



# 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?

*(Every day is picture day 😊)*

## 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 *or been mentioned in*
- Online discussions you've participated in or online groups you've joined
- Your online footprint exists even if you're not on [Facebook](#), [Twitter](#) or [Instagram](#)

# 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

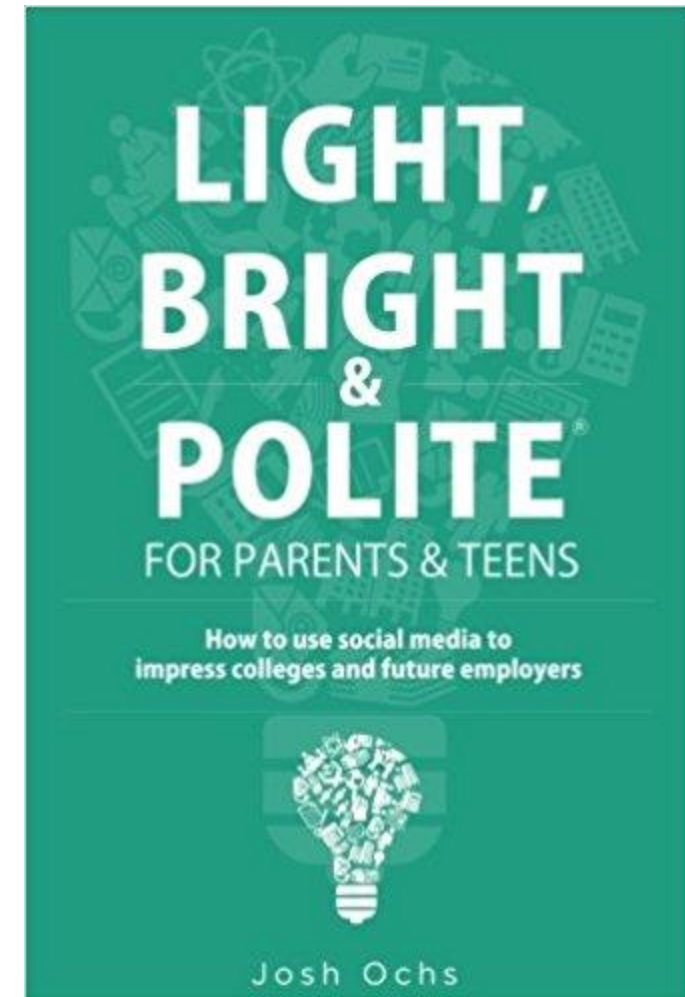
- Start with Google
- First name and last name
  - No quotes says either the first or last name in any order
- "first name + last name" (in quotes)
  - Quotes make the search specify that first name and last name in order with a space between\
- "first name + Last Name" + City
- "first + last" + School
- "first + middle + last"
  - Looking for any public records on you
- "email address"

Josh Ochs / [smartsocial.com](http://smartsocial.com)

Light = Positive and Fun

Bright = Be Smart, Think First

Polite = You're Proud





# 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

6-8 > UNIT 2 > LESSON 4

## Which Me Should I Be? (6-8)

What are the outcomes of presenting yourself in different ways online?

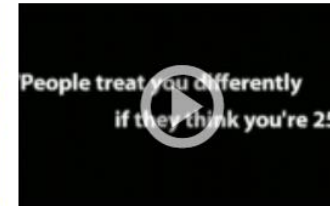
Students learn that presenting themselves in different ways online carries both benefits and risks. Students first consider what it means to adopt a different identity online. Next, they watch the video, “**Henry’s Story – Creating Online Identities**,” and discuss their responses to the different ways Henry presents himself to others on the Internet. Students complete the **Take a Stand Student Handout**, where they explore the ethics of exaggerating, deceiving, or adopting a different identity online. They complete the lesson by reflecting on the choices they make when they present themselves in different ways online, and the benefits and risks involved in doing so.



Henry's Story- Creating Online Identities

Educator Video

2:31





Anna Johnson

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About

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Lives in San Francisco, California

Interests tennis, photography



Dianna Carney » Anna Johnson

April 24

I have never seen you so drunk!

Like · Comment

1



Anna Johnson #cantstopwontstop

April 24 at 4:03pm via mobile



Anna Johnson

April 24 near San Francisco, CA via mobile

Mr. Fuller's breath smelled so bad today. Can't even.

Like · Comment

13



Anna Johnson

April 24 near San Francisco, CA via mobile

So proud of Michael for his amazing performance tonight! Go see the play if you haven't already!

Like · Comment

3





# Further Resources