



Manage your digital identity

When looking for work, your digital footprint matters

- When you apply for a job, the employer will look you up online.
- They will make judgements about you based on what they find. If your online profile raises any red flags with them they won't consider you for the job.
- Search for yourself online to 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. Make sure 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 you can't remove it, 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, think carefully about what your content says about you.
- Always think about your professional identity and reputation when making public posts.
- If you have just started looking for jobs, your online professional identity will probably only include things like posting your résumé on an employer's website or 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 ([linkedin.com](https://www.linkedin.com)).

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