's done!
- And it's also affected by what others say about them.





Take a look at this advice...



<http://www.youtube.com/watch?v=jLogvzjZ2U0>





What about the adults?

Parents, grandparents, aunts, uncles and other members of your, or your friends, families.

What have you done to make sure they are safe when they use “Social Media” and other technologies?





I don't care much about what people think of me in real life, so why worry about it online!

Who you hang out with, the associations you keep, and the companies you've worked for may affect whether or not you are a success.



Digital behaviour is followed by employers, and abusing it can be bad for you. 8% of companies have fired someone for abusing social media.

A good presence online can win you business, promotions, and respect

A bad, or no presence can influence people and change their opinions (for the worse) about you.





Common eReputation Issues

- **Photographs or video clips of individuals** used without their permission
- **Unflattering information** or comments about an individual's character or professional work
- Incriminating information **leaked or simply published in the process of a legal action or complaint**
- **Being digitally non-existent.** Not having a social presence can be a detriment in this day and age.





What can you do?



- Apart from **never going online** or letting anyone take pictures/video clips of you, **what would you advise your parents, grandparents, aunts, uncles and other members of your family to do to protect and boost their eReputation and digital reach?**
- **Before you move on to the next page** make a note, and/or chat with others, to identify things they could do to protect and enhance their eReputation.

Encourage them to...



...set their own eReputation

- Encourage them to be proactive and not to let others, including 'friends' and/or family, create their eReputation.
- Encourage them to get online and establish a **strong and positive** presence.

...stay on top of things

- It may sound sad but, get them to **Google their name** frequently and **take note** of where they appear online.
- Encourage them to check any **online aliases**, as these may be tracked back to them in the future
- They should also check **Facebook, Twitter, LinkedIn** and other sites to be sure they **catch everything being said about them**





...ensure there is more good than bad

- Encourage them to post their own information on a regular basis.
- Encourage them to use **SEO** (Search Engine Optimisation) to ensure their **preferred articles** are in the top results when others are searching for their name.

...secure everything

- Encourage them to **check that their own accounts are secure** so that no hacker will use them to post unpleasant things.
- Ensure they are aware that they shouldn't **reveal full birth dates, addresses,** or other personal information.





Educate Your Family & Friends

No matter how careful and proactive you are, others, family, friends, people met on holidays etc., may not realise that what they are doing can damage your eReputation.

- **Monitor postings and tags** of your image on social media; use the image search.
- Ask others to **remove photographs/video clips** or unflattering mentions of you from social sites.



Digital Strategy

- Look back over the last three pages and consider appropriate ways that you can use to communicate with those you want to protect.
- They will ask **WHY?** Have the answers ready.
- Oh yes and what about you?
- Are you still young enough to still think you know it all? 😊
- What are you doing about your eReputation?



Protect your eReputation and boost your digital presence...

- **By staying on top of what is being said about you online and developing a real digital strategy.**
- **Do it for...**
 - yourself,
 - your professional life,
 - Your friends and family,**...and your sanity.**



...and in employment?

- Take a look at some advice from the TUC



<http://www.worksmart.org.uk/fun/nsfw/>

Produced for Safer Internet Day 2012 (#sid12nw) by John Dalziel eLearning Adviser





P.S. What about Teachers, Lecturers, Assessors, etc.?



For many, technology & Social Media is new to them as well; you may want to make them aware of this resource...

Welcome to Know IT All for
Trainees and NQTs

These 3 resources here have been produced by Childnet International to help trainee teachers and NQTs understand the e-safety issues within schools, as well as find advice for their own use of technology.

Select play  on the screen on the right to watch a short video explaining why e-safety is so important as you enter the teaching profession

Know IT All
for trainee teachers



SOCIAL NETWORKING
A guide for Trainee Teachers and NQTs

TEACHERS & TECHNOLOGY
A checklist for Trainees and NQTs

RESOURCES
E-Safety resources matrix

<http://www.childnet.com/kia/traineeetechers/>

