Managing Your Online Reputation

Here are several ways to manage your online reputation. Choose three of the ideas that you will do in the next two weeks. Check each one off after completing it. After completing the first three ideas, choose another three steps to do. Continue until you have had an opportunity to try each idea.

_____ **Search for yourself online.** Most of us don't know everything that's published about us online. Are you sure everything there is appropriate?

_____ **Check your privacy settings on social media accounts** (Facebook, Twitter, Instagram, etc.). Don't forget that your information can be tagged and passed on to others.

_____ **Revise your personal profiles.** Do the profiles you have created online over the years reflect the reputation you want?

_____ **Delete abandoned social media accounts.** We often change old accounts and get new ones. But even if we are not using those accounts anymore, others can still find the information there. Get rid of the ones you don't use anymore.

_____ **Protect your personal data.** Don't disclose your personal address, phone number, passwords, or bank card numbers.

_____ **Keep login information under lock and key.** Create secure passwords that are not easily guessed and don't share any of your usernames or passwords with others.

_____ **Think before you post.** Once something is posted, it can be difficult to remove. If you don't want a potential employer or college seeing something, don't post it.

_____ **Nix the pics.** Any photo you post publicly is fair game for anyone to dig up or use. If you want to post photos, set your privacy settings accordingly.

_____ **Scale back on social media.** Limiting the social media sites you use limits the amount of information about you on the internet.

_____ **Create a positive digital footprint.** For example, start a blog, create a personal website, or post a digital portfolio of your work and interests. This allows you to highlight your strengths and personality online.