



Digital Footprint Assignment

Q3 and Q4 2020

GOOGLING MYSELF



When I googled "Sahar Toussi", nothing came up about me right away. However, once I began to scroll down, there was a link to the basketball club I play for that included a sort of "player profile". This page included information such as my height and position. I checked Google Images as well, and there were some photos of my basketball team among other photos of people also named Sahar Toussi

AFFECTS OF A DIGITAL FOOTPRINT

A digital footprint could affect your brand and future job opportunities in good or bad ways. For example, if you had tweeted something inappropriate a long time ago and forgot about it, it may prevent you from opportunities post-secondary since most places offering job positions or universities may google you.

Since those places want to have a clean record, your chances of being hired are unlikely. If you have a positive digital footprint, such as being listed as an alumni for a sports team, or perhaps you won a writing contest at your local library and were featured in a newsletter, then more opportunities may emerge and chances of being hired could be larger.

Social media plays a very big part in our society today. This means that taking care of your digital footprint is vital. But these footprints aren't just important to take care of because of future opportunities, but also for your safety. For example, tagging your location on an Instagram post could be very dangerous, especially if it's near somewhere you live. With social media's increasing popularity, being "catfished" is very common. Talking to someone over Instagram or Snapchat who you think is just a friend of a friend, or someone who goes to another school, could really be someone looking to harm you. When using social media, it's very important to be 100% sure of who is seeing your posts, your texts, or the things you tweet in order to leave good impressions and stay safe.



STRATEGY #1 FOR KEEPING AN APPROPRIATE DIGITAL FOOTPRINT:



Have private accounts on social media

Keeping a private account lets you decide who gets to see posts and who doesn't. If your account is public on a social media app such as Instagram, then anyone can see your posts. Having a private account lets you keep your photos hidden from people you don't know, and you get to choose who gets to see them. This can improve your safety. This way your images won't be able to be used by strangers, or re-posted anywhere else by someone you don't know and out of context.

STRATEGY #2 FOR KEEPING AN APPROPRIATE DIGITAL FOOTPRINT:



Remember that your reputation is determined by your behavior

Anything that you post on social media now can be found again easily by future, bosses, colleagues, or professors. Getting into an Twitter war with someone you don't know over something that won't matter in a couple of days or a week isn't worth a big chunk of your future. In relation to that, it's also important to be mindful of what you post or say anywhere on the internet. As people, we grow and our opinions change throughout our lives, but that fact may not be acknowledged when you are searching for new opportunities.

STRATEGY #3 FOR KEEPING AN APPROPRIATE DIGITAL FOOTPRINT:



Have different passwords for different accounts

Using the same password for all of your accounts is a very bad idea. It is much easier to get hacked this way and have personal information stolen, such as addresses or credit card information. When creating a strong password, it's important to remember to use a combination of capital and lowercase letters, numbers, and other characters. Avoid common combinations such as the name of pets or birthdays. If you have trouble remembering passwords, then creating a folder on a computer can help.

WHAT IS DIGITAL PERMANENCE?



Anything you post or search stays on the internet forever

Anything posted or said online is kept in the server's of the social media companies and is used for analytics. For example, on Facebook, there is a file called "Look Back" which is a slideshow of you photos over the years, including deleted ones. Another example of apps doing this is Snapchat. If you read the terms and conditions, you will notice that after you sign up, you have given permission for them to keep your photos and use them for marketing. Snapchat has permission to sell your deleted photos to other companies. Digital permanence also occurs on regular websites using something called "cookies". Cookies are small amounts of data generated by websites and stored in your web browser. This allows you to receive targeted ads based on your recent search history. They also keep records of our interactions. Because of digital permanence, we will never be able to fully get rid of our digital footprints