

Managing Your Digital Footprint

Think back to your adolescence . . .

What are you proud of?



Did you make any mistakes?



Quick Overview

What is your digital footprint

Why does it matter

How to search for yourself . . .

Remain positive (Light, Bright, Polite)

Ideas, Questions?

What is a digital footprint?

Passive

Search history

Things others post

You might not know it's there

Active

Intentional sharing

Social media updates

Your digital footprint includes:

Every [social media profile](#) you've ever created (even if you think it's private)

Every comment or picture you've posted

Online discussions you've participated in or online groups you've joined

Your online footprint exists even if you're not on

Does it matter? Maybe...

51% of employers have passed on employee because of

Inappropriate photos or information

Negative comments about fellow student/employee

Poor communication skills

40% college admissions officers visit applicants social media

Audit your footprint

5 ways colleges search for you online

Start with Google

First name and last name

No quotes says either the first or last name in any order

"first name + last name" (in quotes)

Quotes make the search specify that first name and last name in order with a space between\

"first name + Last Name" + City

"first + last" + School

"first + middle + last +

Looking for any public records on you

"email address"

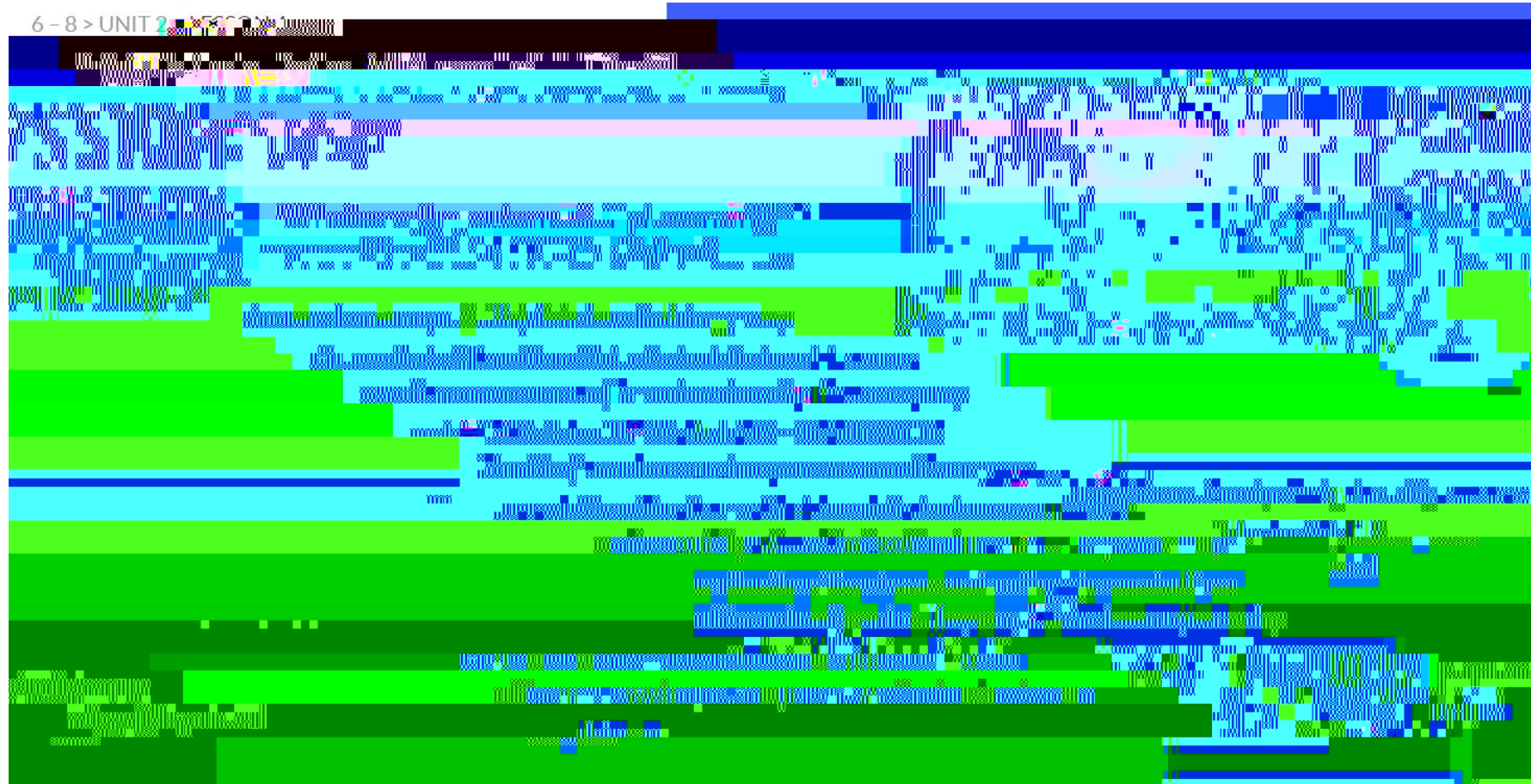
Josh Ochs / smartsocial.com

If you want a positive footprint:

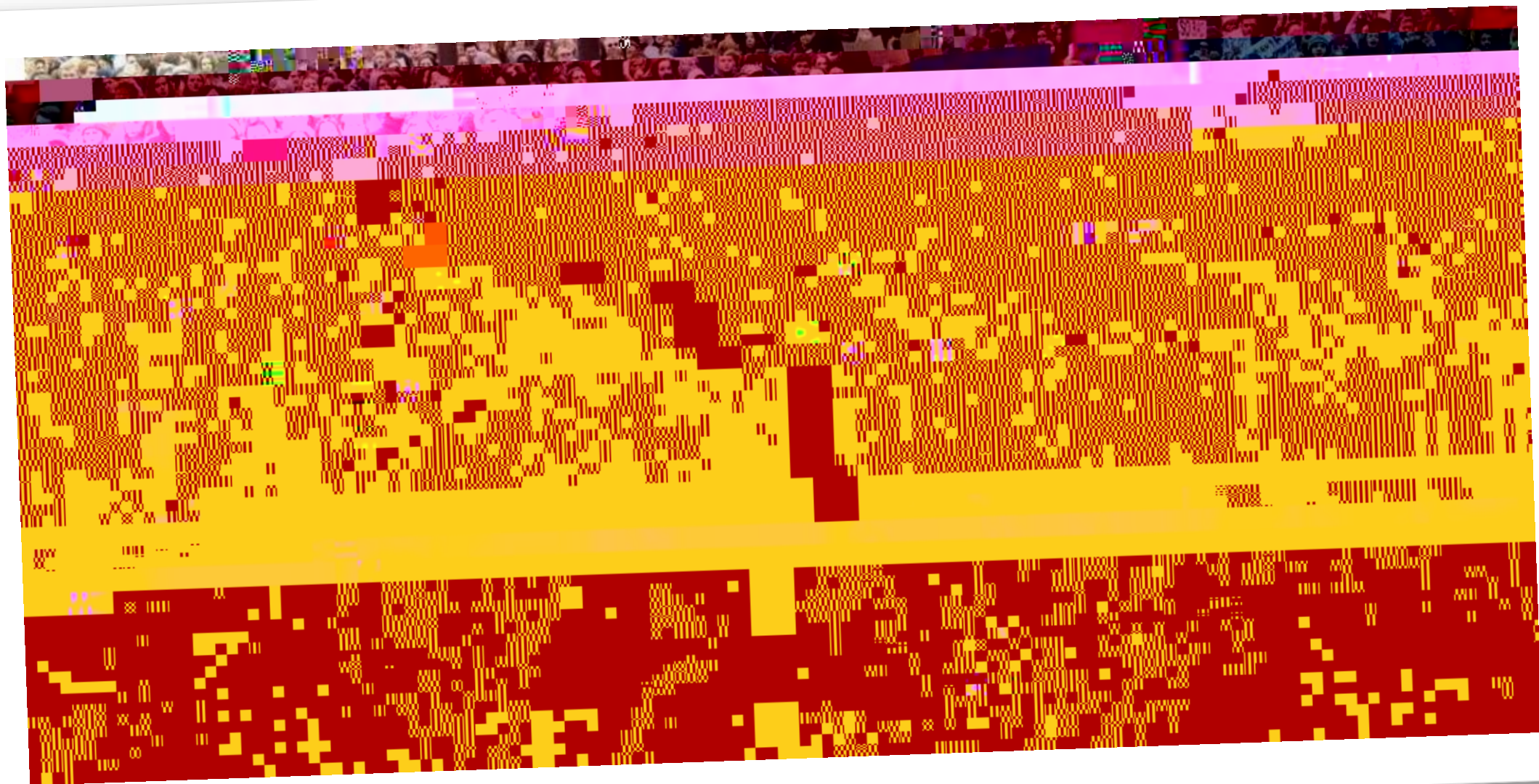
You're a good person and a great friend – and you want your social media presence to reflect this

Simple, non-specific details

In School Message: Common Sense Media







Further Resources