

Digital Footprints



The Internet

Self Expression

Getting Support

Information




Social Media



Online Gaming



You really prepared an assembly on how amazing the internet is?

- Many of the amazing things we can do on the internet are tied to specific moments in time...
- A screen shot of a funny moment in GTA
- A YouTube video of me dancing at a gig
- A snap shot of me posing on the beach
- An Instagram post with the picture of when we made a beer bottle tower with our empties
- That time I just felt  and posted on Twitter so my friends would know



So...?

- These are all things which were perfectly in tune with the moment they were posted.
- They were all appropriate for the mood and occasion.
- But...
- They aren't just there for that one moment. Once something is online, it is online.
- Images can be saved and reposted, search engines can take snapshots of websites at different points in time, people can quote your words
- Would those same posts and images be appropriate during a job interview?



Paris Brown

- Worked hard at school
- Achieved good grades
- Confident and strong willed
- Described by Kent Police and Crime Commissioner Ann Barnes as “Very exceptional”
- Beat 163 applicants for her job, as Kent Police Youth Crime Commissioner, to earn a £15000 salary at the age of 17



Paris Brown

- Was a young teenager at one point and made Tweets such as:
- 'F***** hell why are the people from Direct Pizza so difficult to talk too!! IT IS CALLED ENGLISH. LEARN IT.'
- 'i want to f***** cut everyone around me.'
- Shortly after gaining the job as Kent Police Youth Crime Commissioner Paris lost it due to these tweets being found by a local reporter who Googled her name when writing a story based on her appointment to the role.



Ollie Robinson



- At the age of 27, on the day of his debut for England, tweets made when Ollie was 18 were published.
- The tweets were racist and sexist and @'d to his friends
- He received an eight-game ban and was fined £3200.



Who would search me?

- In a survey by Kaplan (2018), two-thirds or **68%** of **school, college, and university admissions officers** said that checking students' searchable information online is “fair game” as part of the admissions process.
- The Society for Human Resource Management (SHRM) in 2020 found that **43 per cent** of employers screen job candidates via looking at their social media accounts and search engines.



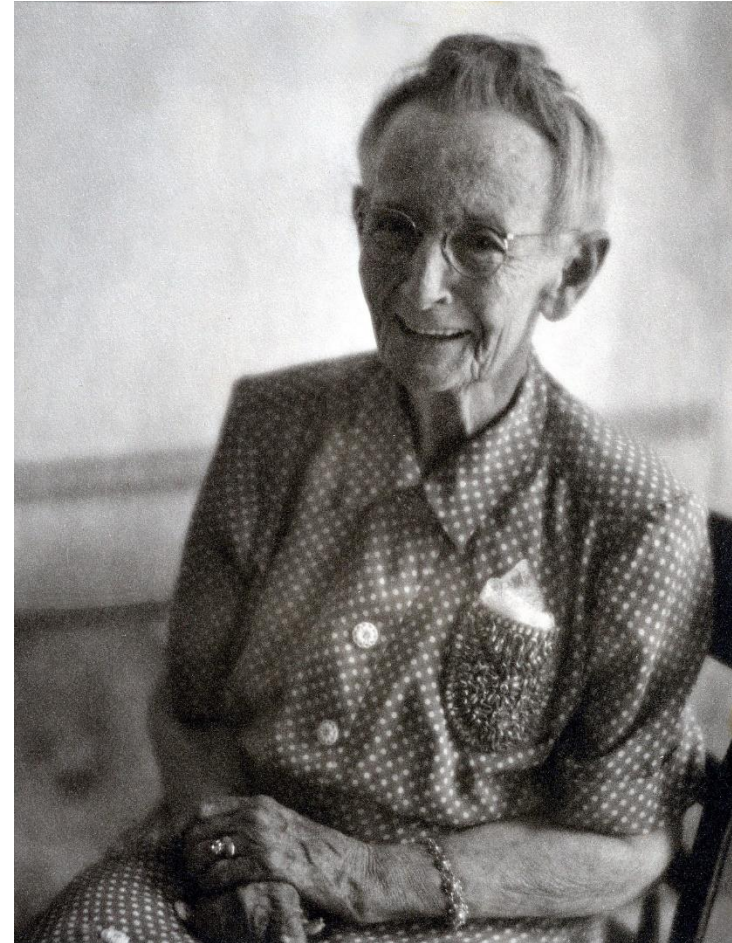
But my posts only show me being social...

- You are an employer.
You have a number of well qualified applicants. One applicant has a number of images similar to this one tweeted with tags such as #outwiththelads
- What might your concerns be over this applicant... after all, there is no law against having a good time, right?



What can I do?

- The Grandma test can be used as a rule of thumb...
- If you wouldn't be happy for grandma to see an image or read a post, then you shouldn't be posting it online.



What can I do?

- ✓ Look yourself up online.
- ✓ Turn on Google alerts for your name.
- ✓ List down all your accounts. Keep only the accounts you use. Delete ones that you do not use. This way, your online identity is easier to manage.
- ✓ Use privacy settings.
- ✓ Keep things professional.
- ✓ Keep your profile up to date – remove outdated or ill-advised posts/images.
- ✓ Don't overshare.
- ✓ Share your achievements. Present yourself in a positive light by posting about personal or professional achievements that you're proud of.
- ✓ Think before you post. Resist the temptation to vent online.

