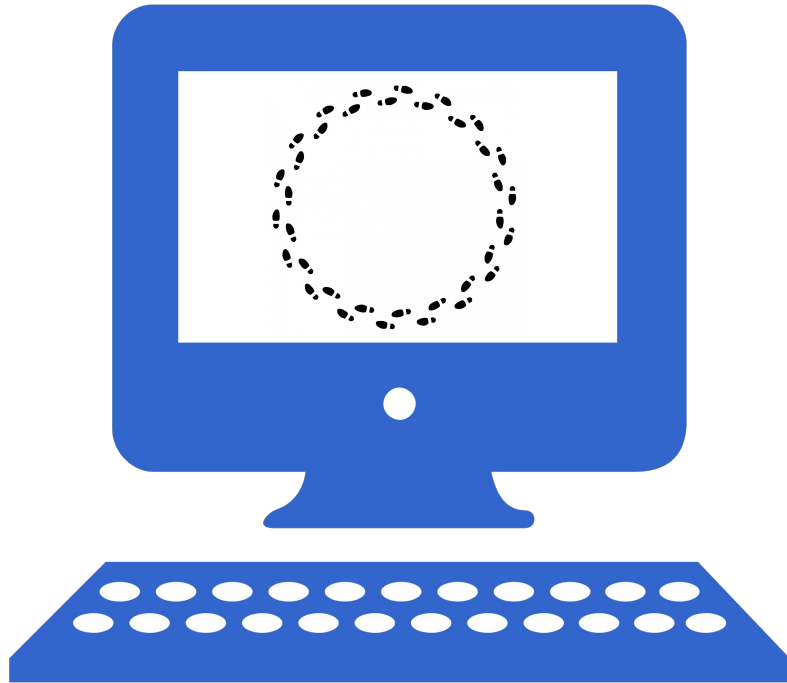


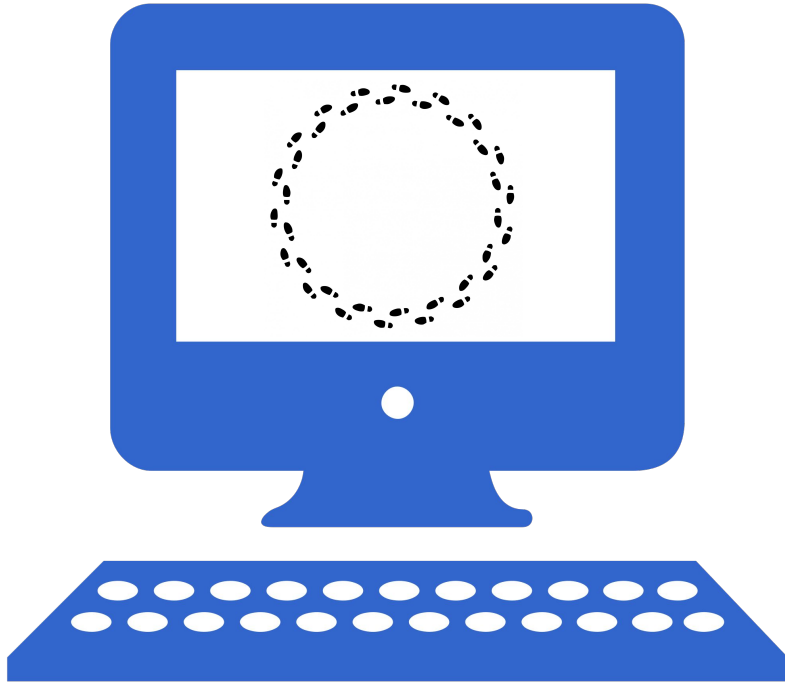
Digital Footprint & Reputation

What is a Digital Footprint?

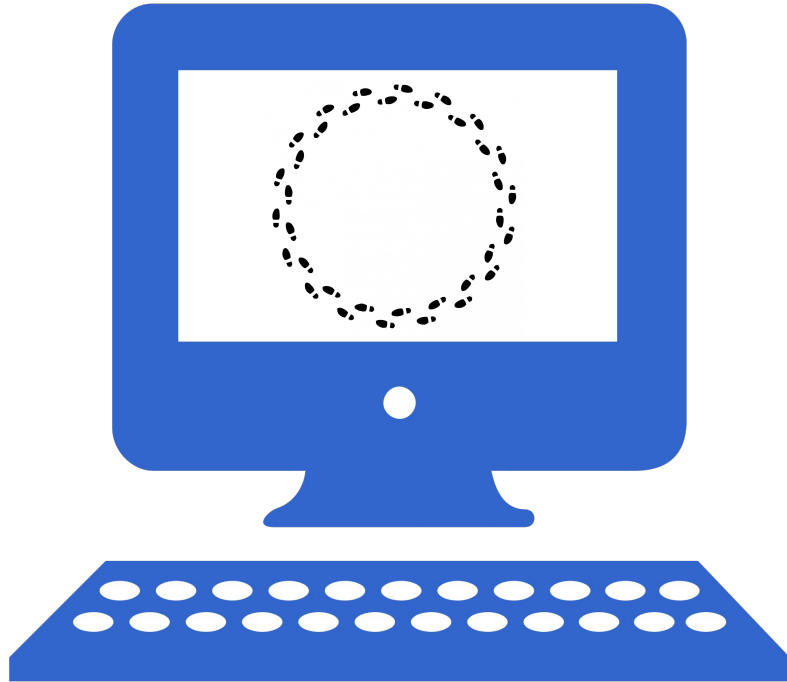


The information about a particular person that exists on the Internet as a result of their online activity.

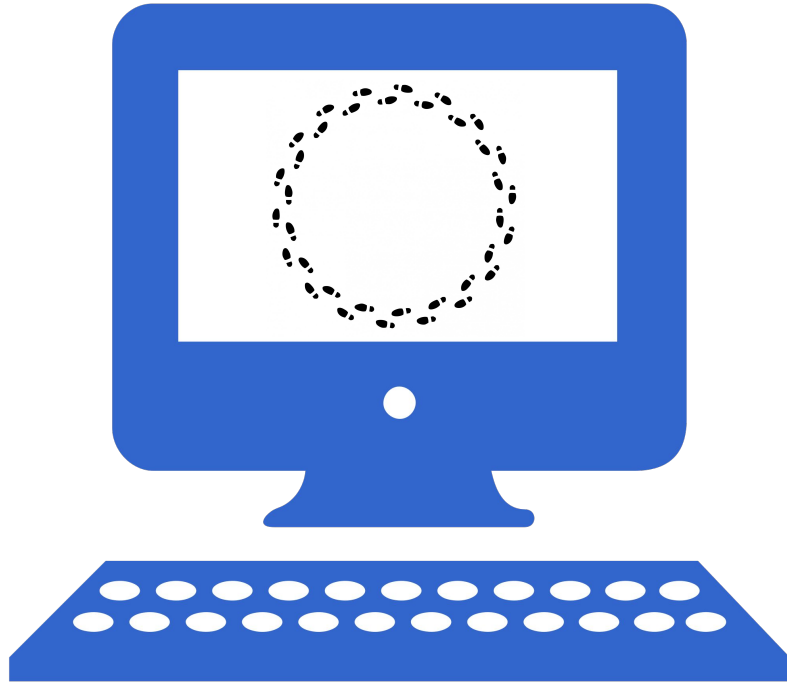
What is a Digital Footprint?



- Emails you send
- Comments you leave
- Pictures you post
- Topics you search
- Apps you use



**As you use the Internet,
you are building your
digital footprint.**



It's important that your digital footprint tells a positive story about who you are!

Digital Footprint & Reputation

The Internet makes it very easy to share our thoughts and feelings with a wide audience.



Digital Footprint & Reputation

The Internet makes it very easy to share our thoughts and feelings with a wide audience.

It is also **public** and **permanent**.



The Internet is Public

- When you post to the Internet, you don't have control over who sees it
- Privacy settings help limit your audience, but your posts can still be shared (screenshots, sharing, etc)
- Posts by other people can also impact your reputation online

The Internet is Permanent

- Deleting something doesn't mean that it's completely removed
- Deleted content can still exist in digital archives, website servers, or screenshots



Digital Footprint & Reputation

Think before you post!

- Your posts are permanent
- Your posts are public
- You are adding to your digital footprint

Digital Footprint & Reputation

Who looks at your digital footprint?

- Colleges
- Scholarship committees
- Potential employers
- Acquaintances

Social Media Guidelines:

- Don't be a bully
- Don't post illegal activities (or hint at it)
- Don't use inappropriate or hateful language
- Don't use social media to vent about school, teachers, or work

Use common sense!

Maintaining Your Digital Footprint

- Use privacy settings to limit exposure
- Review posts you are tagged in and take action if needed
- Permanently delete old social media accounts you don't use
- Google yourself on a regular basis

What does your
digital footprint
say about you?



CompTIA ITF+ Alignment

6.3 Summarize confidentiality, integrity and availability concerns.

- Expectations of privacy when using:
 - The Internet
 - Social networking sites
 - Email
 - File sharing
 - Instant messaging
 - Mobile applications
 - Desktop software
 - Business software
 - Corporate network
- Written policies and procedures
- Handling of confidential information
 - Passwords
 - Personal information
 - Customer information
 - Company confidential information