HOW YOUR DIGITAL FOOTPRINT CAN IMPACT YOUR FUTURE CAREER OR COLLEGE CHOICE

WHAT IS YOUR DIGITAL FOOTPRINT?

Your digital footprint is <u>ANY</u> trace of your online activities.

This could include but is not limited to images, comments, pictures, videos, tiktoks, tweets, likes, posts, tags, hashtags, and anyone or anything you follow or who follows you.

PROTECT YOURSELF AND YOUR FRIENDS

- Make your account private.

- Do not add personal information such as addresses, phone numbers, or locations available.

- Ask for permission before tagging or sharing information about a friend.

T.H.I.N.K. ABOUT WHERE YOU STEP

T - Is it <u>TRUE?</u>

H - Is it <u>HELPFUL?</u>

I - Is it <u>INSPIRING?</u>

N - Is it <u>NECESSARY?</u>

K - Is it <u>KIND?</u>

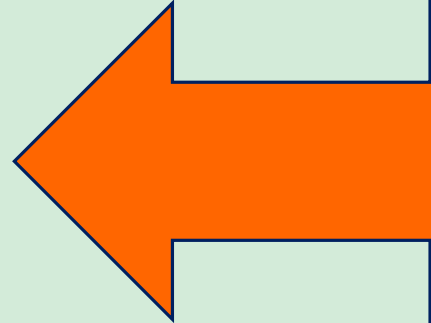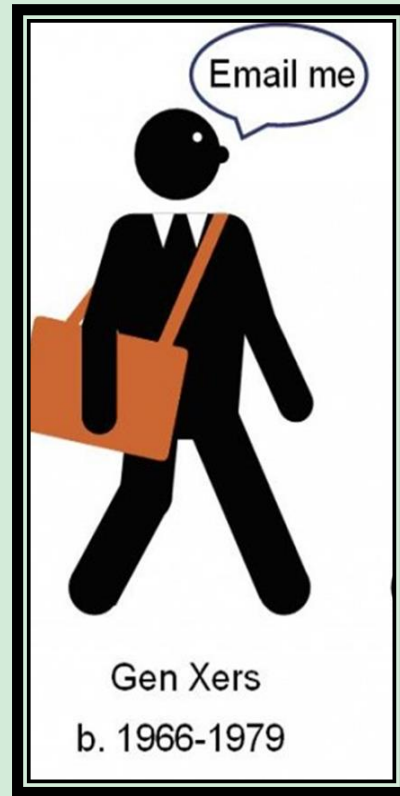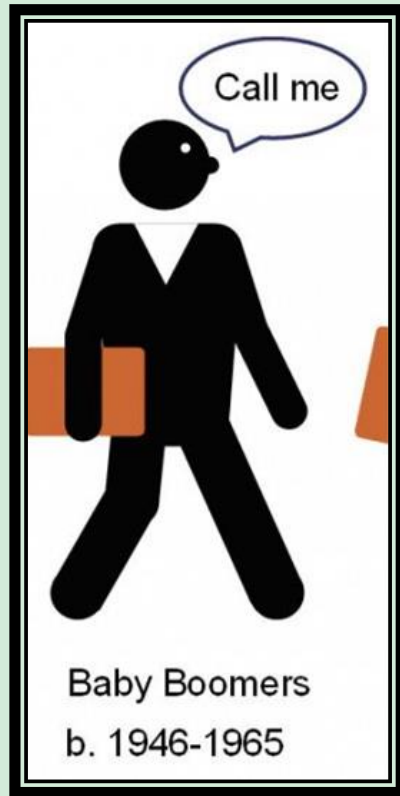College Admissions

Counselors

Employers

And Job Recruiters

REPORT THAT YOUR SOCIAL MEDIA MAY BECOME A PART OF YOUR RESUME OR APPLICATION

The more competitive the 'slot', the more social media can become the deciding factor.

SOME COLLEGES SAY THAT YOUR SOCIAL MEDIA ACCOUNTS ARE A BETTER PREDICTOR OF ACADEMIC SUCCESS THAN COGNITIVE TESTS

These age groups are more likely to be in upper management and, therefore, more likely to be making hiring decisions.

EMPLOYERS MAY SCRUTINIZE THE SOCIAL MEDIA PRESENCE OF JOB APPLICANTS

COLLEGES & BUSINESSES WANT TO MAKE GOOD PLACEMENTS THE FIRST TIME.

| Colleges	Business, Government, Industry
High graduation rates enhance a college's reputation.	Staff success increases business success and keeps projects/ production moving.
High drop-out rates hurt their reputation.	A high turn-over rate is expensive.
Colleges want students who can get along with others and don't pose a danger to themselves or others.	Companies want employees who can work well with people from diverse backgrounds.
Students' post graduation job placement rates improve college's attractiveness.	Companies must trust workers with confidential information.

10 TIPS TO PREPARE YOUR SOCIAL MEDIA FOR COLLEGE AND THE WORKFORCE

1. SEARCH FOR YOUR ONLINE FOOTPRINTS

▪ Use every major search engine to search for:
- Your name
- Your name in "quotes"
- Your email address
- Your name with 'risk' words such as "*arrest*" or "*criminal*" (*Be aware that you might get mistaken for someone else if others just search by name.*)

▪ Make a list of all of your online accounts.

▪ Delete the ones you no longer use.
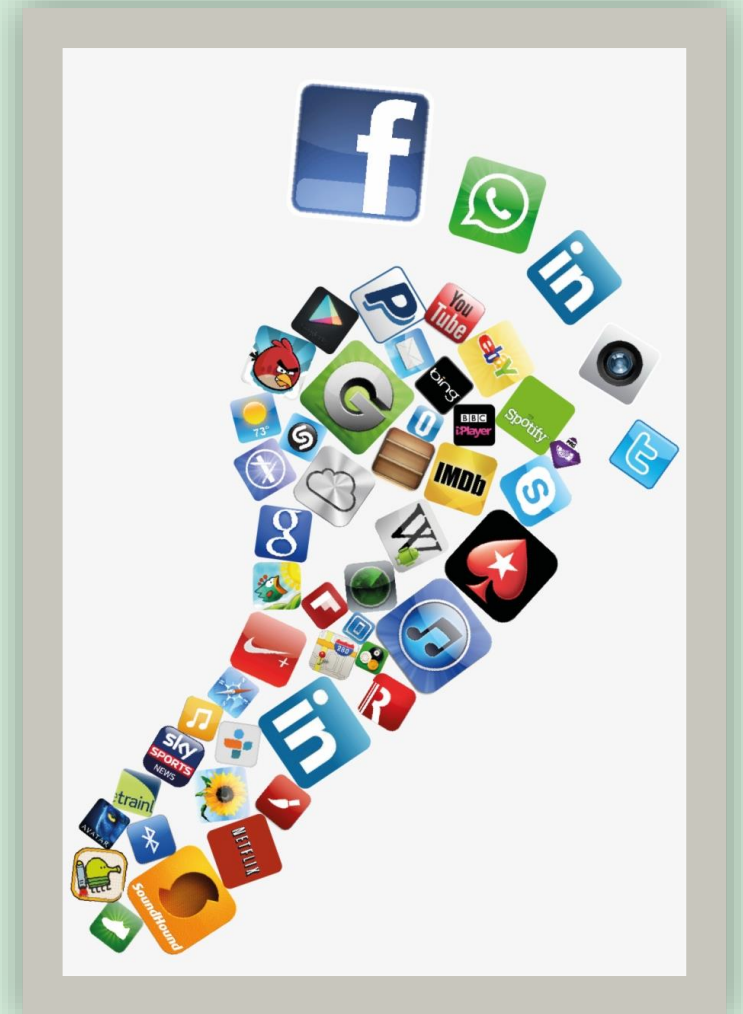
2. SEARCH FOR YOUR ONLINE IMAGES

- Set up Google and Facebook alerts on yourself.

- Use image searches to find yourself.

- Ask friends to remove pictures or 'untag' your name from images that show you in an unflattering light.

3. DON'T RELY ON PRIVACY SETTINGS

▪ Although illegal in about half of the state states, some employers report that they have asked candidates for their social media passwords or require that they accept their "friend request."

▪ Employers might also look for you through your friends' pages, which   could undermine your privacy settings.

4. REVEAL GOOD JUDGEMENT

- Show that you use good sense when deciding what should be made public or kept private.

- Do not assume admissions officers or employers will know what you are serious about versus what is just a passing interest or inside joke.

Good judgment comes from experience, and experience ~ well, that comes from poor judgment.
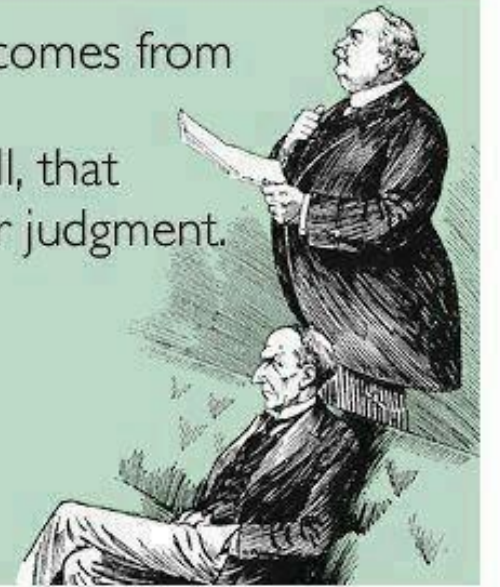
5. RE-READ FROM THEIR POINT OF VIEW

- Remove any negative posts you have made about any previous employer, boss, work experience, or internship.

- Examine any posts you made that could be interpreted as revealing confidential business information of past employers.

- Don't post negative reactions about being down by a college or company.

6. BE LIKABLE

"A person with obvious mood swings, who is overly emotional in their postings would not be an attractive candidate.

If you don't like a person there (Facebook), you probably won't like working with them."

~ College Admissions Officers and Employers

7. KNOW WHAT YOUR FRIENDS' PAGES SAY ABOUT YOU

- Examine your friends pages for how their activity will reflect on you.

- Colleges and companies are full of diversity. Are all of your friends or the people you follow or 'like' the same race and/or background as you?
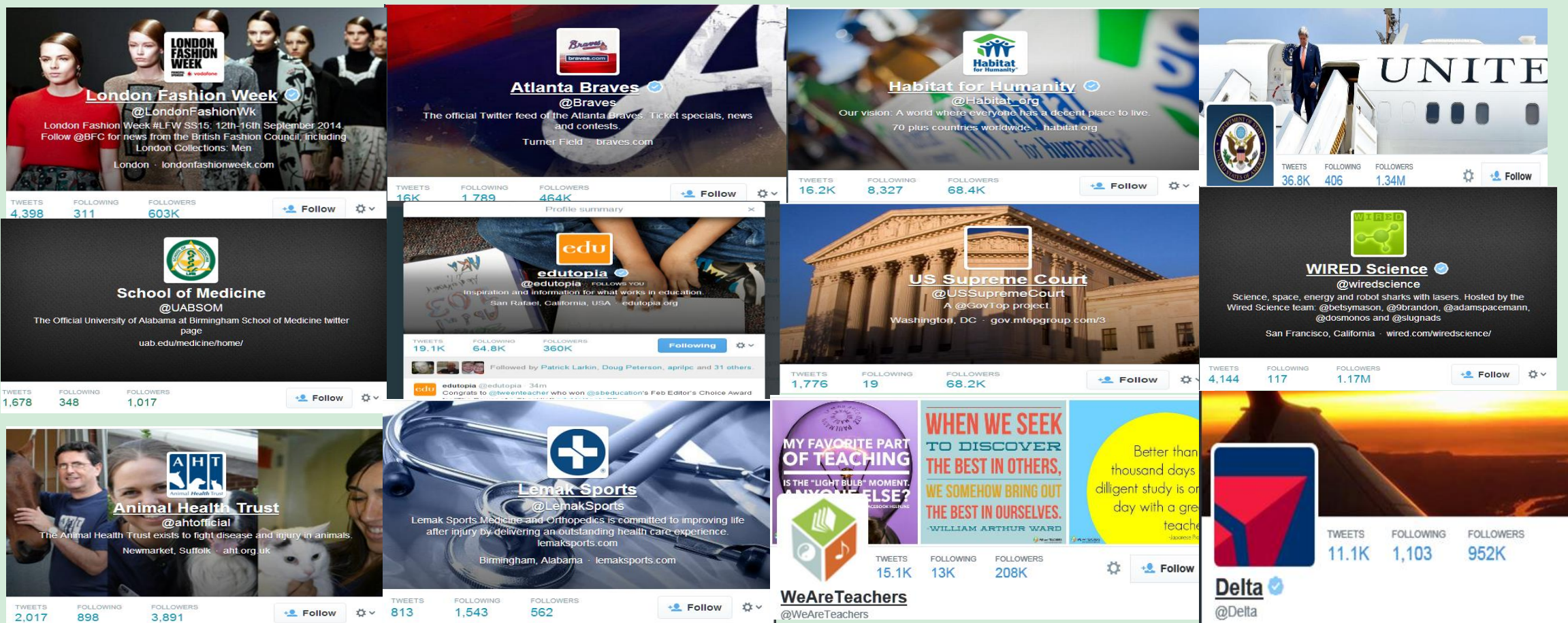
8. SHOW YOU ARE INTERESTED IN THEM

- *Follow* the colleges or companies you would like to attend or work for.

- *Like* the colleges/companies to which you would like to attend or for whom you would like to work.

  - They will like that you are interested
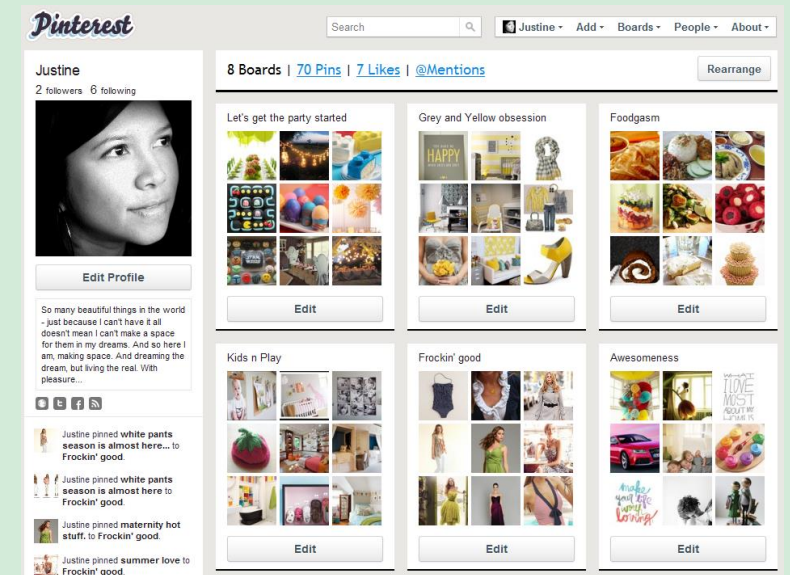 - You will learn more about the organization or profession

9. DISPLAY INTEREST IN YOUR CAREER

10. MAKE SURE THEY GET THE FULL PICTURE OF WHO YOU ARE

▪ Present snapshots of who you are and what you could bring to their college/company

▪ If you think they won't find it on their own, place links to your portfolio of digital works on your major accounts along with your email signature

- Your personality, talents, and activities
- Follows and Followers
- Likes and Subscriptions
- Pinterest collections
- Media posts – YouTube, Instagram, etc.

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