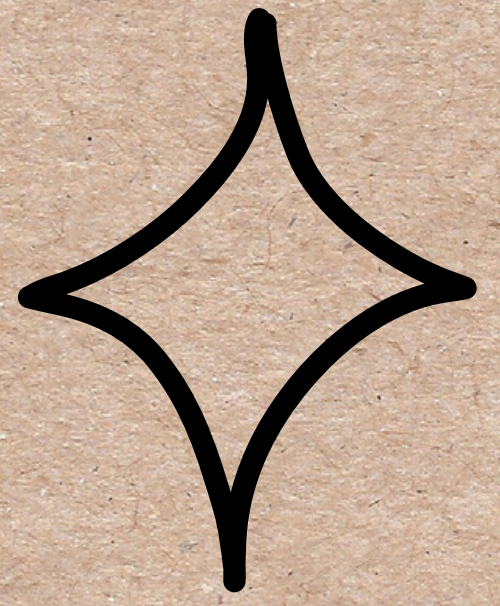
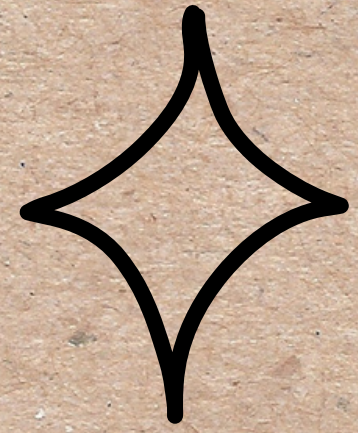




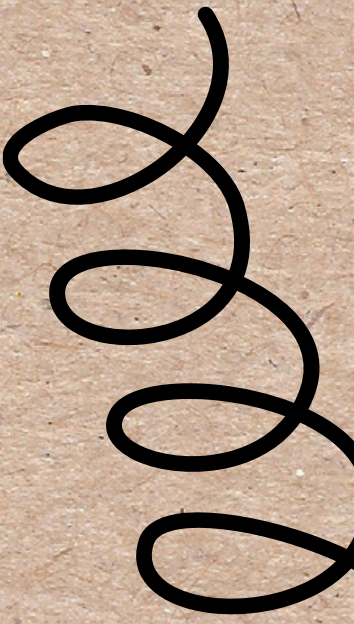
# DIGITAL FOOTPRINT

*By: Ada*





# YOUR DIGITAL FOOTPRINT



Thankfully, when I googled both my English name and my Chinese name, nothing about me showed up. I even looked through the pages on google, and yet nothing comes up. But other people do pop up, for example, a realtor who sells houses in Richmond, Vancouver and Surrey. When I search up my username for social media accounts however, you can find my accounts. Though I share nothing too personal, and nothing that may affect others negatively. So, I think that my digital footprint should be on the more positive side when others see.



# YOUR DIGITAL FOOTPRINT

**How might your digital footprint affect your personal brands or future opportunities? (positive)**

One's digital footprint could affect your personal brand and future opportunities in both positive and negative ways. Everything you post on the internet stays, and based off of what you post, you can seem like someone who is intelligent, takes leadership, or be seen as a bad influence.

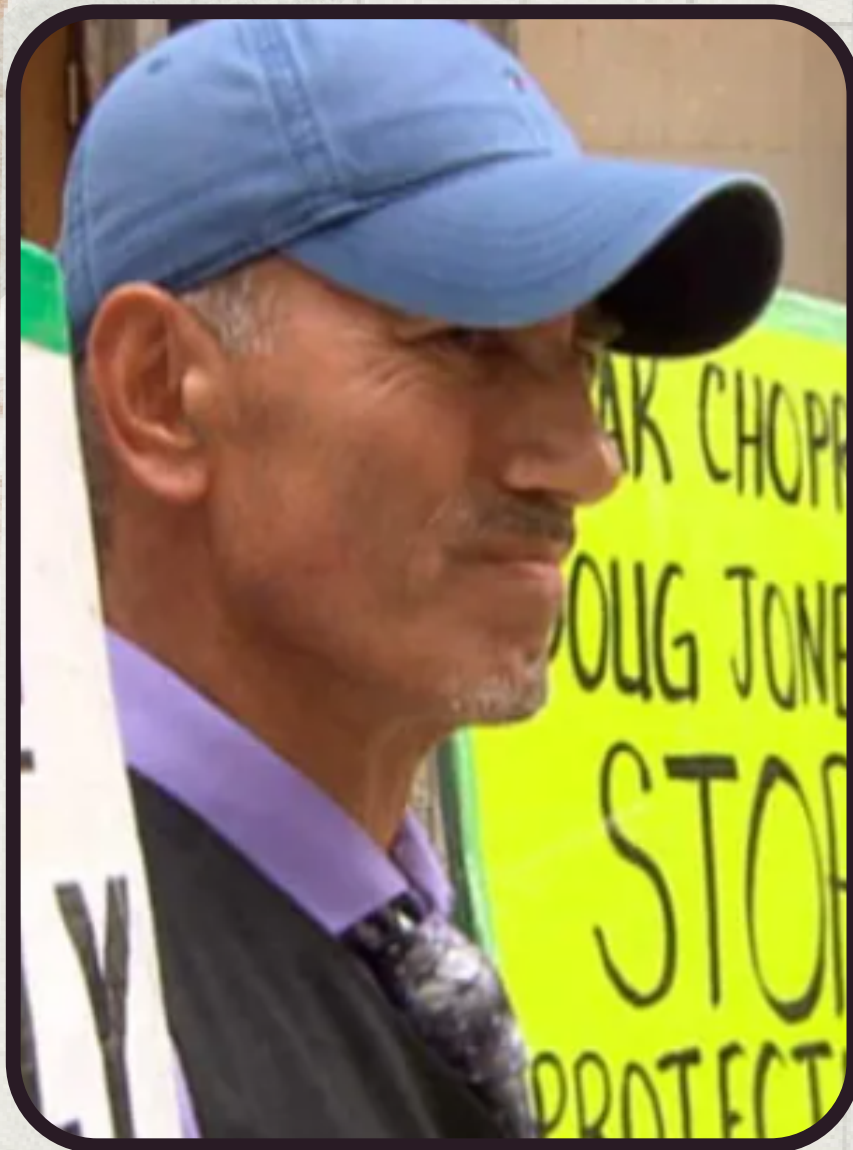
For example, having a positive digital footprint can help you get into universities, jobs etc. For example, the executive researcher for Kaplan Test Prep says, "There are a lot of positives here, it shows initiative, it shows leadership, and it stood out positively to an admissions officer" towards a student who on twitter described "facilitating a panel on LGBTQ+ rights". According to the executive researcher (Yariv Alpher), this information was not on her resume, but it did positively affect her.



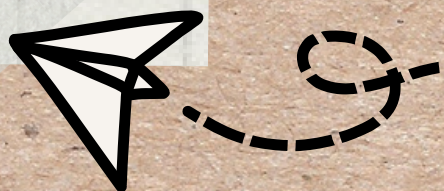
# YOUR DIGITAL FOOTPRINT



## HOW MIGHT THIS AFFECT YOU (NEGATIVELY)



Although the positives, there have been negative posts which have badly influenced someone's personal brand and future. For example, a Canada post office worker (Mars) who had 31 years of experience got fired for posting horrible and mocking comments towards her colleagues, with one of the comments being about running over a co-worker over with a car on social media. This very negatively affected someone's future. A bad digital footprint could lead up to you getting fired, have less or no work opportunities, or even have one lose the chance to go to their dream university.





# DIGITAL FOOTPRINT



## HOW THIS MIGHT AFFECT YOU (NEGATIVELY)



Another example of a negative impact because of social media is that a “star athlete” lost his Division One scholarship because of a YouTube video that he posted. He wanted to post videos about his past experiences, but because of his foul use of language and his story about trespassing that went viral, his scholarship that he worked for got revoked. This happens because the school or university that you attend to do not want someone that may be seen as a bad influence as a representative of their school.





# DIGITAL FOOTPRINT




## WHAT INFORMATION HAVE YOU UNINTENTIONALLY SHARED? WHO HAS THIS INFORMATION AND WHERE COULD IT BE GOING NEXT

The digital services I use daily are YouTube and Discord. Some information that I have unintentionally shared could have been what I like, where I live (etc.) which is found through the algorithm. YouTube has an algorithm based on what you like, and what you watch. Through this process, companies can find more than enough information about you. On top of that, information can be sold to other websites to have better ads (or more suitable ones for you), or to just generally know more things about you (the audience reading the website). In fact, most of Facebook and Instagram's revenue comes from selling information about individuals to random websites. The scariest thing about that is that you have no idea who has this information, or where it's going. This could go towards google, apple or even some lesser-known company.




# DIGITAL FOOTPRINT

## WHY IS IT IMPORTANT TO BE AWARE OF ONE'S DIGITAL FOOTPRINT



It is very important to be aware of one's digital footprint so that you can appear the way you want to appear to others online and so that you can "clean up" posts that you may not want to be seen, or posts that could be seen as something very negative. The sooner you realize and delete unwanted posts the better.

Ex 1: Recruiters, and employers will see one's online profile as their "true personality", so having a good digital profile can leave a great first impression to the readers. Your online reputation and your offline reputation is no different, except for the fact that it stays up longer. Therefore, whatever you say online, has to be something that you are willing to say offline to your mother, teacher or friends. Overall, just be careful of what you post.





Ex 2: Do not share things that you wouldn't say to a stranger in real life, by this I mean to not overshare. It is important to know that anyone can check your digital footprint, so don't post private things, like your address, full name, bank information, password etc. This is crucial since without this awareness, people could find you easily in real life, or blackmail you.

## SAFETY



**DESCRIBE THREE STRATEGIES YOU CAN USE TO KEEP YOUR DIGITAL FOOTPRINT APPROPRIATE AND SAFE**

Three strategies that you can use to keep your digital footprint safe and appropriate are, to not tell the internet everything (don't overshare), post comments that could hurt some (emotionally or physically), and to use two factor authentication. As stated prior, in order to keep your digital footprint appropriate is to not overshare, which is to not tell strangers online what you would say to them in person, for example, your house address. Also, your online reputation reflects a lot on your personality so to say hurtful things, or things that you won't say to someone in person on the internet could horribly affect your online profile.





# SAFETY

DESCRIBE THREE STRATEGIES YOU CAN USE TO KEEP YOUR DIGITAL FOOTPRINT APPROPRIATE AND SAFE

## 2FA



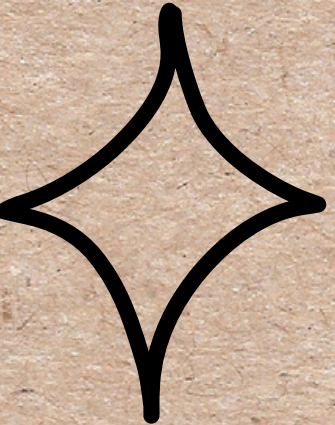
Lastly, using two-factor authentication is very important since it's harder for others to breach into your account. If someone does get into a social media account of yours and say hurtful things, or to advertise for bad cooperations or actions, this could be found in the future and negatively affect you for things that you didn't say. Therefore, in order to prevent this use two-factor authentication, it will greatly lower your chances (by 99% in fact).

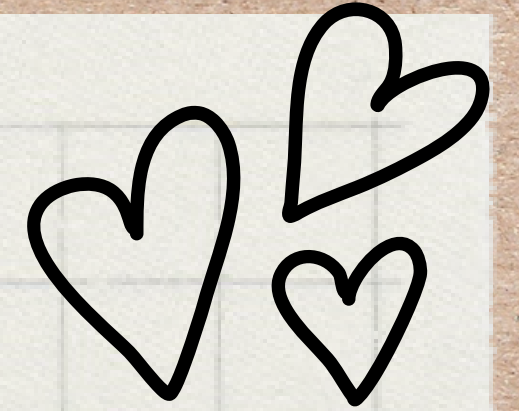


# Digital Permanence

**Why should we care and be aware of "digital permanence?"**

We should care and be aware of digital permanence since everything that we post on the internet stays forever, whether its good or bad. It's hard to completely delete something. Therefore, we should think before we post, and become more cautious in case it does affect you in the future.





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