



Your Digital Footprint

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Section 1





Section 1

How might your digital footprint affect your personal brand and future opportunities? (e.g. school and work)

Having a poor digital footprint can affect your opportunities in the future:

- When applying to university or college, they'll look into the applicant's online profiles.
 - Employers will hire people with a clean and positive digital footprint
 - Criminal behaviour, unprofessional names or inappropriate pictures can greatly affect an individual's reputation when applying for a job or school - e.g:
 - Photos of drug abuse
 - Drunk photos of individual
 - Mature content
 - Immature social media names
 - Can affect the opportunities of others around you
 - Inappropriate photo leaks of friends can have a negative effect on their school or work applications
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Section 1

Why is it important to be aware of one's digital footprints?

Your digital footprint defines who you are:

- Having inappropriate content leaked can have a negative impact on your image
- Negatively affects your education and career
 - Can cause individuals to lose their jobs or get kicked out of school
- Having a clean digital footprint can help someone get a job
 - Gives off a good impression
 - Shows they're organized
 - Displays skills that help get hired
- People hire someone with a clean online image over someone with a rocky online image
- Clean digital footprint appeals more to the public



Section 2





Section 2

Three strategies to keep your digital footprint safe.



Strong passwords

Passwords are the key to protecting your personal information and online accounts, which is why it's important to make sure you have a strong password that no one can hack into.

Strong passwords usually have a unique combination of all sorts of numbers and letters, making them harder to guess and harder to hack into. It keeps all your private information and accounts well protected and safe from the public.

Keep yourself updated

Keeping yourself updated on not only your accounts but your friends' social media is important. Knowing what's being posted about you is important if you want to keep your digital footprint clean. If you stay updated, you can see if there's anything bad about you that needs to be taken down. Not only this, but apps and services normally strengthen their privacy by releasing updates regularly, so keeping yourself updated on these updates are important to keeping your digital footprint safe.

Delete unused accounts

Old accounts can contain lots of personal information or old, embarrassing posts that you may not want people seeing or spreading. You can search yourself up once in a while to see if there are any old accounts that you can delete to keep your own digital footprint safe. Deleting old accounts can also get rid of any outdated information there is about you, so that when people are hiring you, they can know who you are now, and not who you were.



Section 3





Section 3

How would you explain the idea of “digital permanence ” to anyone in your spheres of influence: other students, your family members, your teachers, etc.?

Once you post something on the internet, it'll stay there forever. There will be a permanent record of it. Just because you deleted it from your social media platform, it doesn't mean that the information or picture isn't somewhere else. Someone could've screenshotted or reposted what you had somewhere else, deleting it won't be of any use.



Someone else can always take what you've posted and exploit it to give out false information and make it seem like you're not really who you are. Keeping track of your own personal information and the things about are really important as the internet is a big place. Everyone should always think twice before they put something that could be exploited out onto the internet.



Section 3

Why should we care and be aware of “digital permanence?”

Just because something in the past is in the past, it doesn't mean that it can't be used against you. Something you did 5 years ago can make an impact on the things you want to do in the future. Your digital permanence can change how people see you in society and although it may be gone, there's always a record of it somewhere.

Being more careful of the things you're putting out on the internet will never hurt, and it's better to be safe than sorry. The things you did in the past can always be tracked back to you, even the things you deleted all those years ago. Keeping your digital footprint safe can allow you to avoid the negative impacts on your future opportunities and everyday life.



Citations

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