



Manage your digital identity

When it comes to work, your digital footprint matters

- When you are applying for jobs, employers will want to look you up online before deciding whether to offer you an interview.
- They will make judgements based on what they find and if your online profile raises any red flags with them they won't consider you for the job.
- Try searching for yourself online and see what comes up.
- Pretend you are an employer – if this was all the information you had on an applicant would you hire them?

You can prevent damage to your online reputation

- Double-check the privacy settings on your social networking profiles so your private content stays private.
- Delete any negative comments you have made about previous employers, people or organisations.
- Don't panic if some content you don't like ends up in the public domain. If this content can't be removed, try to balance it out with other more positive online information about yourself.

Get a professional profile

- If you plan to keep on building up your public digital profile then think carefully about what your content says about you.
- Always think about your professional identity and reputation when making public posts.
- When you are starting out in the world of work, your online professional identity will probably be limited to things like posting your résumé on an employer's website or an online jobs board.
- When you have a little more work history and relevant life experience to share, you might like to join a professional networking site like LinkedIn (www.Linkedin.com).

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