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Digital Identity

Mentoring InterPAIRS for Employment

a manual for students and teachers




CULTIVATE A GOOD REPUTATION

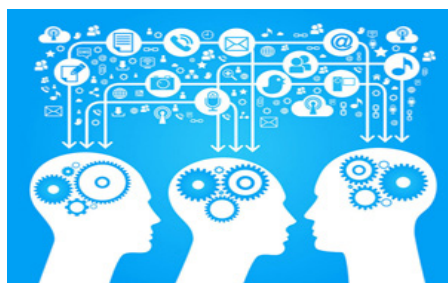
How should we behave on the WEB 2.0?

BE IN SOCIAL NETWORK'S

Rules for creating a good digital reputation



Today, seventy-five million young people are unemployed globally and within the EU over 15 million 16 to 24 year-olds are looking for employment. Due to the economical crisis young people transition from education at the labor market is difficult, Partners of this project wants explore these issues and identify solutions to help young people move into employment establishing effective links between the Vocational Education System and the world of work.



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THE DIGITAL IDENTITY

ONLINE
REPRESENTATION
OF AN INDIVIDUAL
WITHIN A
COMMUNITY.

Digital Identity can be defined as:

The online representation of an individual within a community, as adopted by that individual and/or projected by others. An individual may have multiple digital identities in multiple communities.

As we move around different web sites and digital environments, we leave small traces of ourselves along the way.



Before the 2.0 age our digital identity was spread among a relatively small amount of web pages (including the emails we sent to a public list). However, since the advent of Web 2.0 our digital identity has spread across a much larger number of sites (Facebook, Twitter, LinkedIn, Flickr, YouTube, and so on), and it has become more and more difficult to keep track of it.

Digital identity can be either self-created or assigned by others. It is the online image we have of ourselves on the web created through all digital media means: blogs, websites, social networking sites, twitter, cell phones, logins or log-

outs, chats, creation of files, etc.

Our every interaction in the digital environment provides data on what we have performed in that environment, which is valuable in assisting behavioral targeting, personalization, targeted marketing, digital reputation and other social media or social graphing services (http://www.forbes.com/2009/01/12/mobile-marketing-privacy-tech-security-cx_ag_0113mobilemarket.html)

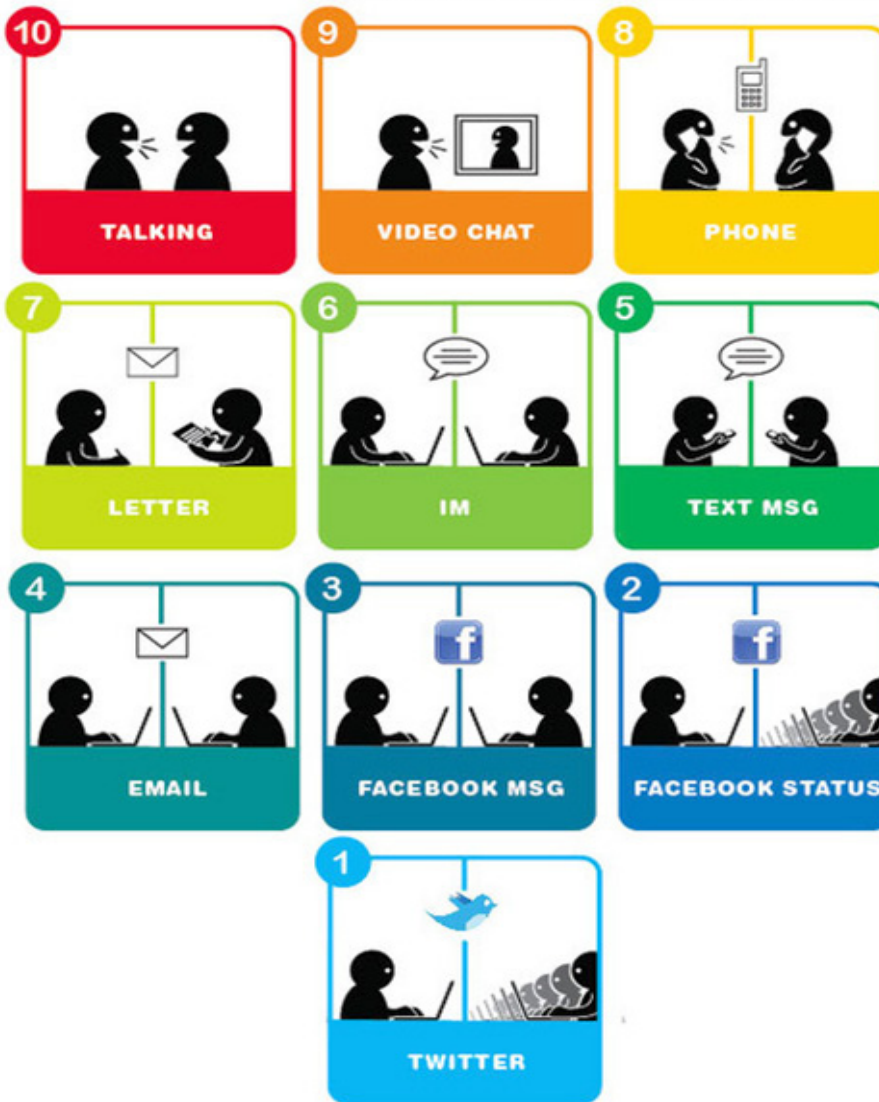
In other words, we have a digital footprint that is as large as the number of individuals or entities we interact with.

According to the Pew Internet & American Life Project (2008) these are some of the main footprints we leave

on the Web about ourselves:

- Home address
- Company or employer
- Email address
- Home phone number
- Things we have written that have our name in it
- Pictures of us
- Groups or organizations we belong to
- Political party or affiliation
- Cell phone number
- Videos of us.

10 LEVELS OF INTIMACY IN TODAY'S COMMUNICATION



[HTTP://VISUAL.LY/10-LEVELS-INTIMACY-TODAYS-COMMUNICATION](http://visual.ly/10-levels-intimacy-todays-communication)
 SHARED BY KEVIN ON MAR 21, 2011 IN TECHNOLOGY

HUMAN COMMUNICATION IS OFTEN AIDED AND ABIDED BY MANY MODERN DEVICES. THIS INFOGRAPHIC EXAMINES HUMAN COMMUNICATION AND RANKS THEM FROM LEAST TO MOST INTIMATE.

When someone looks for information about us on the Internet, they mainly belong to the following groups:

- Someone from our past or someone we have lost touch with friends
- Family members
- Work colleagues or business competitors
- Neighbors or people in our community
- Someone we have just met or we are about to meet
- Someone we are thinking about hiring or working with
- Someone we are dating or are in a relationship with

Our personal data can be therefore used for different purposes, so before interacting in the digital environment we should

consider all those aspects. Everything we do online is at the mercy of everybody, and can be scrutinized, valued, and used in our favor or against us. The way we shape our digital image is likely to have significant impact on our future and our expectations (for example, it may play a significant role in our employment opportunities), so it is important to know all the possibilities and threats.

WHAT IS THE DIGITAL REPUTATION

All the traces we leave on the web contribute to defining the image that other users perceive of ourselves. But it's not only what we say that contributes to shaping our identity, it's also what other users say about us. We also have to consider that virtual communication, compared to face-to-face communication, can be more easily subject to misunderstandings, and when our words or actions have been misunderstood, it's harder to put things right.

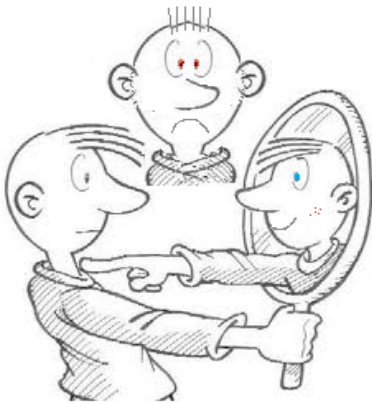
Another factor to consider is that the more people we know and the more contacts we have, the higher is the amount of people that can share their opinions about ourselves. Moreover, information spreads at a very high speed and

Trust is essential in an online community. For example, when we do transactions on Ebay, our reputation is created through the feedback that other users send regarding the quality of our transactions.

Finding information about us somewhere on the Internet is very

easy; it can be done through a simple search on a search engine. If someone Googles your name and finds nasty comments about you, your credibility could be destroyed with great damage for you and/or your brand or company.

Now, more than ever, the use of the Internet and of the social networks are at their very peak, and one of the hot topics for individual people, brands and companies is the digital reputation.



Digital reputation can be described as “the result of the relative proximity of three factors to one another, as follows: who you ARE, who YOU SAY you are, who PEOPLE SAY you are”¹.

The first of the three factors cov-

WITHOUT THE
INTERNET, MANY PEOPLE
WOULD FEEL LOST, AND
DAILY LIFE WOULD BE
DISRUPTED.

ers your identity in the real life, or your products and services if you run a business, the way you operate. ‘Who you say you are’ corresponds to the image you wish to display to the public. In the case of a company, it is both the responsibility of the company itself and of its communication and PR agencies, whose number and popularity is increasing according to the growing importance of creating and defending the digital reputation. ‘Who people say you are’ corresponds to the way other people or the company’s stakeholders (consumers, clients, partners, employees, competition, and shareholders) describe you or your business. Managing your reputation, or the reputation of your company, means dealing with all these dimensions.



RULES FOR CREATING A DIGITAL REPUTATION

Thinking about digital reputation must be concerned with rules to keep this sense, the creation of it.

We will now take the opportunity to list a few rules and care to implement accordingly.

“Sooner or later all people will be exposed in some way, either through a relative or friend “

Being present in a social network is easy, it's difficult to keep intact that presence with a good visibility, this requires control. To do so, we recommend that you follow these rules:

1. Properly use the lists of friends - an employer not only looks at your Wall and your information, it also analyzes your friends list;
2. Remove yourself from the results of search of social network or fill them correctly;
3. Avoid tagging of photos and videos (which can be embarrassing);
4. Protect your photo albums;
5. Avoid Wall posts that can be embarrassing;
6. Use of Internet etiquette;
7. Keep updated your profile - New professional and academic achievements will be more important if they are properly published in the right channels. This is a big problem, because we're too busy to update our curriculum;
8. Expand your network with relevant contacts, this requires being humble, patient and persistent;
9. Being active, answering questions and sharing. Participate, help, show your expertise. Disseminate relevant articles in your network of contacts;
10. Multiply the opportunities to be found - Leverage your contacts in social networks: “People get a job through other people, not by the computer.” It is not enough to have an appropriate profile on social networks. People looking for a job need to be found on the internet. To do so, you must register with the maximum possible social networks and, preferably, participate of them so that your opinions can be seen at the time a recruiter looks for a topic on the Internet;

11. Adjust your image to the social networks, people often forget that the profile they keep on LinkedIn, Facebook, or any other social network represents something like a calling card. Thus, it is unwise to think that a potential employer will not disqualify you because of a racist comment or poor posture when writing a message on Twitter about your current employer. “Whatever you put, streaming solution or comment is being recorded and will be used against you”;

12. Avoid embarrassing stories to appear in the news feed of your friends;

13. Show some personality - be too careful in social networks can also be negative. It is not because people should avoid putting compromising photos or inappropriate comments that an employer expects that they are completely silent on social networks. Many times an employer looks for a candidate who is social and outgoing, showing relationship skills and communication. Some companies give priority to people who show some kind of character and leadership, so, be strong, be unique!;

14. Add to your list of contacts companies in which you would like to work.

Cesvet B., Babinski T., Alper E., 2009, Conversational Capital. How to Create Stuff People Love to Talk About, FT Press, Upper Saddle River, New Jersey (USA)



HOW TO CREATE YOUR DIGITAL IDENTITY

<http://www.dailydot.com/technology/how-to-create-digital-identity/>

Manage your digital identity on the web

How to build your digital identity on the web? Several simple actions may help to promote the positioning of your name on the search engines: an essential step in your personal branding strategy, specially when more and more recruiters use "Name Googling" to find information about the candidates. Here are some tips to get started.

[Learn how to manage your digital identity!](#)

Three significant facts:

90% of online search are made via Google, so it's important to optimize your presence on the result pages.

"Name googling" (look for the name of a candidate) is practiced by about 70% employers. This method may be used to check the information on a resume, and to evaluate the influence of a candidate in his area of expertise on the web.

A study in the United States, shows that nearly 90% of recruiters integrate the use social networks in the search of new talents.

Digital Identity: make a benchmark using Google

The first step is to check the visibility of your name on the web via Google. Here is the result of a search using the name "Patrick Smith"

This search reveals several important information:

- Queries contained in a domain name usually appear first in the search results, then the results from Wikipedia (if applicable), followed by the profiles from social networks (Twitter, Facebook, Google Plus), and then videos on Youtube.

- Google displays a selection of images related to the query.

Some important questions you should ask yourself:

- Is your name and associated business information displayed on the first page of Google?
- Are your pictures and videos, displayed.
- Your name appear on pages without interest.

What if you have a very common name?

If your name is very common, it can be difficult to position on search engines.

The domain name remains one of the most important criteria for SEO, it may be useful to buy a domain name like (www.name.com) and then create your own website/blog.

[Selecting the right social networks, customize your URL](#)

Social networks are the ideal platform to develop your digital identity:

Some are more visible than others (e.g, LinkedIn, Twitter) Focus on sites where you are active.

- LinkedIn.
- Viadeo.
- Twitter
- Facebook.
- Pinterest.

Once registered, do not forget to customize your URL for the search engine optimization of your profile pages.

Update your blog and social profile pages regularly

Lock the privacy settings of your social profiles

Regular updates (new publications) is an important criterion to position a blog/Twitter account on Google. It is therefore important to regularly update such accounts, especially if they are linked to your real identity.

Lock your privacy settings if you share photos from your Picasa albums on Facebook, as they are linked to your name/email address.

Note that: Photos tagged with your name, or associated to your Picasa profile stand out on Google Images

Separate personal and professional content by creating multiple profiles

In order to avoid any confusion social networks, create multiple profiles: one for personal use (a pseudonym), the other for professional use with your real identity.

<http://en.kioskea.net/faq/28972-manage-your-digital-identity-on-the-web>



THINGS ABOUT YOUR DOMAIN.

AN INTERNET DOMAIN IS NOTHING MORE THAN A NAME THAT IDENTIFIES YOUR WEBSITE ON THE INTERNET.

- » The domains are usually second level and there are TLDs (extensions) in great quantity, such as the generic ones .com, .net, .org, .info, .biz, .mobi, etc.; and those related to the territories (countries or regions), such as .es (Spain), .asia, .fr (France) .tv (Tuvalu Island) .de (Germany), and so on for all the countries in the world. You can choose without problems, and many of the extensions also accept accented characters, or even characters in languages such as Russian, Chinese, Greek, etc. There are also third-level domains, such as the Spanish TDL, .com.es. It is common, when you register a domain, to buy the extension of the territory and at least the .com (general commercial domain)



What brings us to register a domain?

The main reason is usually that we want to open a new communication channel for customers, prospect clients, friends etc. and that it is also our identity mark, as it is not the same having an address such as `www.website.net/user/firstnamelastname` than to have an easy to remember domain as `www.namesurname.com`.

How to choose a good domain name?

1. Try to put a short name that also clearly identifies your person or enterprise, so it will be more easily remembered by our friends/clients. It is also easy to communicate in advertising, stationery, and so on.

2. Generic domains are usually the most valued by search engines, even though it is becoming less important. As stated before, for a UK company with business in the UK it is recommended to register at least `.es` and `.com`, and if they have business in Europe, also `.eu` and perhaps the territorial domains of the countries in which it works.

3. Experts say that it shouldn't contain numbers or hyphens, but it depends on your needs, your business. It is the same to have a domain `tienda-ejemplo.com` and `tiendaejemplo.com`, but in this case the hyphenated version is better positioned.

Where do I register my domain?

First of all, check whether your domain is available for registration. To do so, you have to use a domain Whois service. It is advisable to use recognized sites to check it in order to prevent your business being recorded to register the domain and ask for more money later. Some

websites where you can check if your domain is available may be these: Domiteca whois, whois Hostalia, etc.

4. If the domain is available we can proceed to buy the name chosen but be careful, make sure you are not registering any trademark or similar, as this will give you problems in the future. It goes without saying that if you own a business you should record your brand to have a better protection and protect your business name and/or domains.



SOCIAL MEDIA

BY SUSAN WARD

TWITTER. FACEBOOK. PINTEREST. THESE ARE ALL EXAMPLES OF SOCIAL MEDIA, AND I BET AS SOON AS YOU HEAR THESE WORDS, YOU CAN ADD AT LEAST ANOTHER THREE SITES TO THE LIST OFF THE TOP OF YOUR HEAD. BUT WHAT IS SOCIAL MEDIA?

SOCIAL MEDIA IS A TYPE OF ONLINE MEDIA THAT EXPEDITES CONVERSATION AS OPPOSED TO TRADITIONAL MEDIA, WHICH DELIVERS CONTENT BUT DOESN'T ALLOW READERS/VIEWERS/LISTENERS TO PARTICIPATE IN THE CREATION OR DEVELOPMENT OF THE CONTENT.

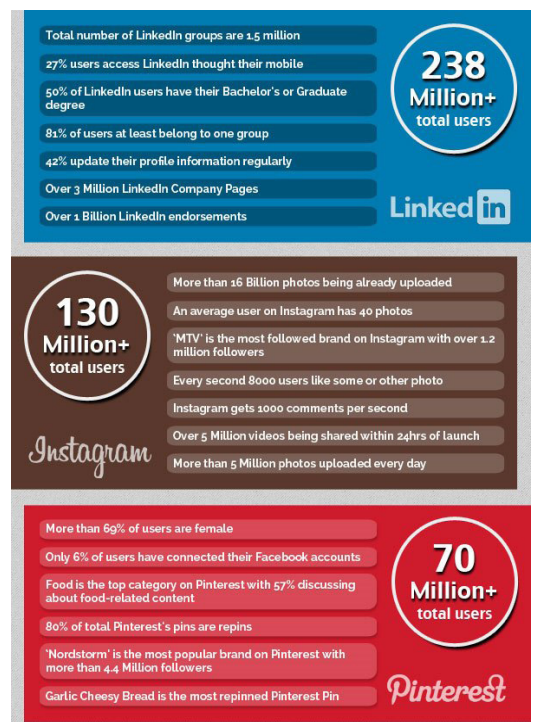
4.2 BILLION
PEOPLE USE
MOBILE DEVICE
TO ACCESS
SOCIAL MEDIA
SITES

"Social media essentially is a category of online media where people are talking, participating, sharing, networking, and bookmarking online."

There is a wide variety of social media, ranging from social sharing sites such as YouTube and Flickr through social networks such as LinkedIn and Facebook.

Social media has shot to the forefront of people's attention because it's fun. Thanks to social media, it's easy to share your ideas, photos, videos, likes and dislikes, with the world at large - and find out what they think of them. You can find friends, business contacts and become part of a community or a bunch of different communities. Social media gives you what TV never could - a chance to be engaged and engage others.

But social news is not the same thing as social media anymore than a banana is the same thing as fruit. A banana is a type of fruit, but fruit can also be grapes, strawberries, or lemons. And while social news is social media, social networking and wikis are also social media.



facebook

Facebook is a social network created by Mark Zuckerberg and founded by Eduardo Saverin, Dustin Moskovitz and Chris Hughes, Mark Zuckerberg. It can use it now anyone with an email account.

Currently in 2014 Facebook has more than 1230 million subscribers around the world. Just in India have more than 100 million of actives users, and is exceeded from E.E.U.U.

Each 20 minutes: 1.000.000 links shared, 1.484.000 event invitations shared, 10,2 million of comments published, 2.716.000 messages (by chat and private), 1.851.000 state messages, 1.323.000 tags in pictures, 2.716.000 pictures uploaded.

SOCIAL MEDIA USER STATS

Number of Registered Users As of Sept. 2013

f **1.15 Billion**
registered users

g+ **1.01 Billion**
registered users

🐦 **500 Million**
registered users

📷 **150 Million**
registered users

📌 **70 Million**
registered users

While the number of *registered users* isn't necessarily an indicator of how many users are *active* on a social network, it is one metric that can help understand *market penetration* and *potential audience reach*.

dustn.tv 
for sources and more info visit: dustn.tv/user-stats-2013

facebook

< FACEBOOK



< FLICKR

TWITTER >



Instagram

< INSTAGRAM

GOOGLE + >

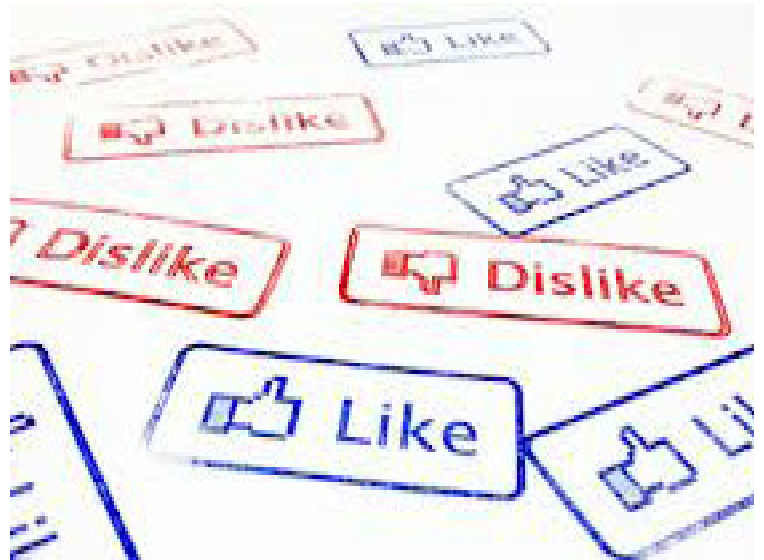


Linked in

< LINKEDIN

ONLINE REPUTATION

A GOOD ONLINE REPUTATION MAY TAKE MONTHS OR YEARS TO BUILD, AND ONLY A FEW SECONDS TO DESTROY. PEOPLE CAN GET A WRONG PERSPECTIVE OF YOUR REPUTATION BECAUSE SOMEONE MAY USE IN THE WRONG WAY YOUR PERSONAL INFORMATION AND RUIN YOUR ONLINE REPUTATION.



HOW SHOULD WE BEHAVE ON THE WEB 2.0?

ARE THE RULES OF COEXISTENCE OF THE DIGITAL WORLD DIFFERENT FROM THE ONES WE FOLLOW IN THE PHYSICAL WORLD?

NO, BUT THERE ARE SOME VALUES THAT IN THE DIGITAL ENVIRONMENT BECOME MORE RELEVANT.

The user 2.0 therefore takes an active role in the creation of content, compared to the user 1.0. An increasing number of users share their knowledge in order to create content and applications, in the form of blog posts, videos, pictures, podcasts and software. Everybody has the right to contribute and all users are on the same level, regardless of social status, employment or course of studies.

As general rules of behaviour, when we start browsing through the social networks and Web 2.0 applications, it is important to make sure we know which are the user's rights and duties, to read the regulations, and ask the more expert users for help in case of need. When we share personal information, it is important to choose with care what we want to make public and what we want to keep private, to choose with care the friendships with which we want to grow our network and share our information with. Also, we should avoid sharing information with people we cannot trust completely yet.

Contents published on web applications of social networks have different levels of visibility (for example for some users or for all users) which have different levels of privacy. It is therefore important, when we publish content in a community, that we learn how to set up the different levels of privacy. Since all the content published on Social Networks stays on the Web for a long time and

is sometimes difficult to delete, we should avoid putting material that we wouldn't want to see published in the future.

Relations on Social Networks are similar to those in the real world, and therefore based on trust. We should include among our friends only those people who we think are reliable or we know for sure their identity. If we start a virtual friendship with people whose real identity we don't know, we should avoid sharing contacts, personal information or private data, especially if they concern other people. We should be aware that the social network is difficult to control and therefore we have to keep in mind that our "friends' friends" are many and sometimes they can have access to our personal information.

Digital reputation is persistent and spreads rapidly, and therefore we should never libel or offend other people, especially if they are not present in the social network and can not notice of the damage they incur.

On a more specific level, here there are some preliminary remarks that can teach us how to behave adequately on the Web 2.0 and which can be very useful in the management of our digital reputation:

1 - Pro-activity. It is better to take the initiative rather than being dragged along by what other people do. It is worth taking the initiative and opt for a provocative management of our reputation instead of waiting for a crisis of our digital reputation that would force us to act in a reactive way. Moreover, if we own a business, taking the initiative is the best way to boost our profits and make ourselves known.

2 - Honesty. To lie is not considered positively, not even on the Web 2.0. It is not about telling everything, it's about telling the truth. For example, when we want to apply for a job, it is advisable not to present ourselves by putting forward work co-operations we have never had or qualifications we don't have. It is a sign of scarce professionalism and in the end employers will find out if we have given them false information. Why not say the truth? It is much better to be honest about what we want than to lie and make a fool of ourselves before even starting a conversation.

3 - Solidarity. The Web 2.0 is the net of shared knowledge and to share also means to bring value to the Net (by creating one's own contents, redistributing contents of interest generated by other people, commenting what other people do). This will contribute positively to the digital reputation.

4 - Humility. It is normal to be afraid of making mistakes, but one learns from one's own mistakes. Moreover, on the Net everyone is equal.

5 - Gratitude. To converse means to listen and to answer. One has to be grateful for the comments that he/she receives and also for the references made about him/herself.

6 - Respect and tolerance. Everyone has the right to express his/her opinion, and everybody has to respect it. Variety is enriching.

It is also best to avoid being insistent or too aggressive when we disagree with certain comments or replies. On the other hand, if someone becomes too aggressive with us or even uses offensive remarks, it is best to ignore him/her and abandon the conversation

7 - Responsibility. Every user is responsible for his/her own behaviour, even on the Net, and this is fundamental for a civilized and respectful coexistence. Communities usually have their own internal rules and failing to respect them is not considered positively and one's reputation gets damaged.

8 - Flexibility. The user has to be open to changes and able to adapt to innovations. In other words, he/she must have a digital attitude.

HAVE TIME TO BE IN SOCIAL NETWORK'S

WHEN YOU DECIDE TO USE SOCIAL NETWORKS HAVE TO BE AWARE THAT NEEDS TIME TO USE THEM PROPERLY, BECAUSE THIS IS NOT ENOUGH TO BE NEED TO UPDATE YOUR PROFILE AND PARTICIPATE ACTIVELY.

1. Evaluate how you are using your time - there is time to talk on the phone? To chat with your friends? Have time for meetings? Do not just think of the social marketing as a mean. It must be seen as a very effective channel to engage your contacts;

2. Spending time is saving time and money - if used correctly, the time spent on social networks can save time and money. Because it may decrease the number of phone calls and spending on sending out resumes;

3. Be multitasking. Everyone has the ability to do several things simultaneously. Develop this ability.

4. Share the tasks, make team with your network of contacts and share tasks in order to publish your work;

5. Do not think of it as a job, think of it as an investment, or even a fun part;

6. Make choices, for example, what platforms to use?

What does **YOUR** **ONLINE IMAGE** project about **YOU?**

56%

OF ADULTS SURVEYED DON'T ACTIVELY
THINK ABOUT THE CONSEQUENCES
OF THEIR **ONLINE ACTIVITIES**

There are things you
want **EVERYONE** to see...



Or there are things you only
want **SOME PEOPLE** to see...



There are things that
OTHERS POST about you...



There may even be things you
WOULDN'T WANT ANYONE to see.

14%

OF ADULTS SURVEYED SAY THEY HAVE
EXPERIENCED NEGATIVE CONSEQUENCES
DUE TO ONLINE ACTIVITIES BY OTHERS

THOSE 14% REPORTED A VARIETY OF NEGATIVE CONSEQUENCES:

21%

**WERE FIRED
FROM A JOB**



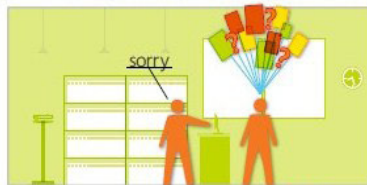
16%

**LOST OUT ON
GETTING A JOB**



16%

**LOST THEIR
HEALTH INSURANCE**



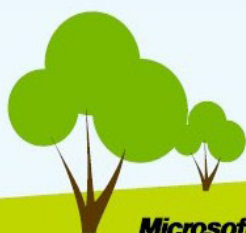
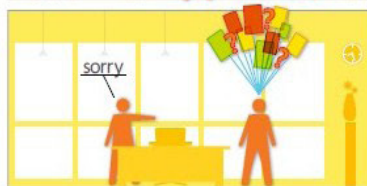
14%

**LOST OUT ON THE
COLLEGE THEY WANTED**



15%

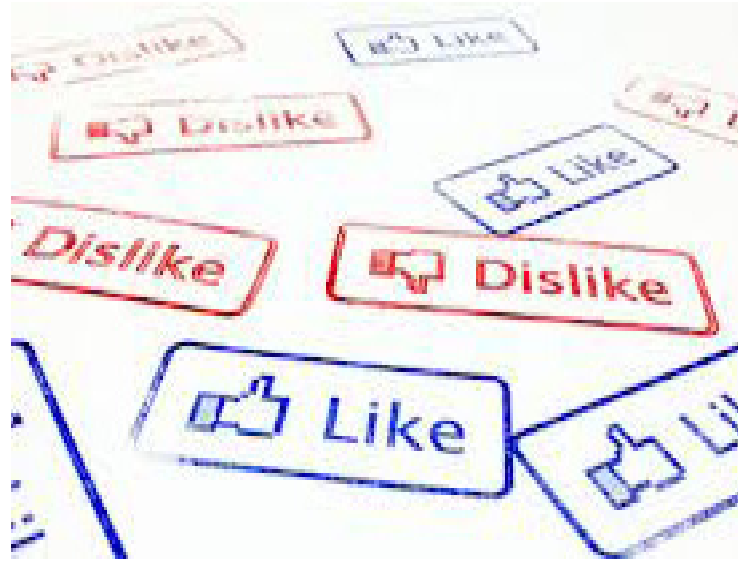
**WERE TURNED DOWN
FOR A MORTGAGE**



Microsoft | Trustworthy Computing

For access to full survey results, please visit:
<http://www.microsoft.com/privacy/dpd/default.aspx>

HOW TO DEFEND YOUR DIGITAL REPUTATION



POSITIVE AND NEGATIVE OPINIONS CAN CIRCULATE ON THE WEB VERY FAST. THE QUANTITY OF TIME WE NEED TO WRITE AND SEND AN EMAIL IS SHORTER THAN THE QUANTITY OF TIME WE NEED TO SEND A FAX. TO SHARE AN OPINION ON THE INTERNET, SEND IT BACK TO A FRIEND WHO SHARES IT IN HIS TURN WITH OTHER CONTACTS IS A FAST PROCESS. OPINIONS GROW AND MULTIPLY WITH A RAPIDITY THAT WAS UNTHINKABLE JUST TEN YEARS AGO.

BUT WHAT HAPPENS WHEN NEGATIVE CRITICISM TOWARD OUR FIRM, PRODUCT, BRAND OR PERSON APPEARS? WHAT SHOULD WE DO? AS IN EVERY CRITICAL SITUATION, IT IS BETTER TO PREVENT THAN TO CURE.

If it happens, our intervention should imply three steps: preventing, listening and reacting.

The best way to manage bad references is prevention. If we participate actively in a conversation, we would gain a lot in case someone published a negative reference about us.

In other words, prevention means:

- To create our own contents and positive mentions;
- To participate in the conversations in the Web 2.0.

In order to detect any negative reference in time, we have to carry out a sustained and systematic monitoring of our reputation through the control of our digital reputation.

If we detect a negative reference, it is important to weigh it up before we prepare the answer:

- Who is posting it?

- What are its implications?
- What is precisely its argument?

A negative reference can be justified or unjustified. The answer may vary depending on the case. Before we intervene, it is crucial to establish:

1. If the information of reference is false, we will have to contact who issued it, give her/him the right information and we ask her/him to publish it, maintaining a calm temper at all times.

If the person who issued the information is willing to damage us directly, we can take legal action:

- Through the agencies for data protection:
 - Word Intellectual Property Organization WIPO (www.wipo.int)
 - Agencia Española de Protección de Datos (<https://www.agpd.es>)
- Reporting in our own platform where the negative reference has been detected.

2. If the information is true, we have to admit it to the person who issued it. It is advisable to explain the cause of the mistake. We can also explain what are our plans in order to solve the problem.

Whether the negative reference is true or not, it is advisable to react quickly, avoiding being passive and hasty.

Also, there are a number of information on us that is available to anyone who knows how to look for it, for example if you own property, if you are ok with your payments, if you have ever been arrested, divorced, and so on. When an employer does a background check on you, this information is very likely to turn up, so you need to make sure that it is accurate. In order to do that, you can ask request a free public records report, or also a credit check. There are a lot



of companies that do that.

It is difficult to control Google news results, as the content is very dynamic, so you'll have to act fast. When a Google news publisher, like a newspaper or news website, publishes a nasty comment, it will start showing in Google news results almost instantly.

The only way to suppress these news stories is to be ready to put some positive publicity in Google news after the negative comment, in order to push the bad press down more quickly. The best way of dealing with your reputation is to monitor conversations and be ready to answer where necessary. You do not have to respond to any criticism, as you should not interject in the conversation when a bad allegation about your company is wholly unfounded, or you will worsen your situation. In addition to this, you should not deny negative press which is true.

In forums your reputation can be at risk too. The best strategy to interject is to register at the forum with an official email address of your company (@yourcompany.com) and reply to negative comments stating that you are an official representative from the company. You can get some ill feeling from other participants a moderated forum will give you the chance to be

heard.

Negative comments can spread very quickly on social networks, such as Twitter and Facebook. On Twitter the 're-tweet' system makes negative press become rapidly of public domain. It is advisable for you to respond to negative comments on Twitter backtracking to the original source of the first Tweet and reply to it. You should write short and concise answers (more or less 140 characters). Some companies will pass negative tweets to customer services who will contact the complainant.

Facebook's distribution system works in a similar way. If someone posts a negative comment to their friends in his/her own Facebook status update other users can comment on it or 'like' it setting off a chain reaction. The problem with Facebook is that you may not be able to reply to or even see these comments unless you are friends with the complainant due to Facebook's privacy controls. However, one positive aspect is that most people join Facebook using their real names, you can be able to track down their contact details and get in touch with them via email or phone. Nevertheless, even Google can't catch everything. For example, many of Facebook's 60 million profiles are in-

accessible to search engines.

In blogs, you can reply directly to bloggers through comments on their post where comments are enabled. However, for serious allegations it is often better to attempt to make private contact with the blogger first before replying publically in the post comments. Most bloggers put contact information on their site. If you do not find the contact information on the blog, you may be able to find the e-mail of the blogger searching the whois database (although the email address details on whois are not always accurate).

In order to find out what is our on-line reputation, we have to put ourselves in the user's shoes and look into what kind of information she/he may find if she/he does a research about us. Also we have to keep in mind that we have two ears and one mouth so that we can listen twice as much as we speak.

RESUMING AND PLANNING

APART FROM SOCIAL NETWORKS REVEAL YOUR PERSONALITY YOUR PROFESSIONAL ATTITUDE, THEY CAN BE THE SUCCESS OF YOUR CAREER, OR RATHER, THE END OF IT. THIS REQUIRES NOT MAKING COLOSSAL MISTAKES...

1. Not having a plan, or, be in networks for being;
2. Despite being free, social networks can cost time and money both for the everyday user and for businesses that do not use them properly. The most important step is to determine what is your goal and who you want to reach with this tool;
3. Getting everything at once - after a strategic plan, it is natural to want to implement all actions at the same time, which ultimately become an overload. Prior to that, do a search to determine which networks that will best achieve your objectives;
4. Do not measure the return that the investment should return - before you start using, and which will be your goals and how you can monitor traffic on social networks. Most of them have tools to determine the scope of demographic regions and monitor where are the visitors

of your profile and how many hits you're getting;

5. Failure to put essential information in the profiles - it is important to complete all information fields in the profiles because they are what define who is found in searches over the Internet. The profiles on social networks often provide several fields to include information about the user, photos and logo, etc.. Many users tend to fill only the most important parts and end up leaving the profile incomplete. The more complete your profile is, the greater the chances of being found;

6. Neglecting the opinions of others - seek to interact with your contacts. If you've been in a situation where only one person talks and gives no opportunity for others to express themselves, you already know that it is annoying not having the proper attention. In social networks the dynamics are the same: if a user only promotes and does not interact with others, may end up losing followers. So if someone makes a comment on your profile or post something, do not forget to respond;

7. Remove negative comments or critics - there are users who use social networks to complain on or critics some action or attitude. In most cases, the first reaction is to delete the comment and not let the remaining contacts see it. However, when you delete a message, users may understand that's trying to hide something and pretend to have always show a positive image. Instead of deleting the posts, try to answer them politely and wait also for the defense of other contacts;

8. If used incorrectly, the networks can also destroy your career - do not delete messages with criticism about yourself, instead try to understand who criticized and why they criticized. Convince them to make a post saying exactly the opposite;

9. Do not worry about the profiles that already exist - do constant searches on the Internet to see where information about you is disclosed. Did you know that many of the information about you are already on the Internet without you knowing? A simple search can show you Google profile Places, telephone companies and websites with information to contact you. The important thing is to keep these profiles up to date, because even without a website or a profile on social networks, an employer will find it through search engines;

10. Not having time to update the profiles - building a brand on the Internet takes time and dedication. To expand your network of contacts online, you must be prepared to devote a few minutes of your day to update all profiles. If you think you will not have time to update social networks on an ongoing basis, the best thing to do is not start with that strategy now;



The mentoring relationship is a two way process which potentially benefits both mentee and mentor as they learn from each other.



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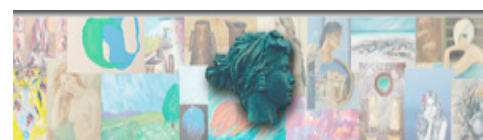
Sharing knowledge
to build a stronger European economy
driven by human capital.

EVTA Ecosystem

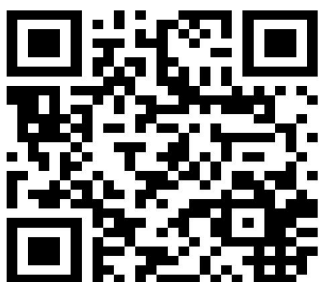
Beauty Partners



Gap Eğitim Gönüllüleri
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DIGITAL MENTORS

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