



# SOCIAL MEDIA

*how to protect your online reputation*



**Digital Footprint:** Your online interactions leave a permanent trail. Anything you post online cannot totally be erased, even if you delete it. Colleges and recruiters, prospective employers, even your parents check your social media presence.



**Intelligent Dialogue:** Display your leadership skills and enhance your online credibility by engaging in meaningful conversations. If an issue or concern demands attention, it is okay to speak up in a socially responsible manner.



**Relevant Content:** Post unique and interesting content. Be authentic and engaging. Post content that will add value to your social media presence.



**Positive Networking:** Use social media to stay connected with friends, family, alumni and others who share your same interests.



**Appropriate Content:** Use your common sense. If the content you are posting is defamatory, sexually explicit, illegal, vulgar, confidential or plagiarized, then it is not appropriate for social media.



**Highlight Skills:** Showcase your unique skills and interests by sharing all the great things about you, such as clubs you are involved in or community service projects.



**Protect Your Image:** Manage your digital identity. Your online activity should reflect your personality and how you want to be perceived, so don't post material that can ruin your reputation.



**Be Image Conscious:** Do not post photos or videos that you wouldn't want your grandma to see. Make sure you are aware of all of the photos and videos you are tagged in and that they pass the same test.



**Think Before You Post:** Don't post anything online that you would not say to someone in person in a public place.



**Words Can Wound:** Say NO to cyber bullying!