



Digital



Identity

**A manual
for students and teachers**



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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I. INTRODUCTION



Social networks, particularly public ones, have become part of the fabric of how we communicate and collaborate as a society. With value from micro-level personal networking to macro-level outreach, social networking has become pervasive in peoples lives and is now becoming a significant driving force in business. These new platforms have provided new approaches to many critical enterprise functions, including identifying, communicating, and gathering feedback with customers (e.g., Facebook, Ning); locating expertise (e.g., LinkedIn); and providing new communication platforms (e.g., Twitter).

However, many people have stayed away from potential benefits of social networks because of the significant risks associated with them.

This book will help an organization understand the risks present in social networks and provide a framework covering policy, training and technology to address those concerns and

mitigate the risks presented to leverage social media in their lives. The book also acknowledges that many people have already exposed themselves to more risk than they think from social networking and offers strategies for "dialing it back" to retake control.

Vocational Education Training (VET) Students, VET teachers, VET school leaders, VET trainers and enterprises need to break the barriers caused by the digital world which separate them from the netizens (Internet, first-class citizens), and the rest of people who, due to their lack of knowledge or domain regarding the use of web social media tools. Without that knowledge we are considered as the new digital illiterates of the 21st century.

The companies for selecting in an effective way their future employees now very often use social Media and Internet. VET teachers and trainers need to know how to create and use innovative and interactive educational and training materials, in order to help their students to join the European Labor Market through an appropriate and aware use of Social Media.

The use of Social media is widespread among youngsters, who use them to socialize and communicate. However young people are not aware of the risks related to the use of social media. These risks may be particularly relevant for youth who are searching job and who may present aspects of them – on the social media – that are not appropriate from the point of view of the companies offering job positions. For example a young person in the search for job may have uploaded on their online profiles information, statements, images, pictures that may discourage potential job offers in a time when very often human resource managers check profiles and information uploaded on the social media by potential candidates for the job position they are offering.

VET Students need to know how to create and preserve their digital identity to become an optimal candidate to be incorporated in labor market in the most rapid and efficient way in any European Union Country.

That is the meaning of this book.

II. EUROPASS

Anyone wishing to use the Europass can start by developing his own Europass CV, which enables the users to show their capabilities and qualifications. It can then be attached to other Europass documents.

The Internet address <http://europass.cedefop.europa.eu/> contains all the information about the Europass and is available in all European languages.

A. WHAT IS THE EUROPASS?

If you intend to enrol in an education or training program in another country, to seek employment or complete work experience abroad it will be very important for you to present your skills and competences in an easily comprehensible way.

In addition to the traditional curriculum models, which remain the most widely used, it is important for you to be familiar with the European CV or Europass Curriculum Model.

The Europass curriculum vitae or European model is a new system created by the European Union in December 2004 to help citizens, based on a community framework for the transparency of qualifications and skills.

This is a common model of curriculum vitae in which you can present in a systematic, chronological and flexible way your skills, qualifications and training and work experience throughout the European Union. The European curriculum model is available in several languages and just like Easy Curriculum, it includes specific instructions on the different fields that must be completed.

B. PURPOSE OF THE EUROPEAN CV TEMPLATE

The European CV template - Europass - aims to facilitate your job mobility in Europe, so you can:

- Present your skills and qualifications clearly and in an easily understood way throughout all European countries (European Union, EFTA / EEA and candidate countries).
- Move professionally throughout Europe

TRADITIONAL VS. EUROPASS

The main difference of the European Curriculum Vitae from the traditional curriculum models is the importance it gives to skills, ability to communicate, manage resources, and to lead and manage groups. In this sense, the Europass CV, just like Easy Curriculum, allows you to reflect on all the potential you have and which you can transfer to the professional stage.

The Europass Curriculum consists of 5 documents:

- 2 documents (Europass Curriculum Vitae (CV) and Europass Language Passport) that the person can develop by themselves; and
 - The Europass Language Passport
 - The Europass Language Passport allows you to describe your personal linguistic skills, which are essential for training or working in Europe.
 - The Europass Language Passport was developed by the European Council as part of the so called European Language Portfolio which consists of three documents: the Language Passport, the Language Biography and the Linguistics Dossier.
- 3 other documents (Europass Diploma Supplement / Certificate, the Europass Diploma Supplement and Europass Mobility), which are prepared and issued by the respective competence authorities.

THE EUROPASS CV TEMPLATE AND ITS USE

The use of the Europass CV is voluntary, but if you intend to enrol in an education or training program in another country, to seek employment or complete a work experience in another European Union country, it will be very beneficial for you to be able to present your abilities and skills in a consistent and easily understood way using the Europass curriculum template. For more information on the European CV template, please consult the network of National Europass Centres.

EXAMPLES OF CVS:

The Europass website will provide some indicative examples of the European model of CV - Europass. You can also download the demo version of Easy Curriculum.



Europass Curriculum vitae

Personal information

First name(s) / Surname(s)	Betty HOBKINS
Address(es)	32 Reading rd, Birmingham, B26 3QJ, United Kingdom
Telephone(s)	Personal: +44 2012345678 Mobile: +44 7123456789
Fax(es)	+44 2012345679
E-mail(s)	hobbies@kotmail.com
Nationality(-ies)	British
Date of birth	07.10.1974
Gender	Female

Desired employment / Occupational field

EUROPEAN PROJECT MANAGER

Work experience

Dates	August 2002 onwards
Occupation or position held	Independent consultant
Main activities and responsibilities	Evaluation of European Commission youth training support measures for youth national agencies and young people.
Name and address of employer	British Council, 123, Bd Ney, F-75023 Paris
Type of business or sector	Independent worker
Dates	March – July 2002
Occupation or position held	Internship
Main activities and responsibilities	<ul style="list-style-type: none">- Evaluating youth training programmes for SALTO UK and the Partnership between the Council of Europe and European Commission- Organizing and running a 2 day workshop on non-formal education for Action 5 large scale projects focusing on quality, assessment and recognition- Contributing to the Steering Group on training and developing action plans on training for the next 3 years. Working on the Users Guide for training and the Support Measures
Name and address of employer	European Commission, Youth Unit, DG Education and Culture, 200, Rue de la Loi, B-1049 Brussels
Type of business or sector	European institution
Dates	October 2001 - February 2002
Occupation or position held	Researcher / Independent Consultant
Main activities and responsibilities	Working in a research team carrying out in-depth qualitative evaluation of the 2 year Advanced Training of Trainers in Europe using participant observations, in-depth interviews and focus groups. Work carried out in training courses in Strasbourg, Slovenia and Budapest.
Name and address of employer	Council of Europe, Budapest
Type of business or sector	European institutions

Education and training

Dates
 Title of qualification awarded
 Principal subjects/occupational skills covered
 Name and type of organisation providing education and training
 Level in national or international classification

1997-2001
 PhD
 Thesis Title: 'Young People in the Construction of the Virtual University', Empirical research that directly contributes to debates on e-learning.
 Brunel University, London, UK
 Funded by an Economic and Social Research Council Award
 ISCED 6

Dates
 Title of qualification awarded
 Principal subjects/occupational skills covered
 Name and type of organisation providing education and training
 Level in national or international classification

1993- 1997
 Bachelor of Science in Sociology and Psychology
 - Sociology of Risk, Sociology of Scientific Knowledge/ Information Society;
 - E-learning and Psychology; Research Methods.
 Brunel University, London, UK.
 ISCED 5

Personal skills and competences

Mother tongue(s)

Other language(s)

Self-assessment
 European level (*)

French

German

English

Understanding				Speaking				Writing	
Listening		Reading		Spoken interaction		Spoken production			
C1	Proficient user	C2	Proficient user	B2	Independent user	C1	Proficient user	C2	Proficient user
A2	Basic user	A2	Basic user	A2	Basic user	A2	Basic user	A2	Basic user

(*) Common European Framework of Reference (CEF) level

Social skills and competences

- Team work: I have worked in various types of teams from research teams to national league hockey. For 2 years I coached my university hockey team;
- Mediating skills: I work on the borders between young people, youth trainers, youth policy and researchers, for example running a 3 day workshop at CoE Symposium 'Youth Actor of Social Change', and my continued work on youth training programmes;
- Intercultural skills: I am experienced at working in a European dimension such as being a rapporteur at the CoE Budapest 'youth against violence seminar' and working with refugees.

Organisational skills and competences

- Whilst working for a Brussels based refugee NGO 'Convivial' I organized a 'Civil Dialogue' between refugees and civil servants at the European Commission 20th June 2002.
- During my PhD I organised a seminar series on research methods.

Computer skills and competences

Competent with most Microsoft Office programmes and some experience with HTML.

Additional information

PUBLICATION

'How to do Observations: Borrowing techniques from the Social Sciences to help Participants do Observations in Simulation Exercises' Coyote EU/CoE Partnership Publication, (2002).

PERSONAL INTERESTS

Creating pieces of Art and visiting Modern Art galleries. Enjoy all sports particularly hockey, football and running. Love to travel and experience different cultures.

III. WHAT IS A JOB PORTAL?

A website dedicated to serving as an intermediary between job seekers and companies in the selection process.

A. APPLICANTS

Applicants must register if they want access to all services of the website or to all the information regarding registered job vacancies.

- Their CV, collected through a questionnaire, becomes part of the database and is available to business users.
- It is free.
- They provide an early warning system on the appropriate job profile, normally via e-mail, although the most developed sites offer other options like the RSS.
- In some cases you may know the number of candidacies for a particular job and can keep track of your own self-candidacy.
- It provides information on job searches, information on courses, etc.

B. THE BASIC STRUCTURE OF THE SITES

- Search (basic and advanced) from a range of categories and / or words.
- Entry and access for registered users
- Access to businesses
- Featured offers(businesses have to pay a fee)
- Latest offers
- Thematic Channels: Ranking the offers based on criteria such as first job or occupational sectors.
- Additional information for job searches.

C. THE MOST USED

MONSTER ([HTTP://MONSTER.COM](http://monster.com))

Is absolutely the most used to choose which recruitment agencies website are available. The most important thing that you need to know is which job level you are looking for. Anyway, most of the recruitment agencies do publish vacancies on Monster too! therefore it is not unusual to be redirected, from an application to a vacancy on Monster, to the website of the another recruitment agency.

INFO JOBS ([HTTP://WWW.INFOJOBS.COM](http://www.infojobs.com))

It is the largest and most successful online Job Search in Europe and the career builder site.

EURES ([HTTP://EC.EUROPA.EU/EURES](http://ec.europa.eu/eures))

Eures is the European network of employment services. This network offers information, advice and support to the placement / recruiting, promoting contacts between job seekers and employers interested in recruiting outside the country.

IV. THE DIGITAL IDENTITY

A. HOW TO DEFINE DIGITAL IDENTITY

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 logouts, 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.

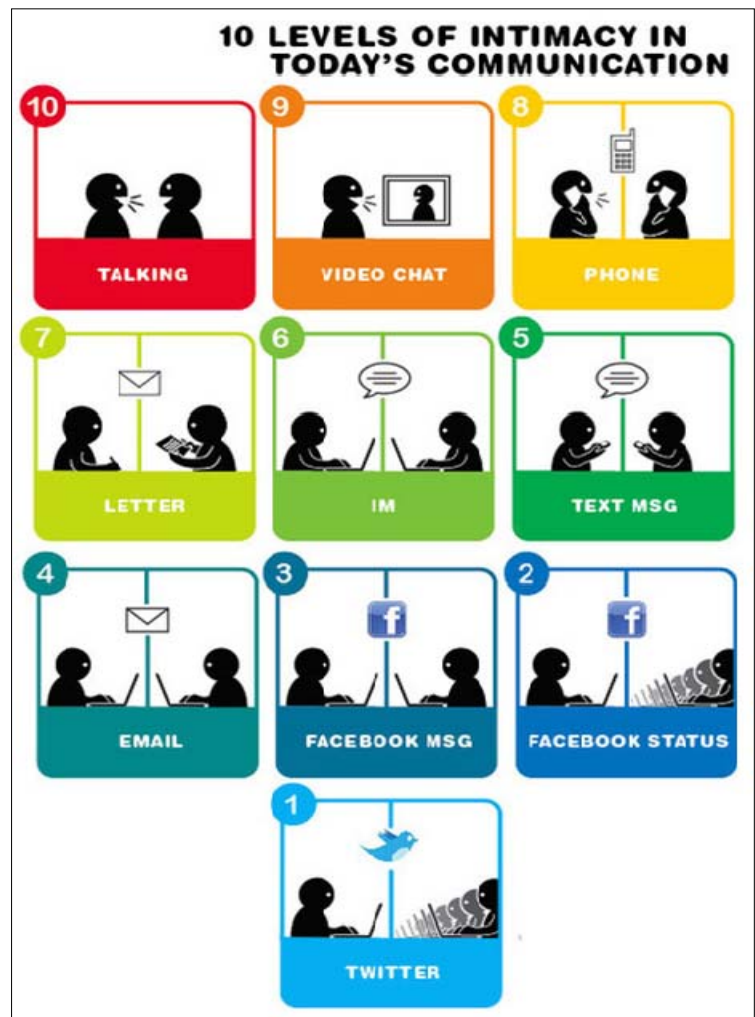
According to the **Pew Internet & American Life Project (2008)** these are some of the main footprints we leave on the Web about ourselves:

- ✓ 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

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 favour 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.

V. DIGITAL REPUTATION

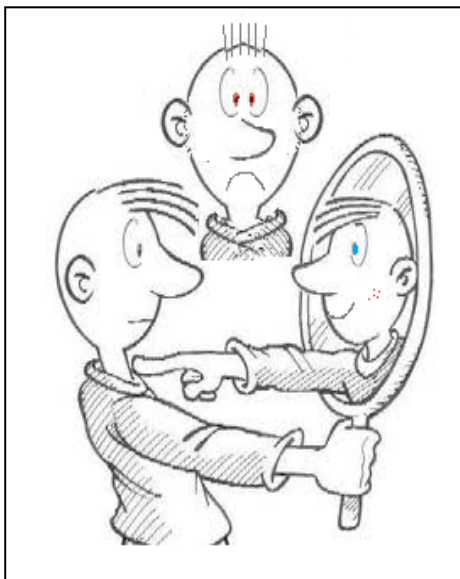
All the traces we leave on the web contribute to defining the image that other users perceive of ourselves. But it's not only what we say that contributes to shaping our identity, it's also what other users say about us. We also have to consider that virtual communication, compared to face-to-face communication, 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 covers 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

¹ 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)

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.

A. 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 "*

Estar presente numa rede social é fácil, o difícil é manter essa presença intacta e com boa visibilidade, para tal é necessário controlar. Nesse intuito aconselhamos a cumprir as seguintes regras/cuidados:

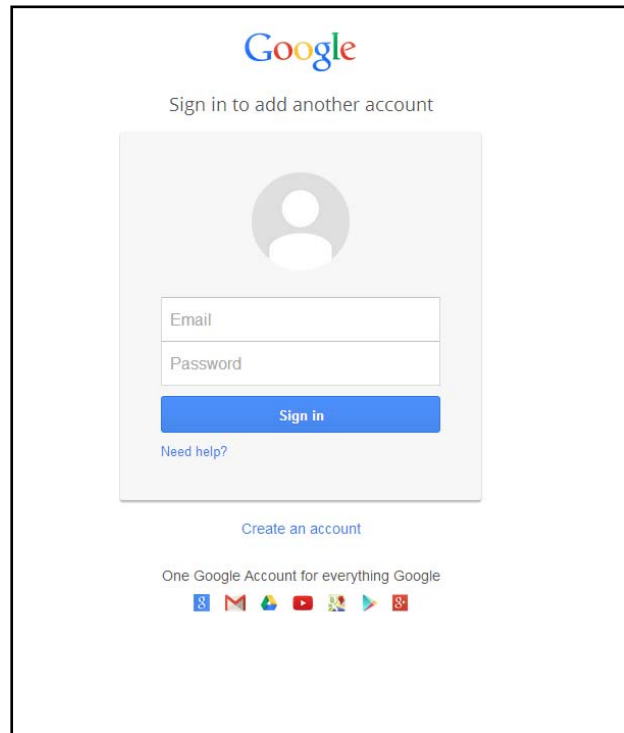
Being present in a social network is easy, it's difficult to keep intact that presence with a good visibility, this requires control. To do so, we recommend that you follow these rules:

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.

B. HOW TO CREATE YOUR DIGITAL IDENTITY

YOUR NAME / YOUR EMAIL ACCOUNT

From the Google home page, you have to click on the gmail link, which can be found on the top left hand side of the page. In the next page you can choose from two options: Access your account or create a new Gmail account.



- Click on the link Create a new account

Google

Create your Google Account

One account is all you need
A single username and password gets you into everything Google.

Make Google yours
Set up your profile and preferences just the way you like.

Take it all with you
Switch between devices, and pick up wherever you left off.

Name
Dimipe Project

Choose your username
dimipe.project@gmail.com
[I prefer to use my current email address](#)

Create a password
.....

Confirm your password
.....

Birthday
Day Month Year

Gender
Other

Mobile phone
+34

Your current email address

Prove that you're not a robot
 Skip this verification (phone verification may be required)

Type the text:
1578 64282382

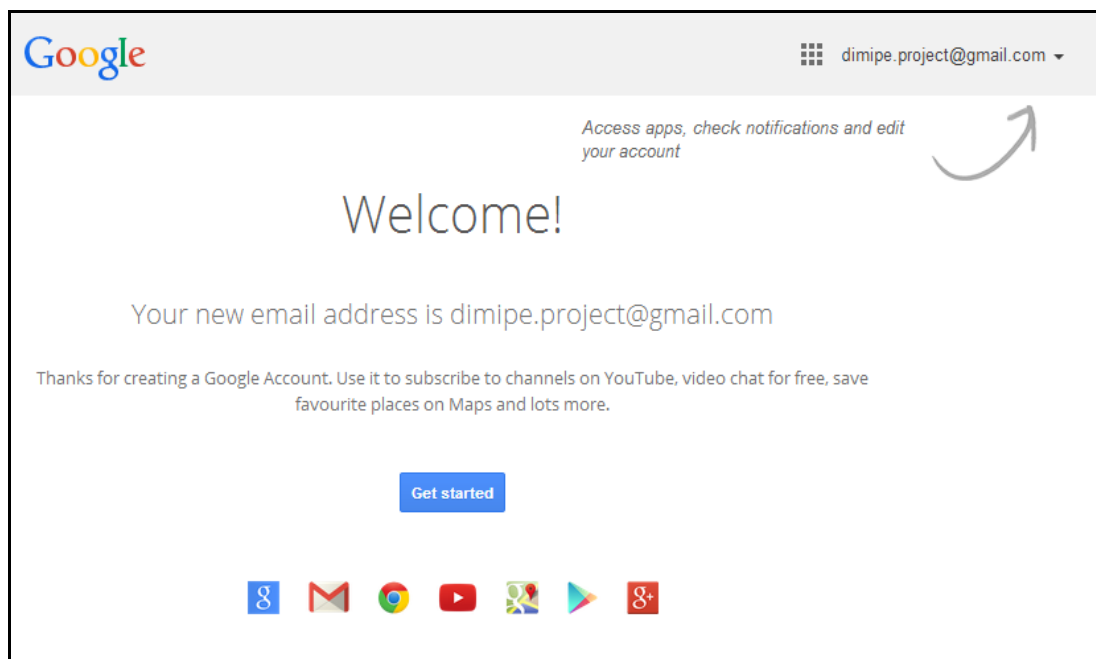
Location
Spain (España)

I agree to the [Google Terms of Service](#) and [Privacy Policy](#)

[Next step](#)

[Learn more about why we ask for this information.](#)

- Fill in all the fields of the form. Insert the user name you want to have, the password, read the terms and conditions of use, and finally click on I accept, Create my account



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.

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 ...**

VI. SOCIAL MEDIA



A. 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.

GENERAL INFORMATION:

URL	http://www.Facebook.com
Type of site	Social network services
Registration	Required
Creator	Mark Zuckerberg
Launch	February 2004
Current state	Active
Users active	1.230 Million

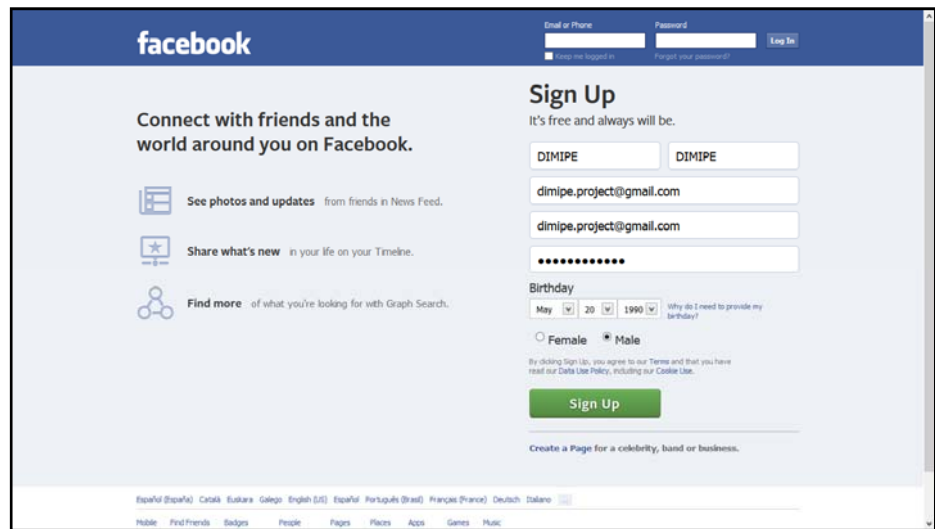
STATISTICS:

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.

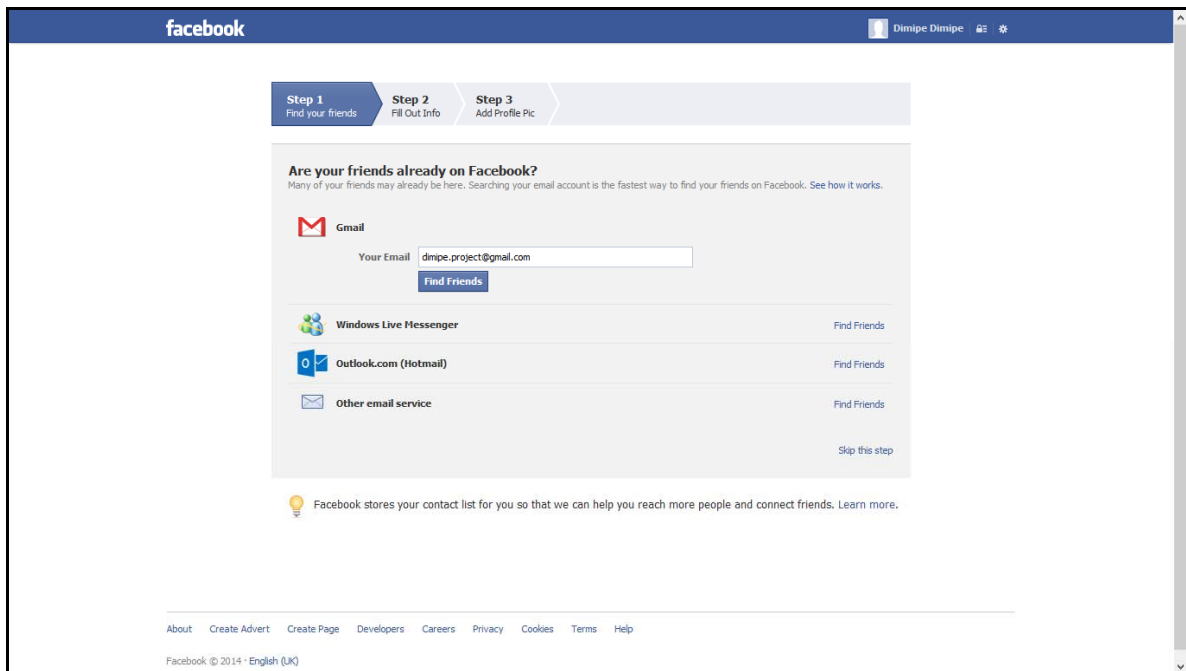
CREATE AN ACCOUNT.

The first thing we have to do is fill in the fields of the form (name, surname, e-mail address, password and date of birth). Later, we will receive an email, which is a request for activation.



In this mail you will only have to click on the link (which should appear in blue) or in the image that indicates it. Now the system will guide us to the home page.

Step 1: find friends: The system helps us to find all the contacts of our email on Facebook.



If you want to import your email contacts, you have to go to your mail account and select “export” from the contacts area.

It will create a file with all your mail friends, and then only select it from the “contact file” button in Facebook.

Let’s check the next 4 steps.

Facebook in step 1.

Step 1
Find your friends

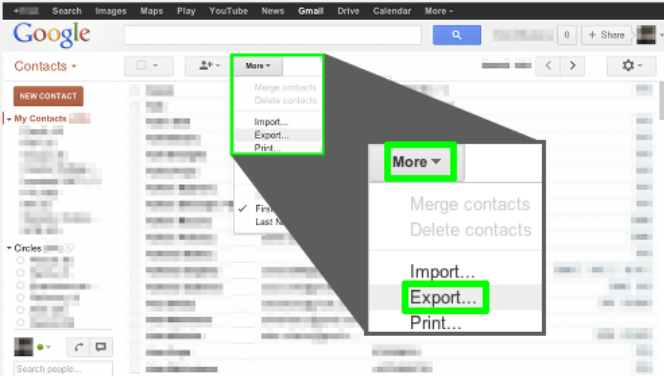
Step 2
Fill Out Info

Step 3
Choose Interests

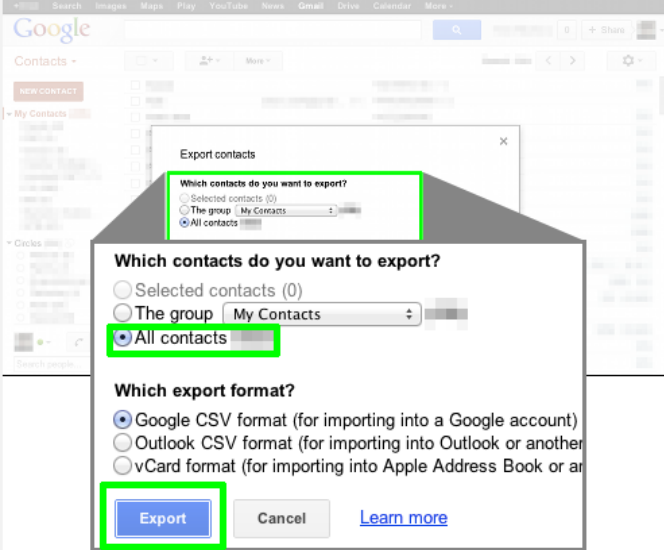
Step 4
Add Profile Pic

Find more of your friends on Facebook by uploading your Gmail contacts using the steps below.

1. [Click here](#) to access your Gmail contacts.
2. Click on **More** in the top menu, and then click on **Export** in the menu that appears.



3. Choose which contacts you want to download.



4. Click the **Export** button to download your contacts. Follow the instructions on your screen and save the file to your computer. By default the file will be named 'google.csv'.
5. Upload your 'google.csv' file to Facebook using the uploader below:

Contact File No se ha seleccionado ningún archivo.

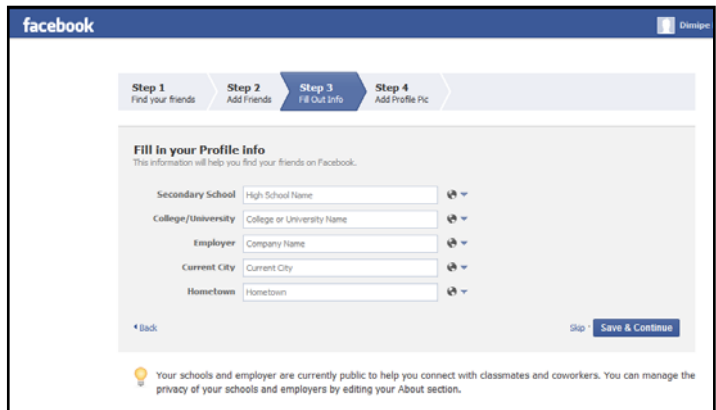
[Skip this step](#)

Facebook stores your contact list for you so that we can help you reach more people and connect friends. [Learn more.](#)

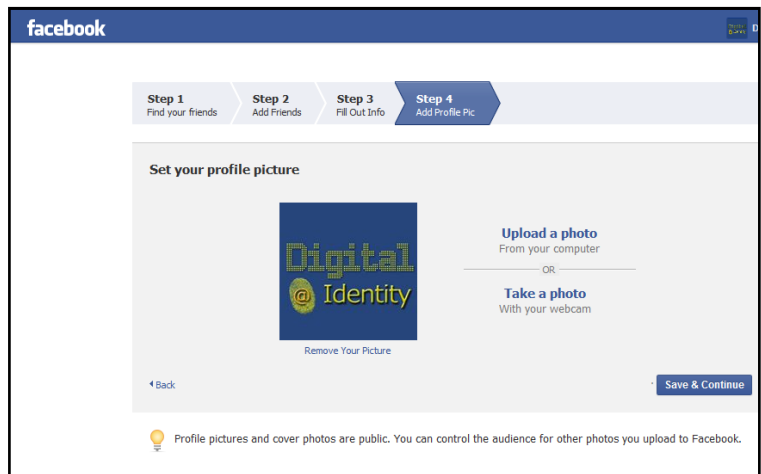
Step 2 profile information: In this section you only have to fill in some personal information. This step can be skipped.



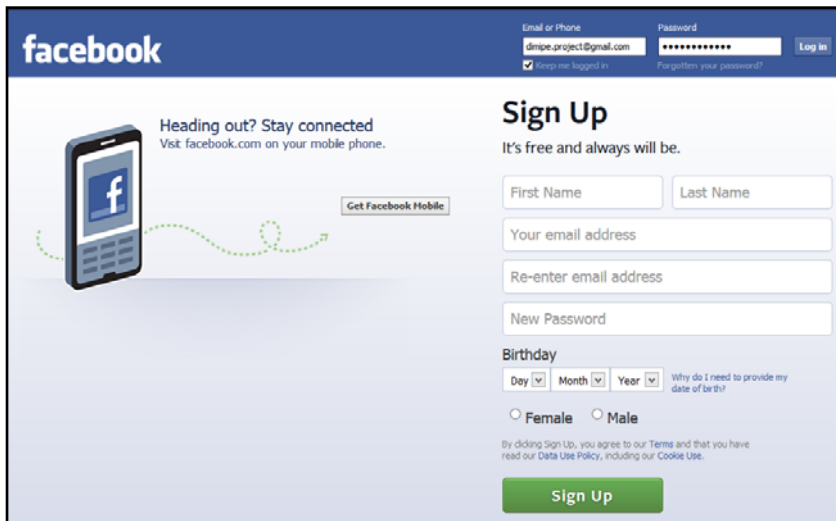
Step 3 Fill Out Info: We can describe our carrier.



Step 4 profile picture: We can upload a picture that we have in our computer or simply take a new picture with our webcam and use it as a "profile picture".



ACCESS TO OUR ACCOUNT:



As we see in the picture below, at the top of the screen we have the fields we need to fill in in order to access our profile.

HOME PAGE:

We have divided the screen into 7 sections:

- Applications, messages and recent activity
- side menu
- User's top menu
- Latest news
- Agenda
- Advertising
- Chat



- **Requests, messages and recent activity:** In this area are the icons will lighten when there is activity directly related to our profile.



The first icon will lighten when there are new requests for friendship.



By clicking on the icon, a menu will be displayed showing us the request we have.



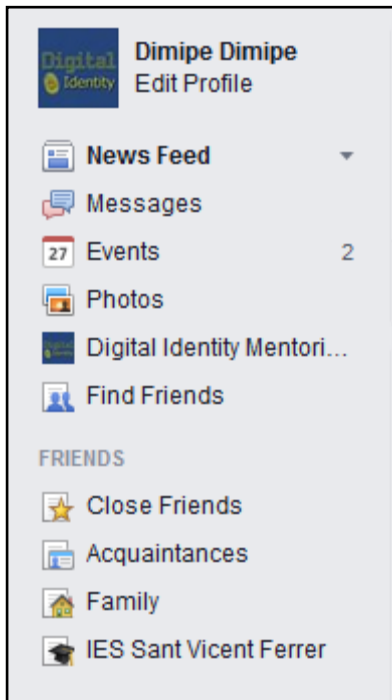
The second icon is for new messages that we receive

By clicking on the icon a menu will be displayed showing us the subject and part of the message we have received.

Finally the third



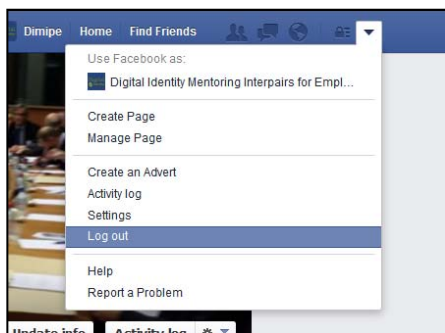
icon will show the actions of the friends that are connected with us.



- **Image and user side menu:** The first part of this section includes our image and name. Then we have the menu which allows us to move through our profile. We can see the latest news, messages, events and friends.

1. User menu:

From here we can move through our Facebook profile.



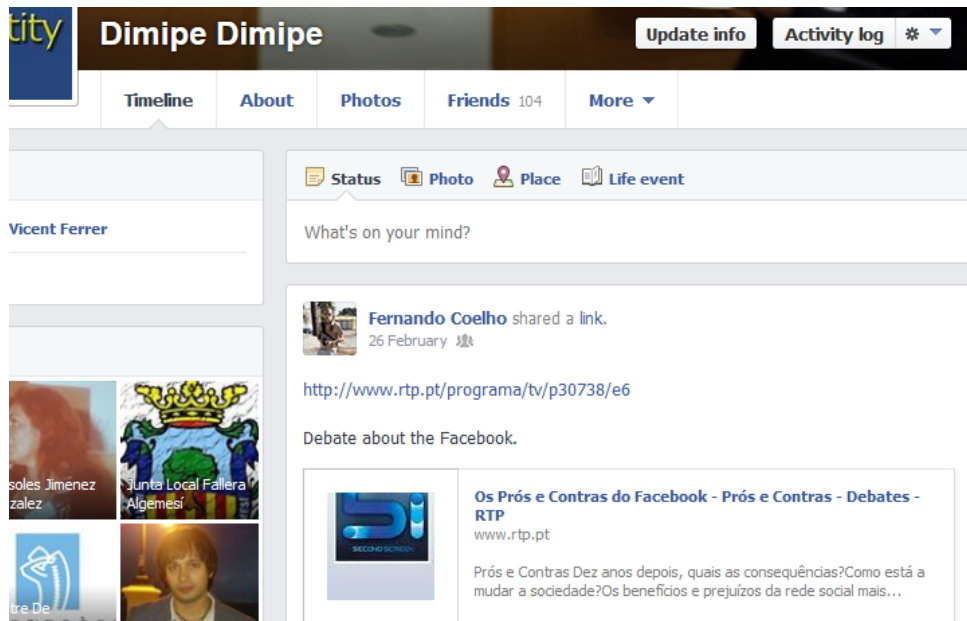
If you click on **Start** you go to the homepage, containing the latest news.

By clicking on **profile** you will see your profile page as our friends see it.

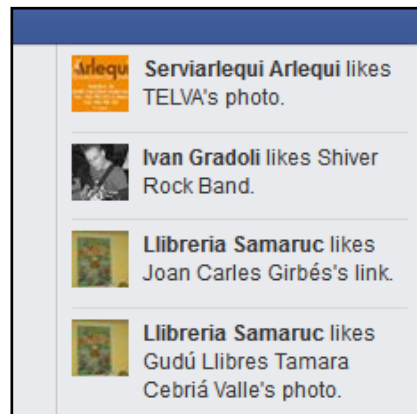
By clicking on **find friends** you enter the search section.

By clicking on **account** a submenu will appear containing configuration options.

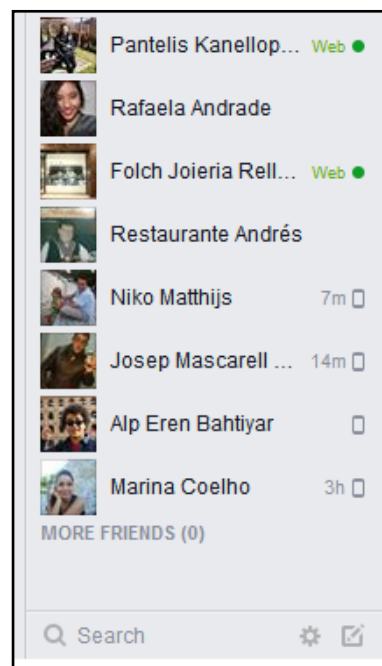
- **Latest news:** This section contains all the information related to the user, comments, pictures, news, etc..



- **Agenda:** In this section all the events of the day and the future days will appear.



- **Chat:** This tool can be used to communicate in real time with the friends that are connected. A list of all of them will appear, and you will be able to talk with more than one at the same time.



PROFILE



We have divided the profile section in 6 sections:

- **Profile picture:** It will be visible to everyone, friends or not. To change it, all you need to do is to go to your profile, put your mouse over the photo and click *Edit Profile Picture*.

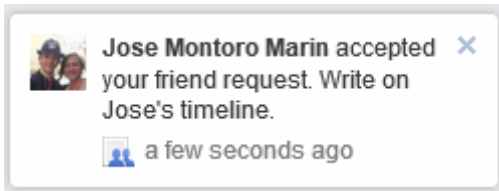


- **Cover picture:** The main picture in your profile. To change it, all you need to do is to go to your profile, put your mouse over the photo and click **Change Cover**.

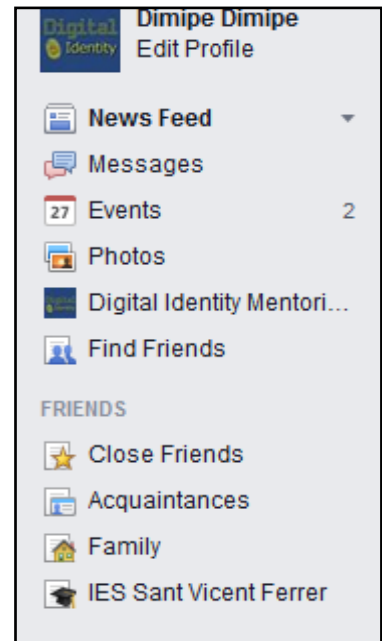


- The menu: We will use this menu to move through our profile.

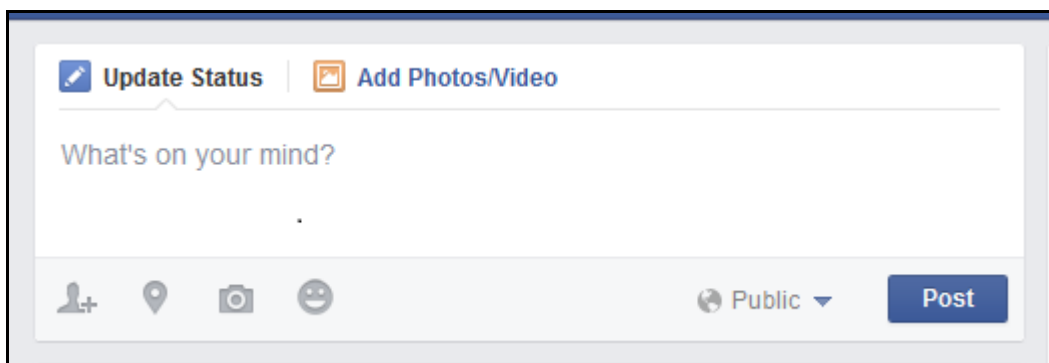
You will receive suggestions of friendship from Facebook, with a list of friends of your friends that Facebook believes you may know or you may be interested in.



You will also be able to see pictures uploaded by your friends and if you want you can take a look at them.

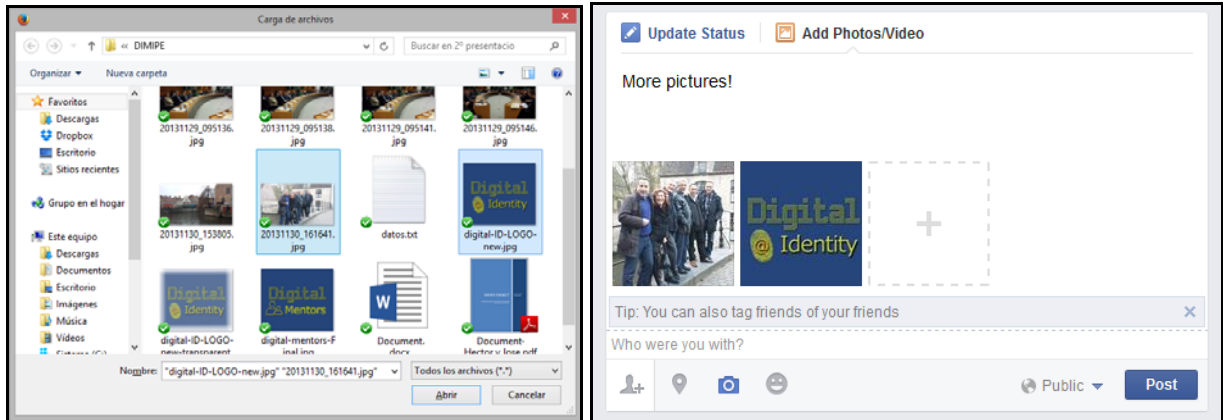


The white bar where Facebook asks you "What's on your mind?" is where you can put your mood.



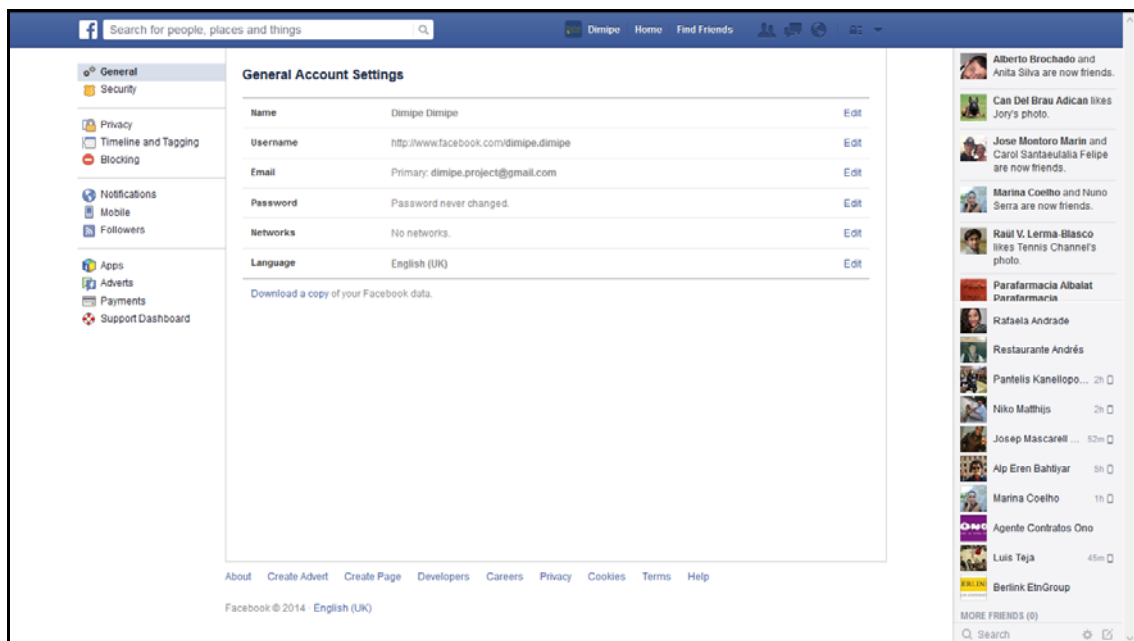
You can share photos, links to other pages or videos, and to do it you just have to click on the corresponding icon.

If you want to upload more than one photograph, just select them with "control" key.



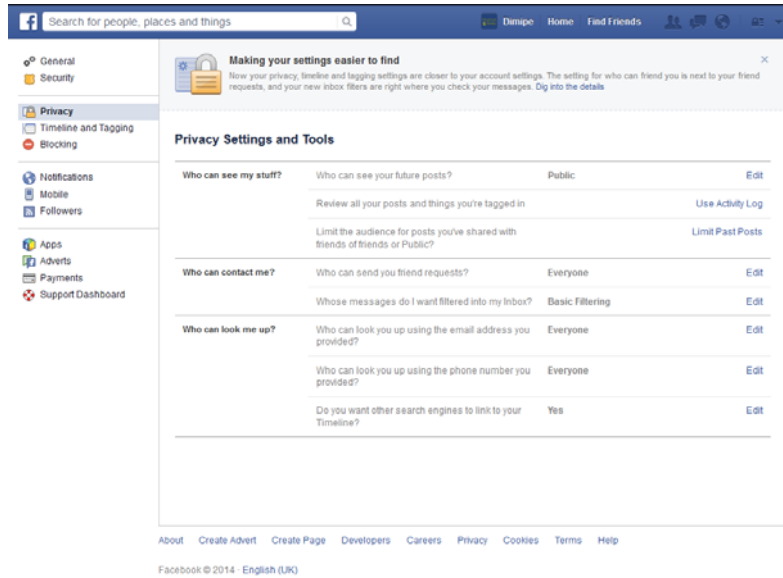
When you write comments on the walls of your friends those will also appear in your wall. If you want to remove something from your wall for any reason, you can do so simply by clicking on the ▼ that appears by hovering the mouse over the comment, link, etc.

- Edit the information in the profile.



In this section, the user can change the general information about our personal data and profile (name, surname, birth date, password, etc.

EDIT YOUR PRIVACY.

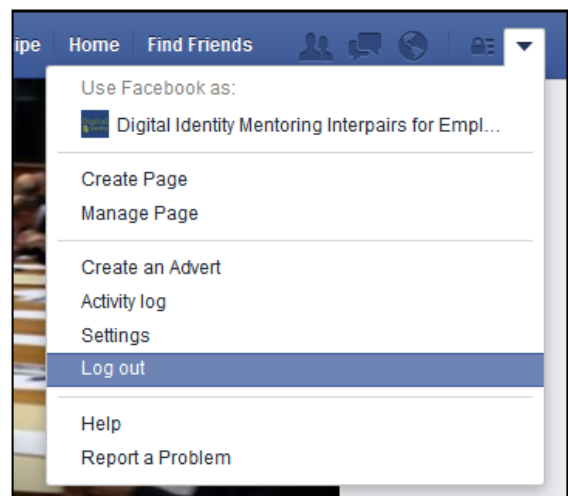


In this section you must be particularly careful because the data entered can be visible to all users, depending on the configuration of privacy that we have. In the menu there are 9 subsections to enter the personal information depending on the type (basic information, photo of profile, prominent people, training and job, philosophy, art and entertainment, sports, activities

and interests, contact information).

LOG OUT

To close the session we just have to go to the top menu and click on "account", a menu will open where we have to click on the "Log out" option.



B. TWITTER

Twitter is a social network based on microblogging. It is based in San Francisco (California),



with branches in Texas and Massachusetts, in the United States. Twitter was originally created in California, but is under the jurisdiction of Delaware since 2007. Since Jack Dorsey created it in March 2006, and released it in July of the same year, the network has gained popularity worldwide and get more than 200 million users in the 7 first years.

The network allows to send messages in plain text in low size with a maximum of 140 characters, called tweets, which are displayed on the home page of the user. Users can subscribe to follow other users to read their tweets, and your subscribers are called followers.

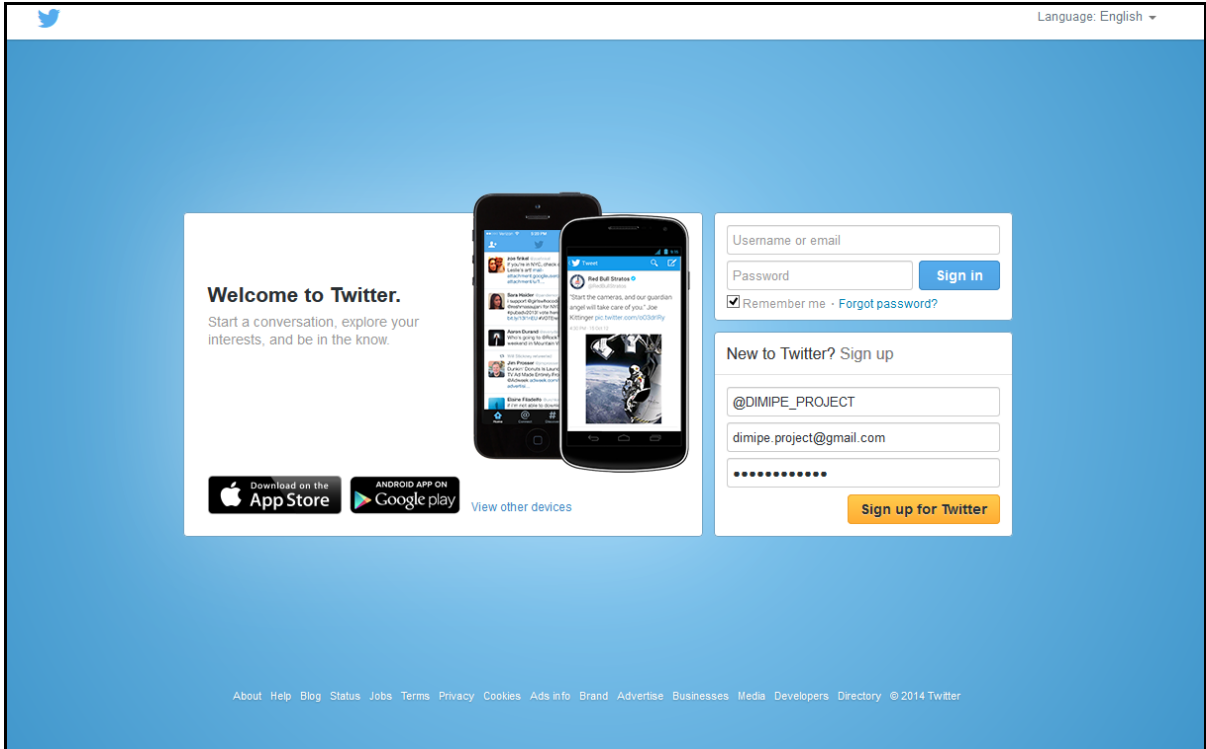
GENERAL INFORMATION:

URL	Twitter
Commercial	Yes
Type of site	Microblogging
Registration	Mandatory (for Twitter)
Registered users	200 million (to July 8, 2010)
Creator	Jack Dorsey, EvanWilliams, Biz Stone
Launch	July 15, 2006
Owner	Twitter, Inc.

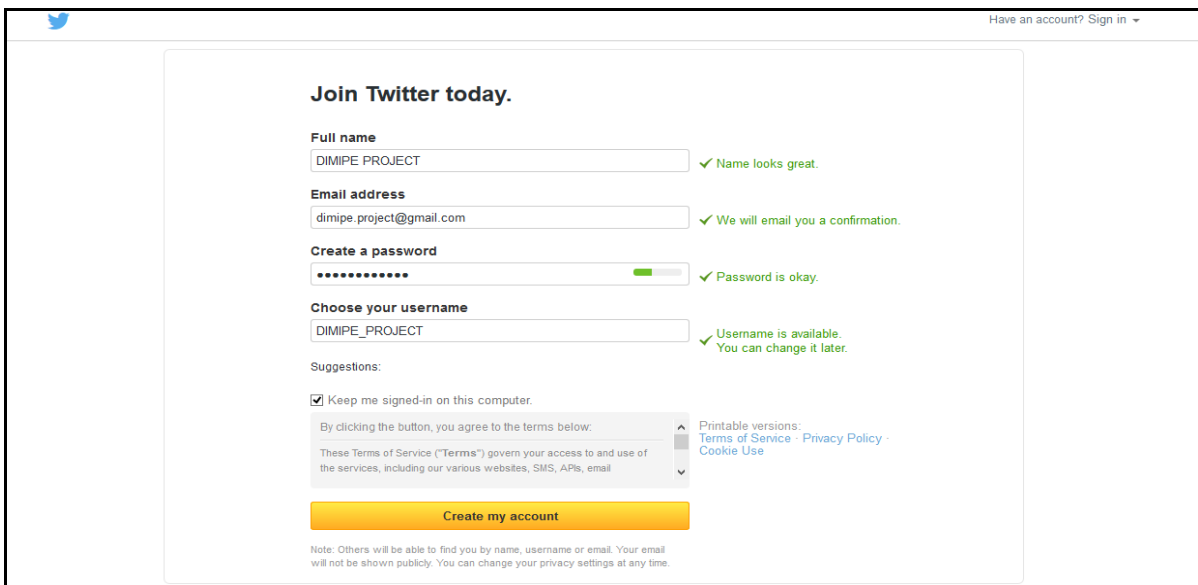
STATISTICS:

- The first tweet was made on March 21, 2006.
- It took 3 years, 2 months and a day to reach 1,000,000 Tweets. Today these Tweets are generated in a week.
- The records of Tweets per second are 6,939.
- On March 11, 2011 543,000 new accounts were created. This was the new record in a day

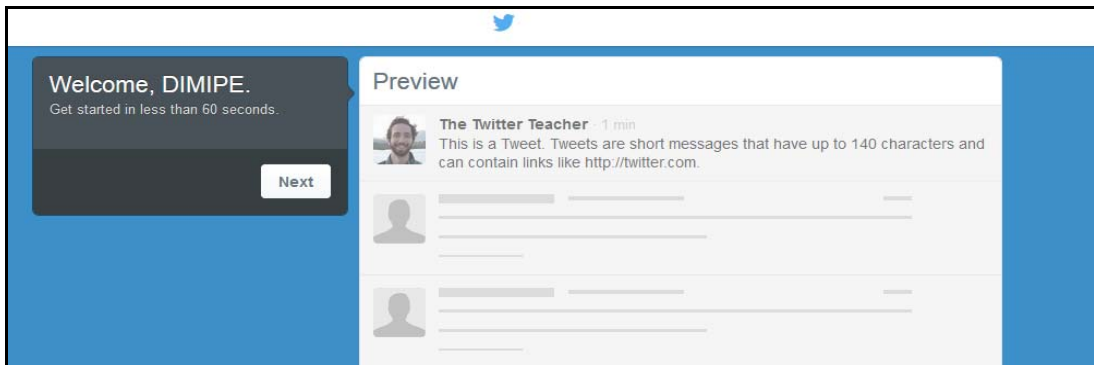
HOW TO CREATE AN ACCOUNT.



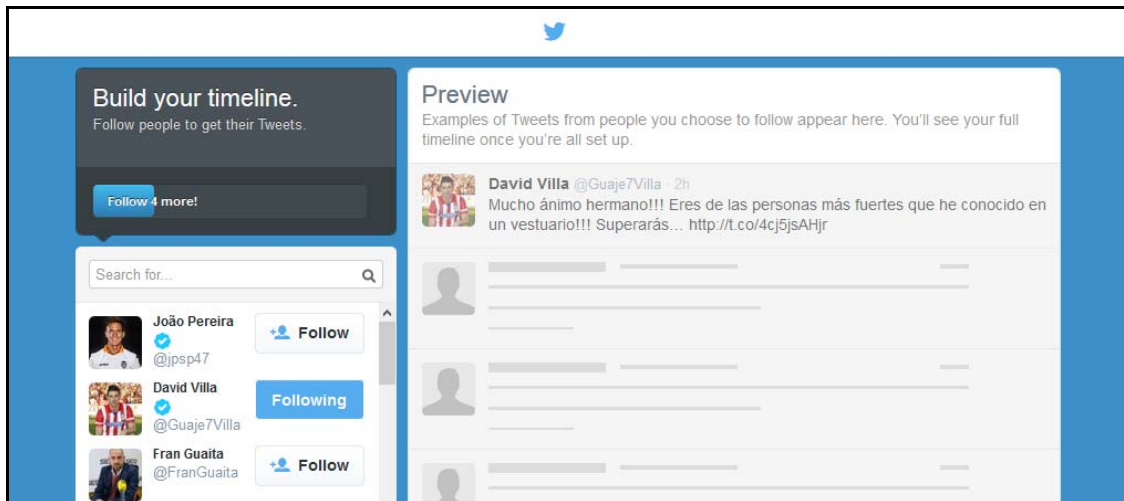
The first step to create an account on Twitter is to register, which can be done by only inserting the name, e-mail address and a password. Then the system will check that our email hasn't already been entered in the database, and if all data are correct the website will display a confirmation message to each field. If everything is correct we only have to click on the button "create my account"



Now the system will guide us to our first access to the network :



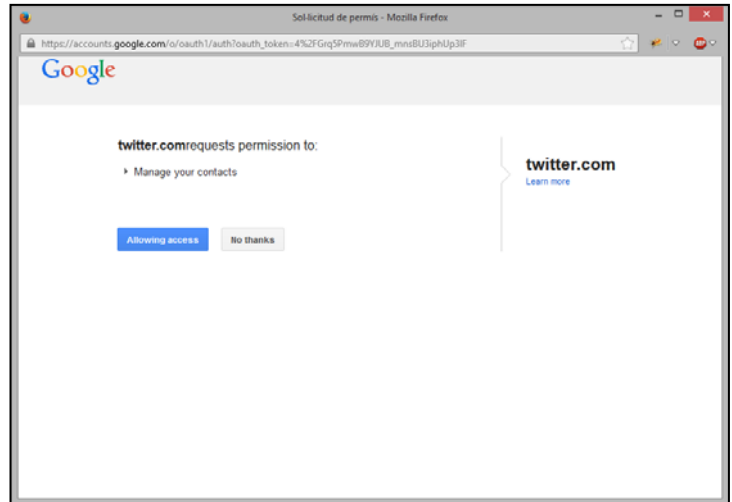
The first step is to choose famous people (like football players) to get you an idea to start. You can also search your friends.



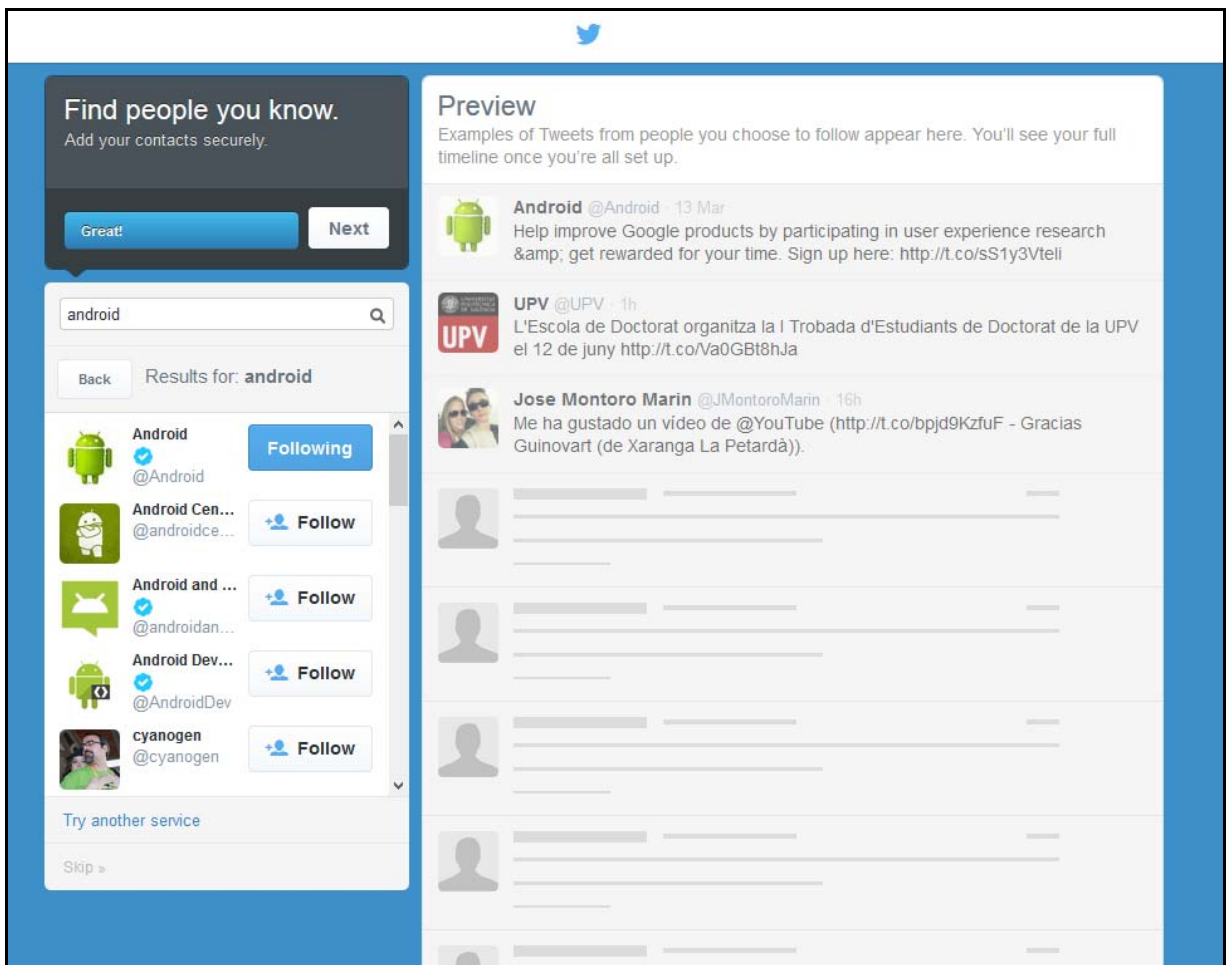
Then, you can use your email contact list, for finding how use Twitter.



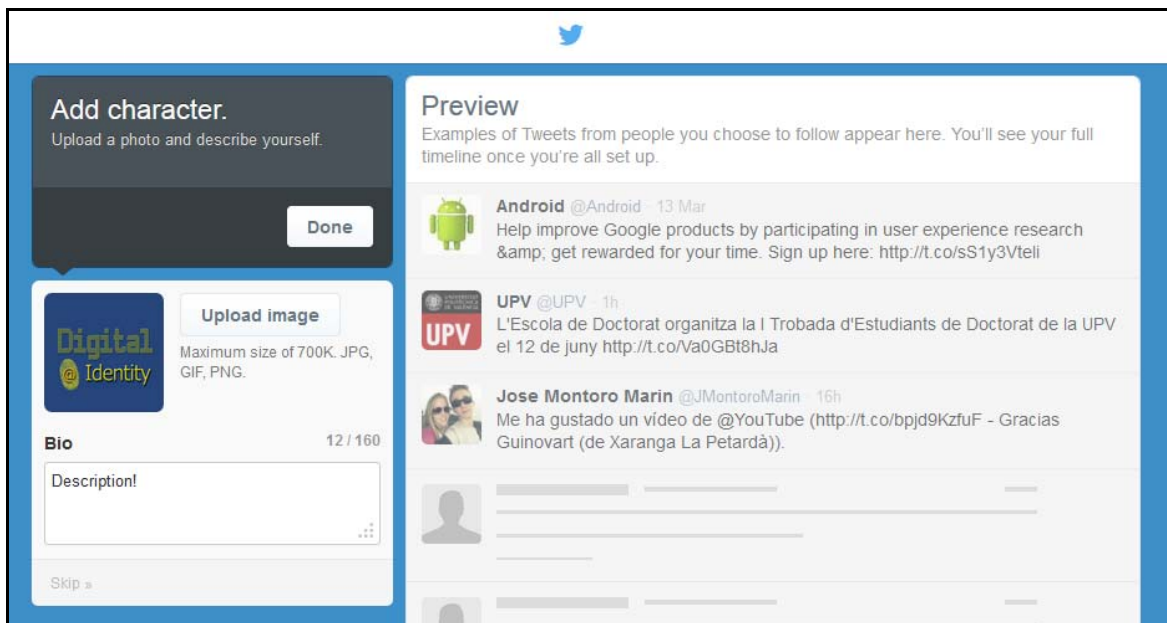
This is the window to allow or decline the permission from Gmail to Twitter.



Then Twitter offers you to find people like you. Is the moment to search your friends, partners or accounts where take an interesting topic for you.

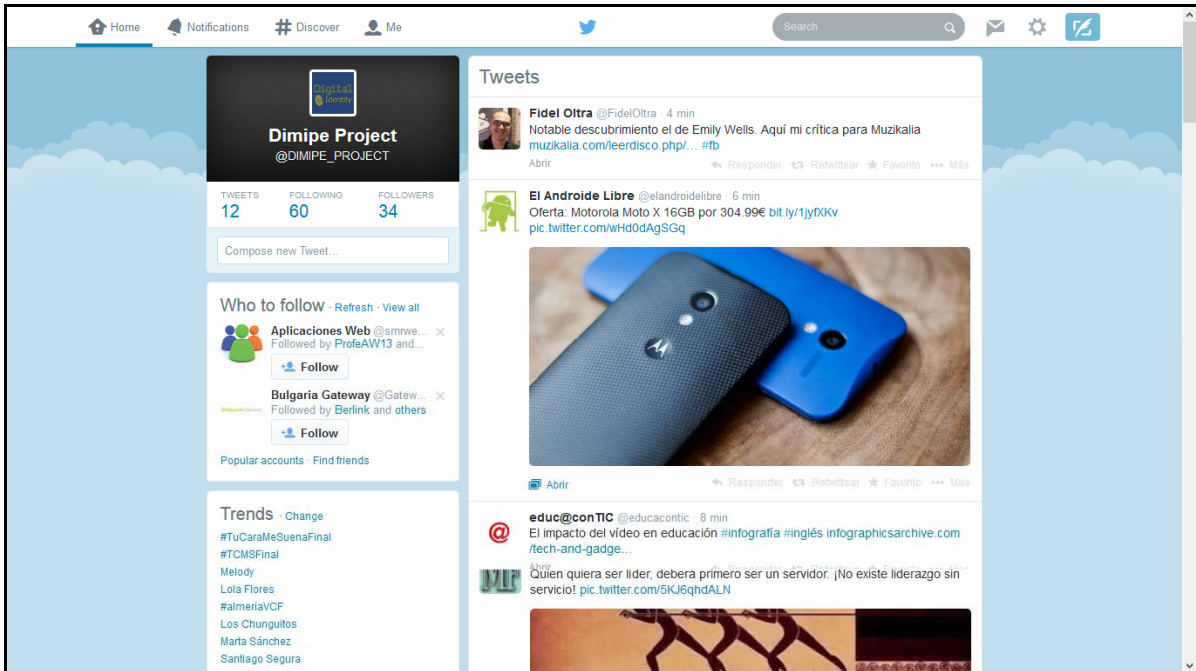


Finally, you introduce yourself in 140 characters, and upload a profile picture.



We already have our account created. Now we just need to activate it. We will receive an email, which will ask us to confirm the email address by clicking on the link that appears in blue.

Now we can enjoy our Twitter.



We have divided the screen into 6 different sections:

1. **Search engine:** It can be used not only to search for tweets also to look for people, etc.



2. **Menu:** From this menu you can access the profile, messages, search for people to follow or go directly to the main page.



3. **New tweet:** Through this button we can create our Tweets.



4. **The user menu:** In this menu you can access the user configuration and the privacy settings.

5. **What is going on?:** From here we can create Tweets as in paragraph 3.

6. **Latest news:** Here we can control Tweets that we have made, the notifications and the Retweets that have not sent, see the lists we have created and view a history of searches carried out.

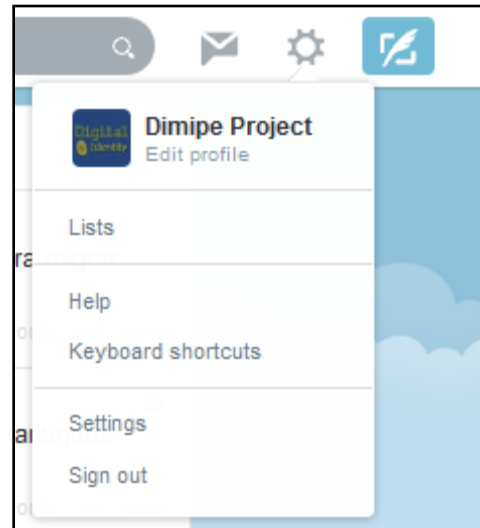
ME



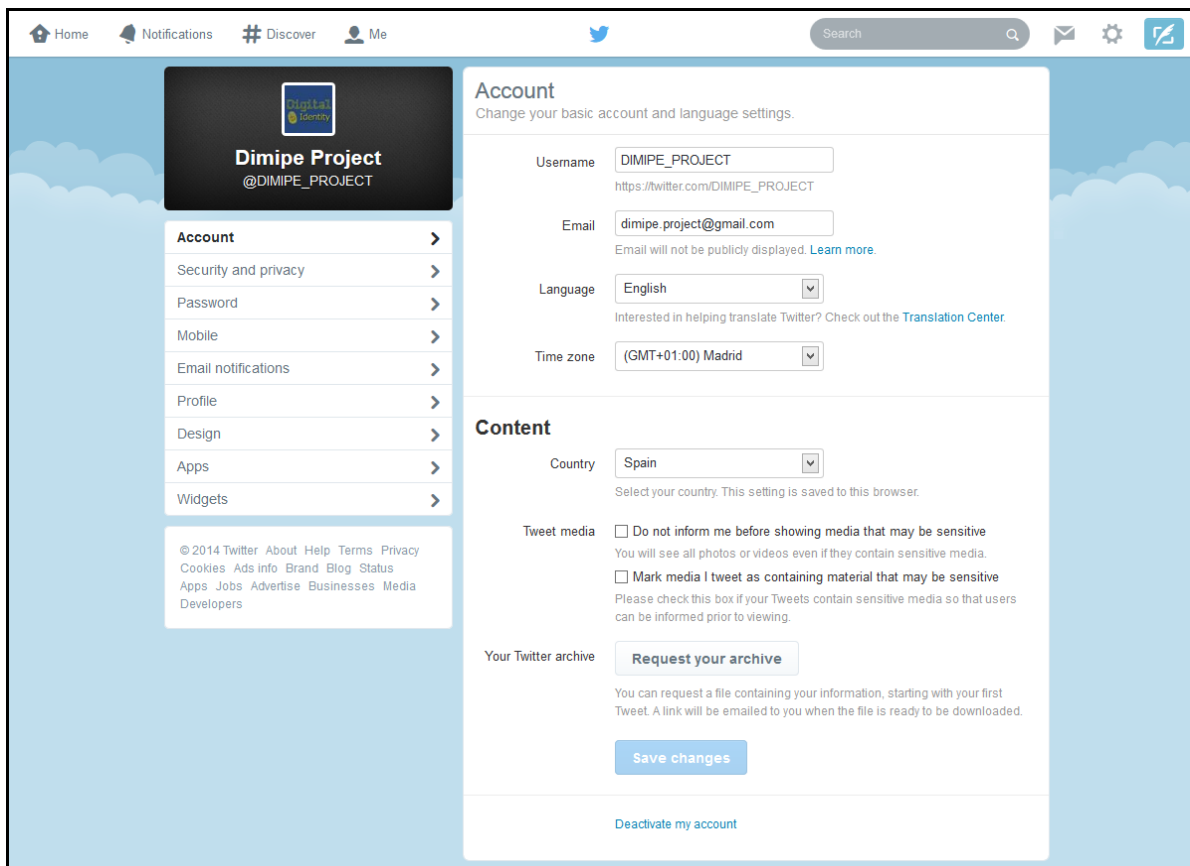
The profile page has been divided into 4 parts which we believe are the most important:

1. **Image and username:** We will see the image that we have in the profile and the name of the user, which will be used by other users in order to find us. To change the image simply click on it and you will be directed to the account settings section, which we will see later on.
2. **Edit profile:** This link leads to the profile settings page.
3. **Recent activity:** In this section we will see the latest Tweets, Favourites, people we are following and the list we have created.
4. **Information "about you":** here we can count the number of Tweets that we have done, the followers that we have, the people that we are following and the lists we have.

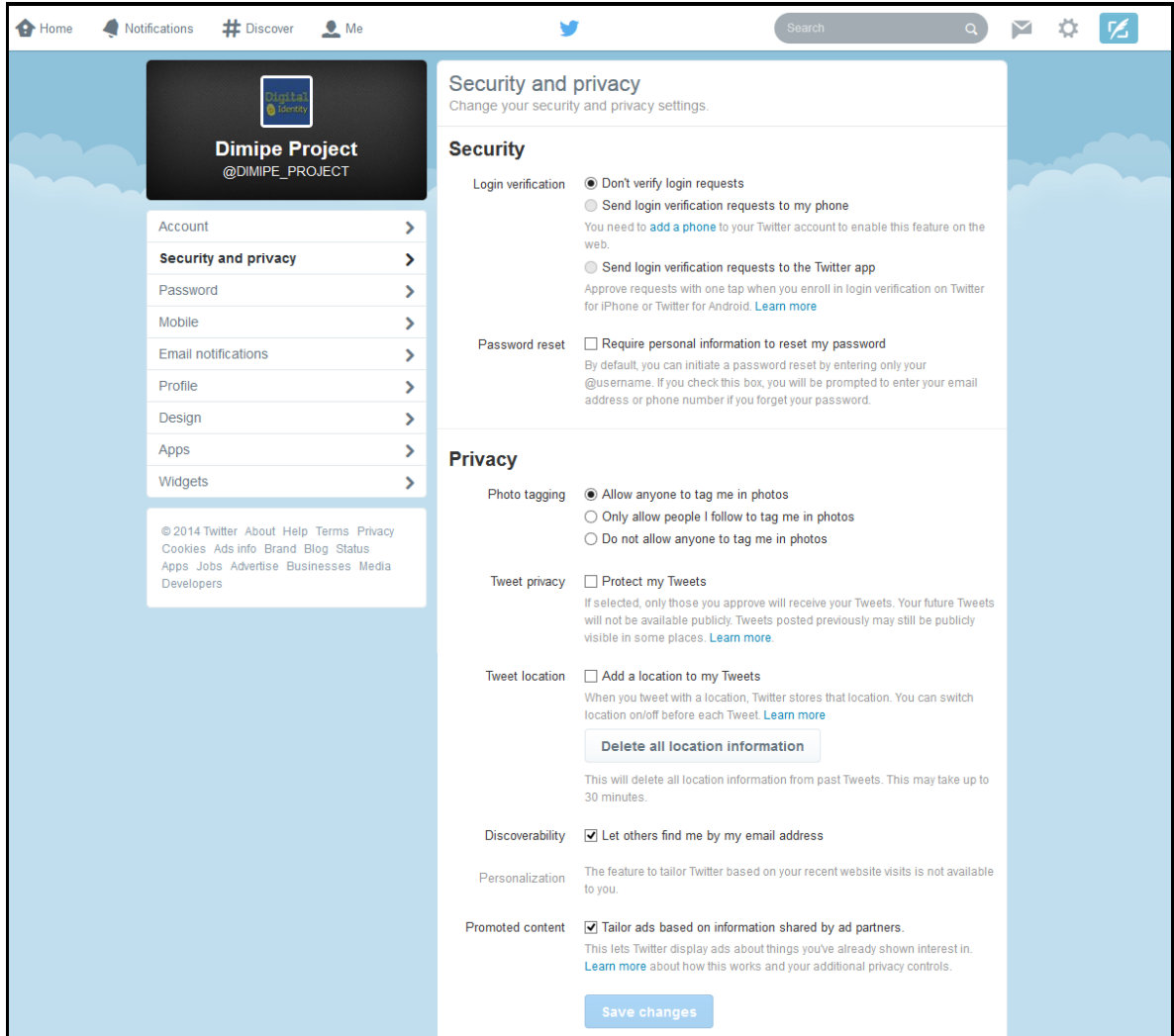
From this settings we can change everything.



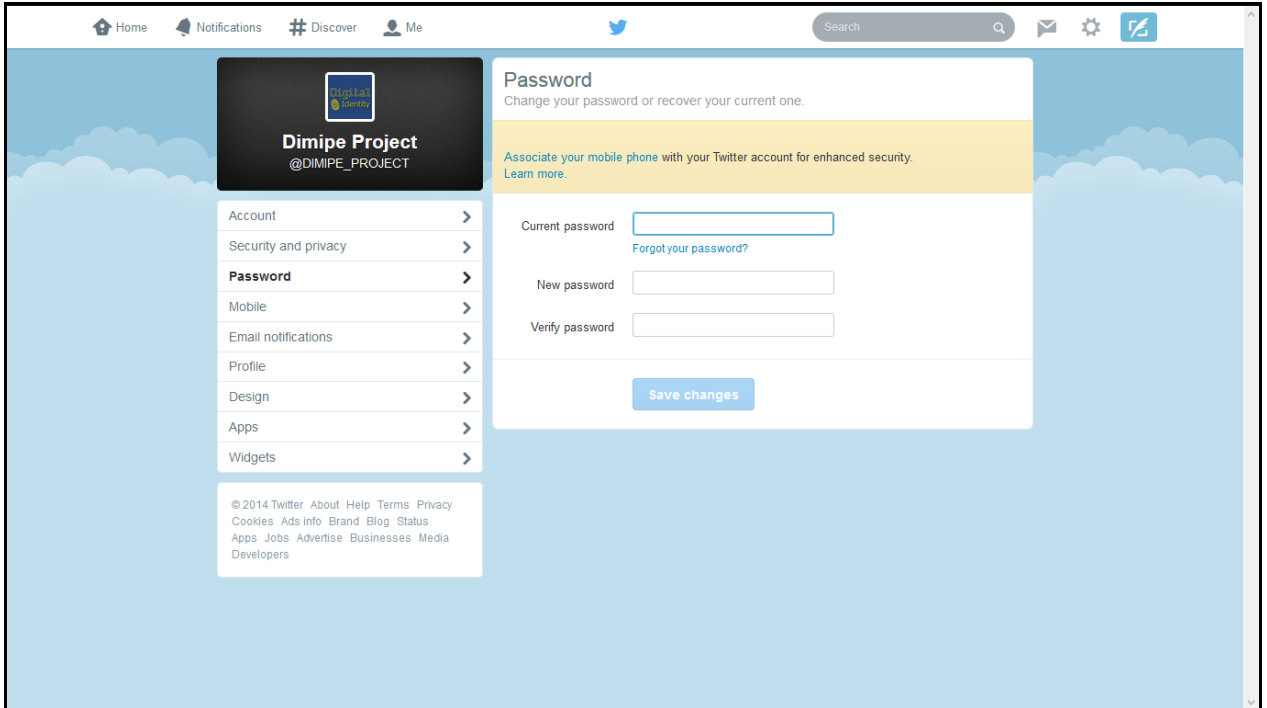
- **Account:** here we can change all the data relating to our account, and even turn it off.



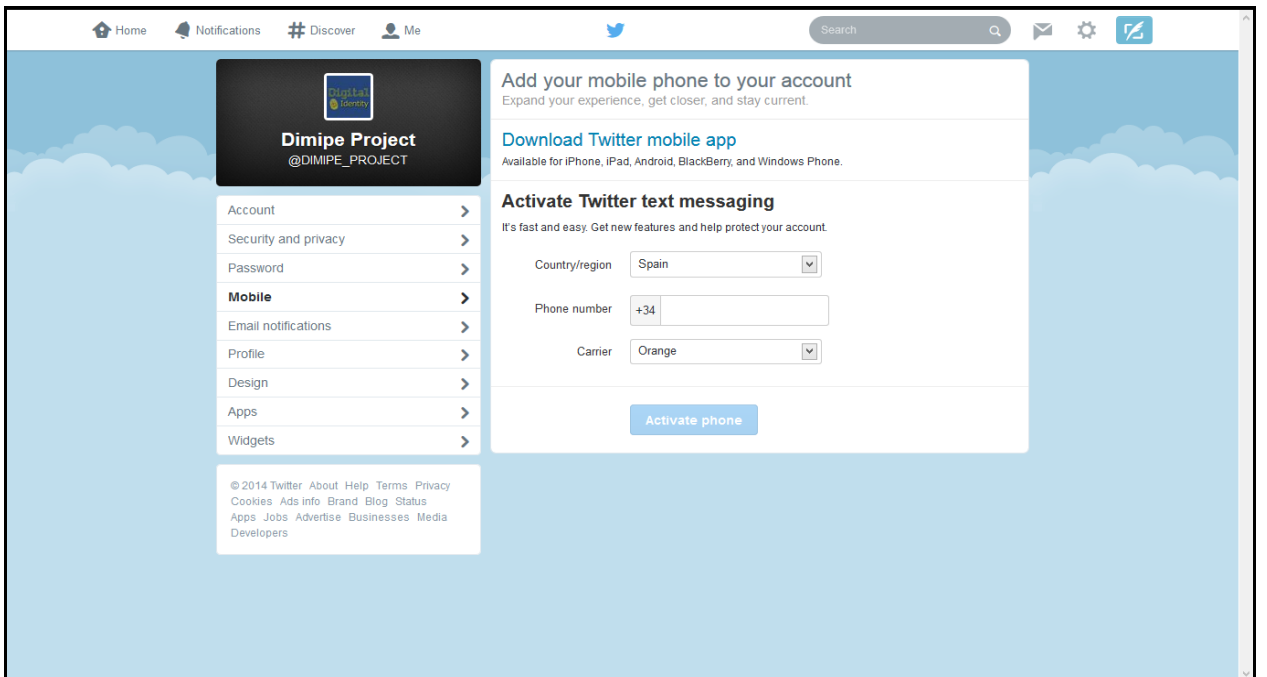
- Security and privacy:



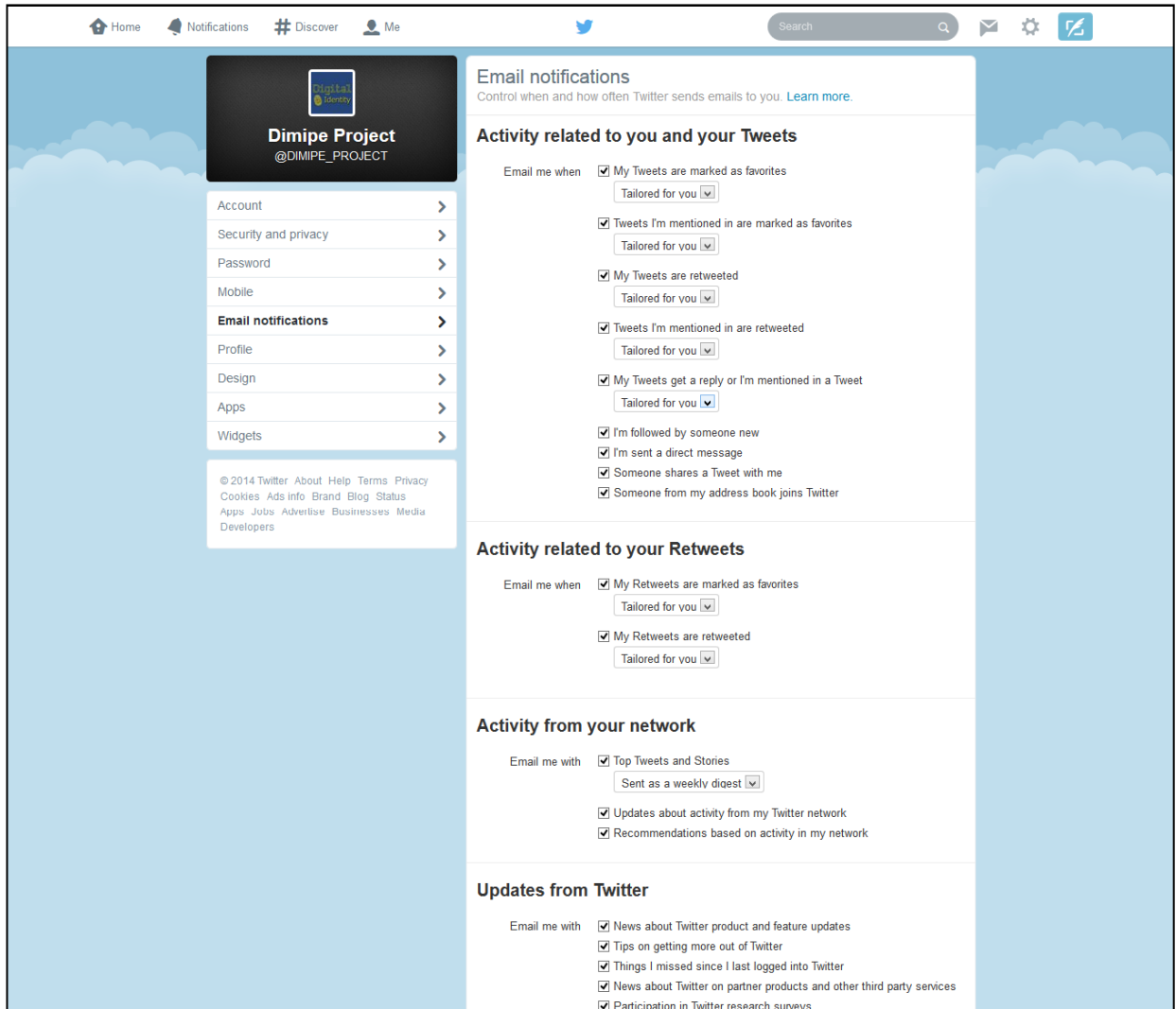
- **Password:** To change the password we just have to introduce the current password where it says so and then enter the new password twice so that there are no mistakes, as the system checks that the password is the same.



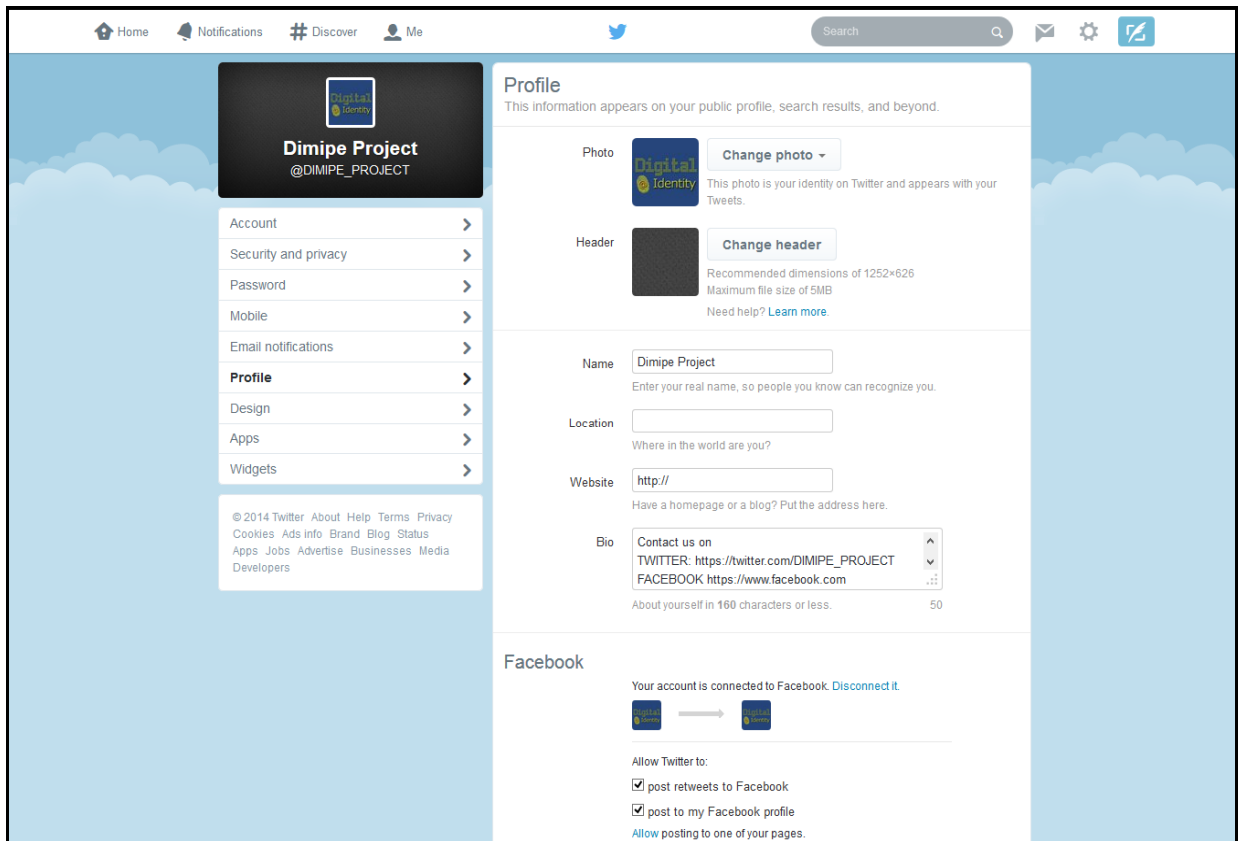
- **Mobile:** We only have to select our country and write our phone number so that Twitter notifies us with the news in our mobile.



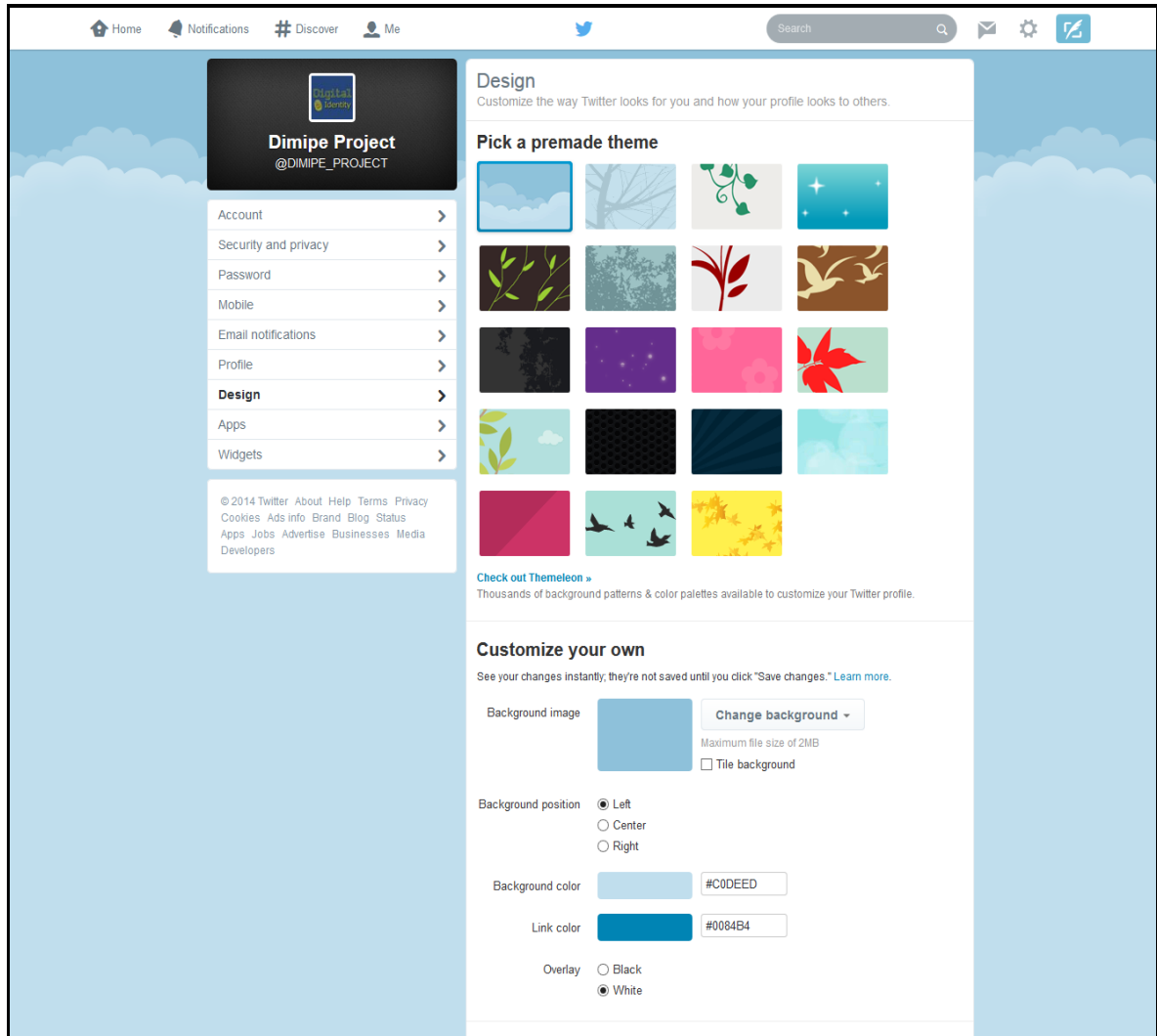
- **Email notifications:** Choose when and how often Twitter will send messages to our e-mail.



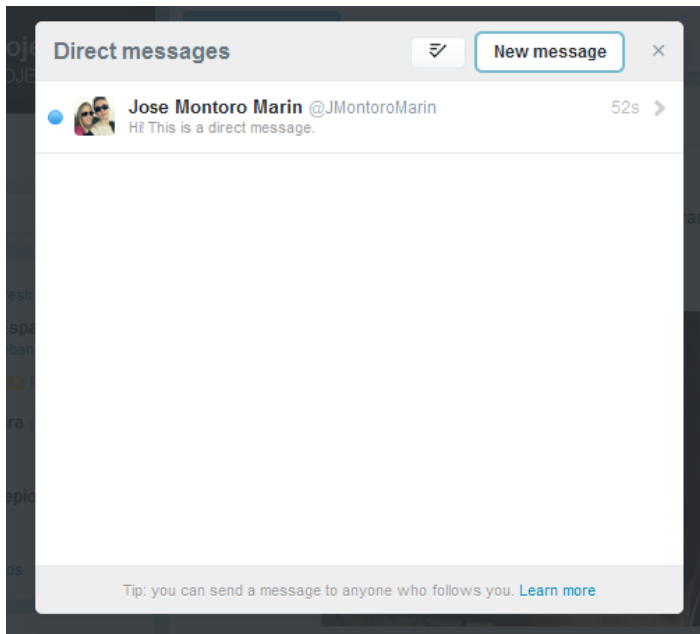
- **Profile:** This information appears in your public profile and search results. It helps you to be identified by people who follows you or wants to follow you.



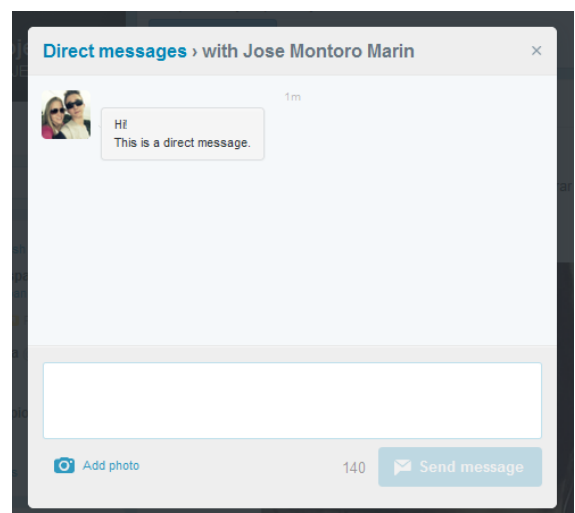
- **Desing:** Customize the way in which you see Twitter and how others see your profile.



MESSAGES:

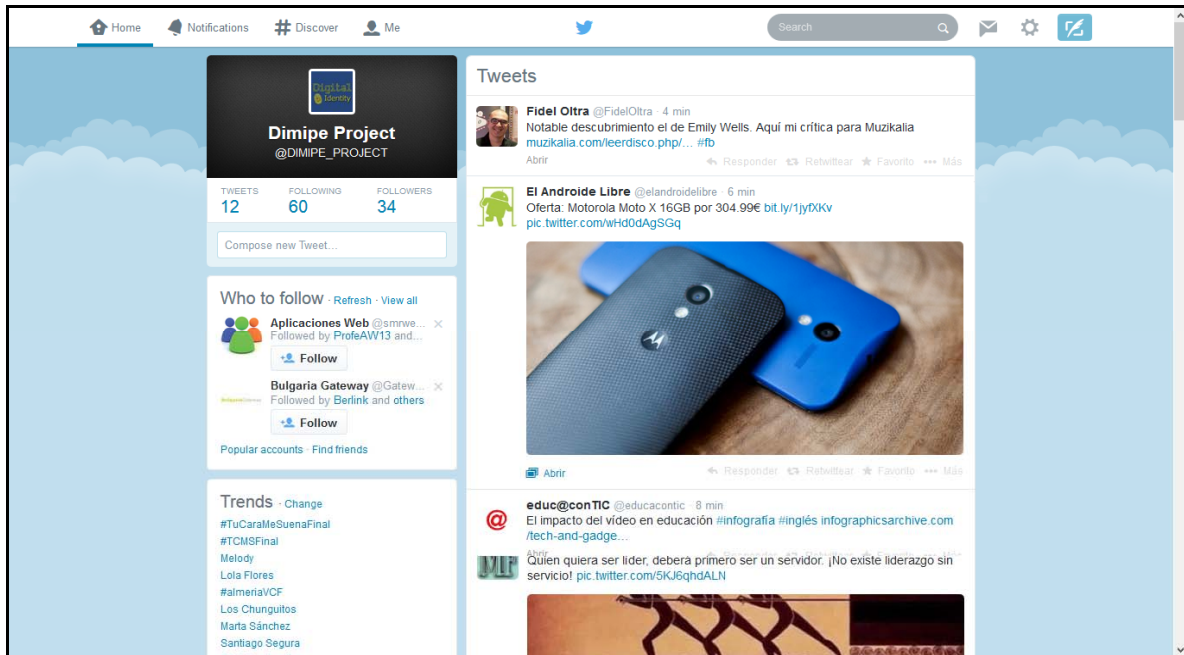


- **Message:** Here we will see all the messages that our followers have sent us.
- **Pre viewing messages:** in this part we will see the preview of the message we have selected in the upper section.
- **New message:** Use this button if you want to send a private message to a friend. A window in which we can write the message will appear.
Or selecting a message, response this message.



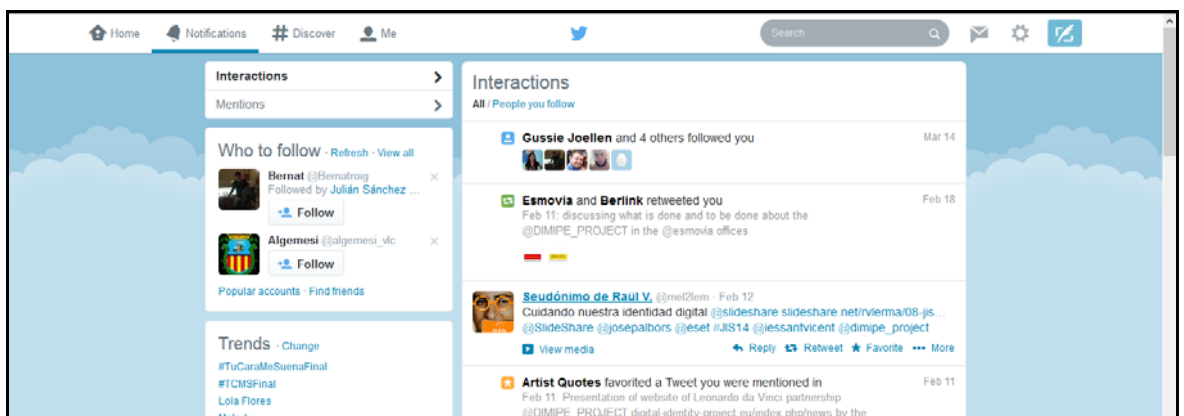
HOME

In "Home" tag, you can see latest news published by the profiles you follow.



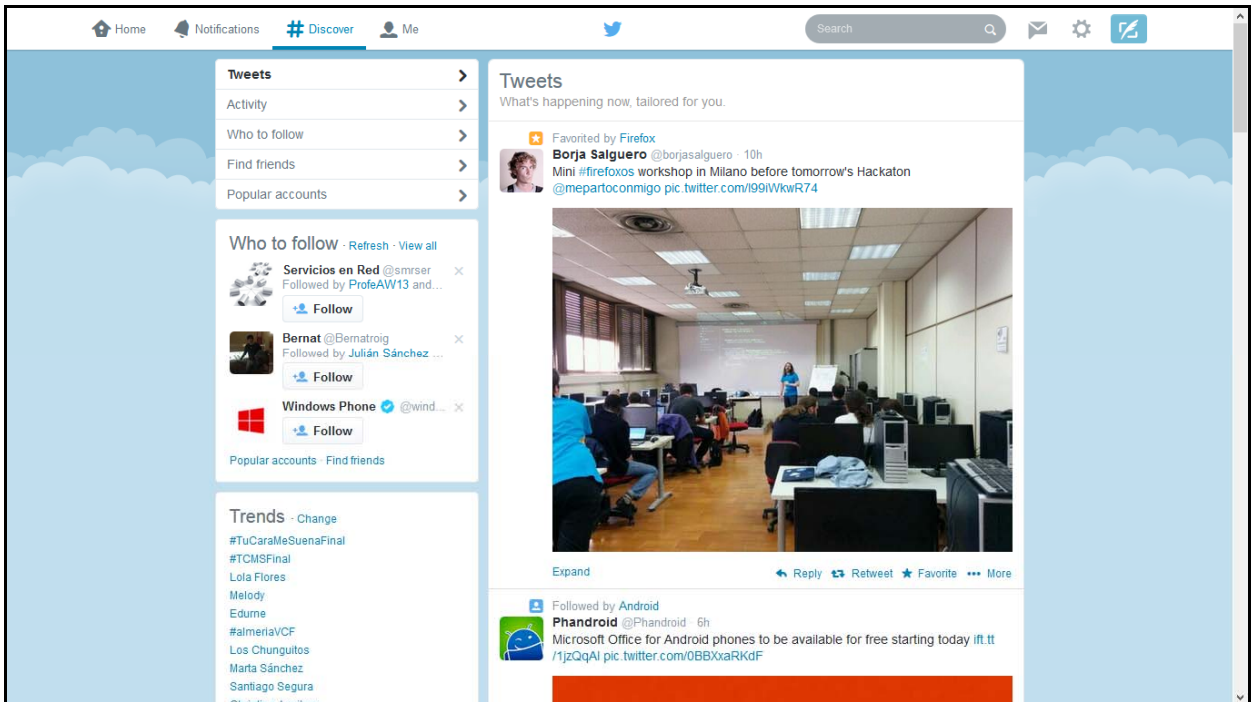
NOTIFICATIONS

In "Notifications" tag, you will see latest news which affects you directly, like tweets, retweets, favorites, mentions or new followers.

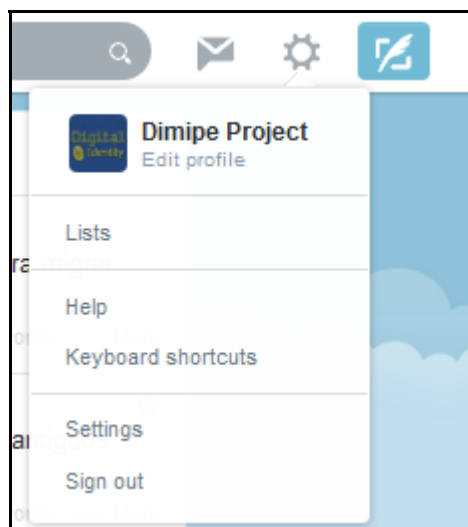


DISCOVER

Here, in the "Discover" tag, are the latest things on the net like trending topics, and publications from important accounts, or "patronized" publications (paying).



LOG OUT



C. LINKEDIN

LinkedIn is a social network directed at professional environments founded in December 2002 and launched in May 2003. It is currently the world's largest professional network online with more than 90 million users in over 200 countries.



It is modelled after a private company with a business model that draws revenue from user subscriptions, advertising and recruitment solutions. Headquartered in California and has in 2011 more than 1000 employees in various locations throughout the world: Ireland, England, Canada, India, Netherlands, and Australia.

LinkedIn is not just a curriculum on the Internet. It is a tool to build a reputation and get a visual representation of the scope of the network of contacts and business of each member. LinkedIn is being used to find candidates by personnel selectors. Apart from selecting the option that one is interested in "job opportunities", we recommend a proactive approach, informing it through the status line and the description in the profile. It is also important to obtain recommendations, because some companies use the number of recommendations as a filter point. Another focus of work is the keywords used that you can reference to ensure that they appear in a search. But probably the most important thing is to build a contact network before you need it, and to help like you would wish to be helped in the future.

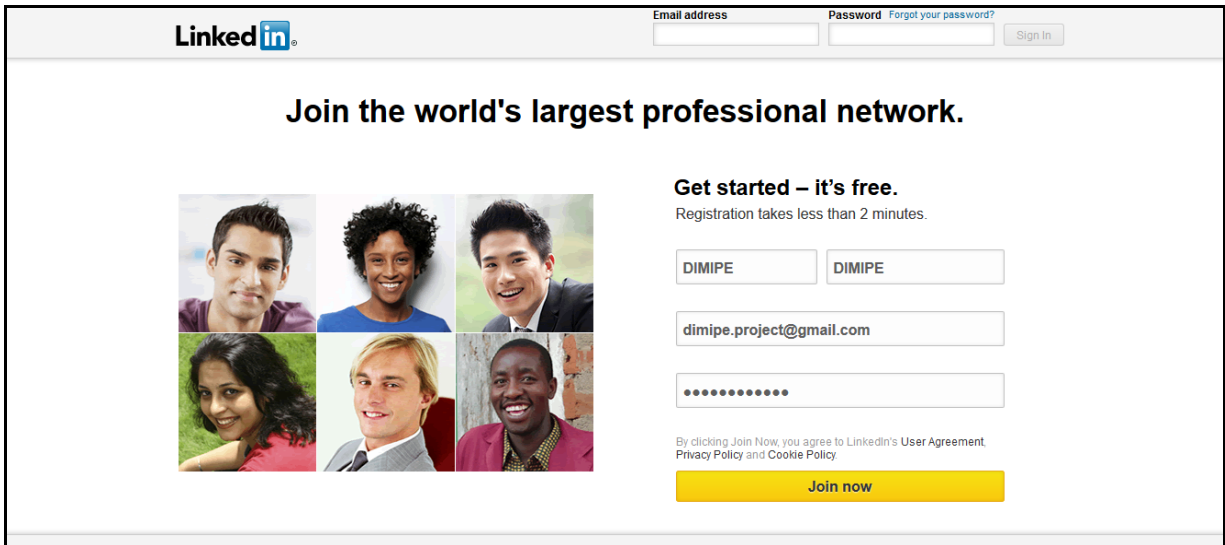
REGISTRATION PLATFORM

The registration processes in the three professional social networks are similar and to do so you must have an email address that will link to your profile. The steps to perform are the following:

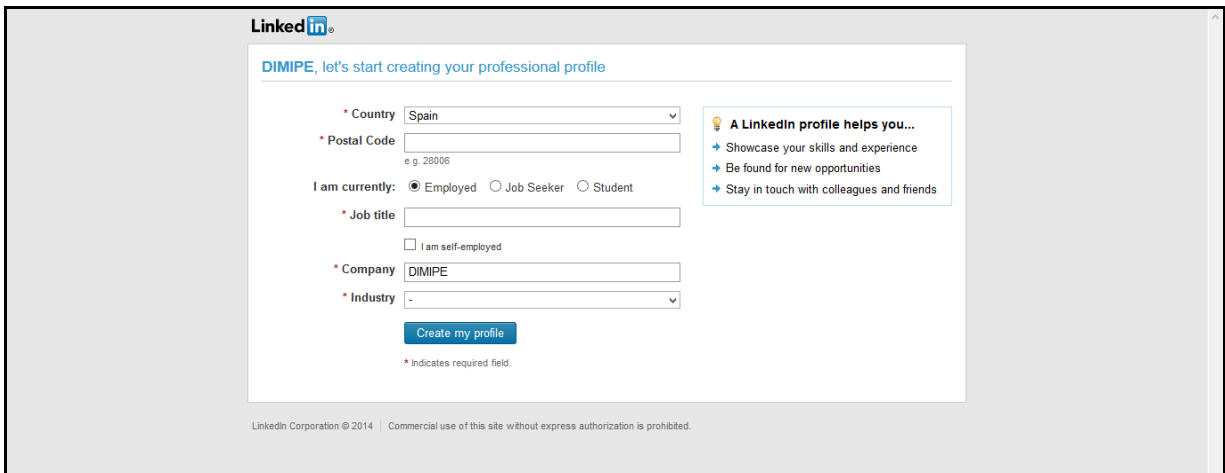
1. Introduce full name, email address and a user password
2. Complete basic professional profile data: location, education and / or current job
3. Import personal contacts from other social networks
4. Confirm validity of e-mail
5. Update profile photo and publish on personal wall
6. Complete personal and professional data: CV, interests, activities

7. Begin to use the professional social network to create your digital identity taking advantage of the tools to create a networking account and to look for opportunities.

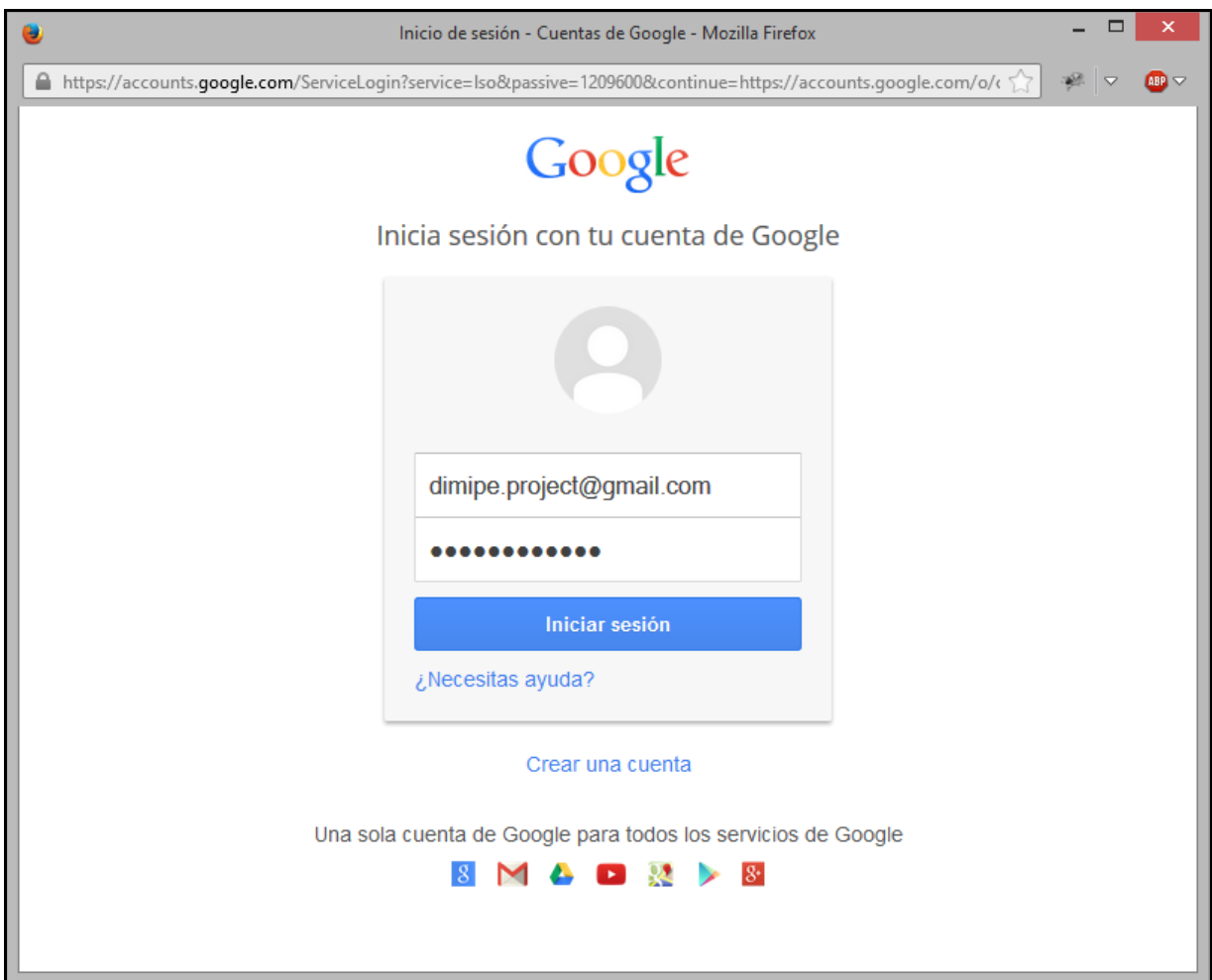
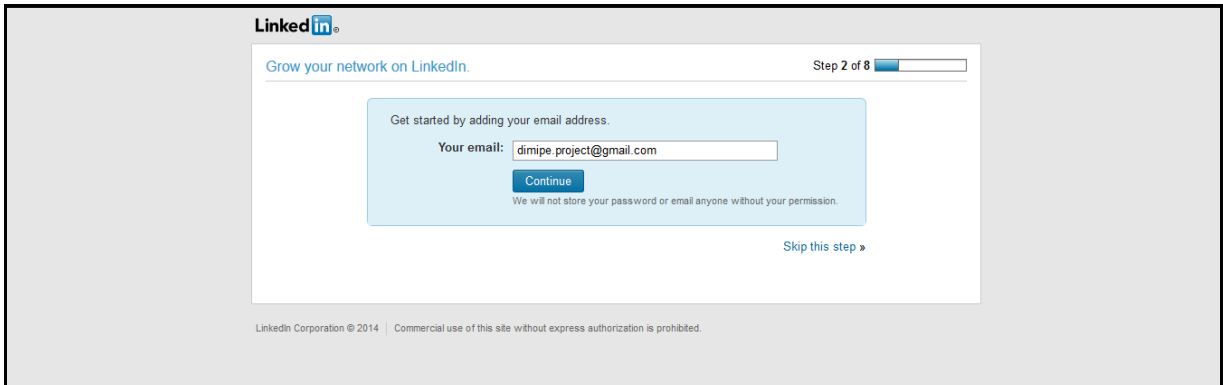
REGISTER ON LINKEDIN

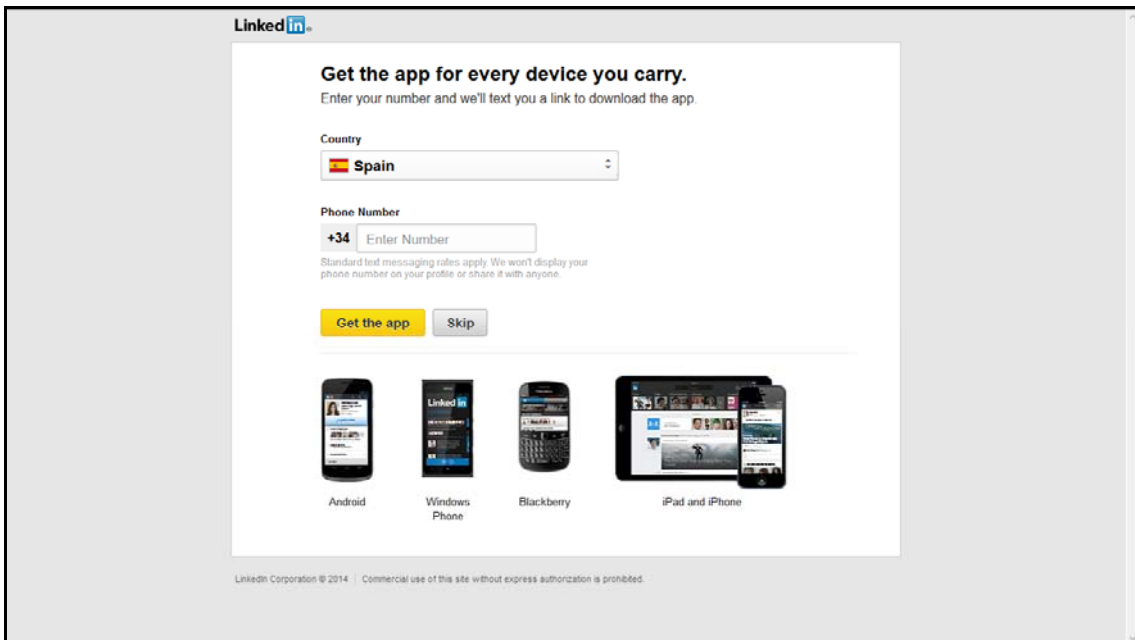
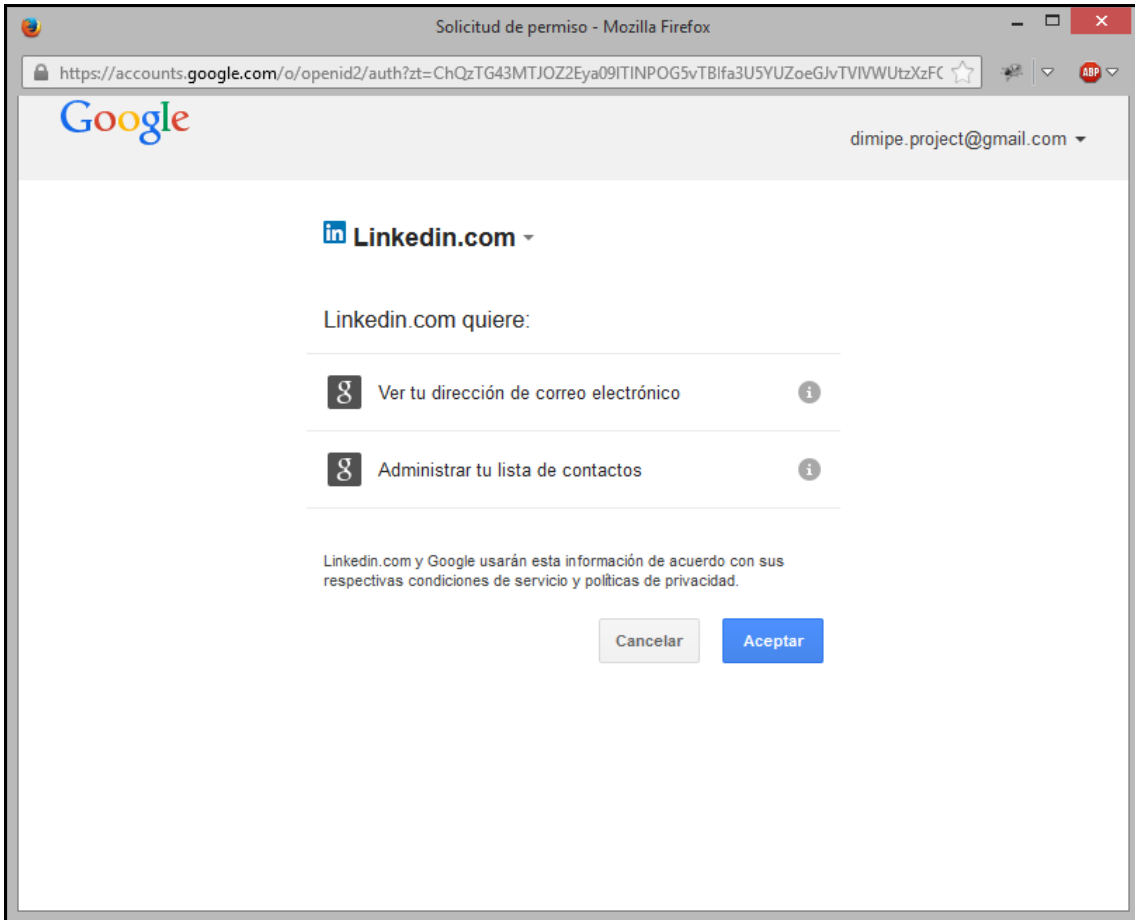


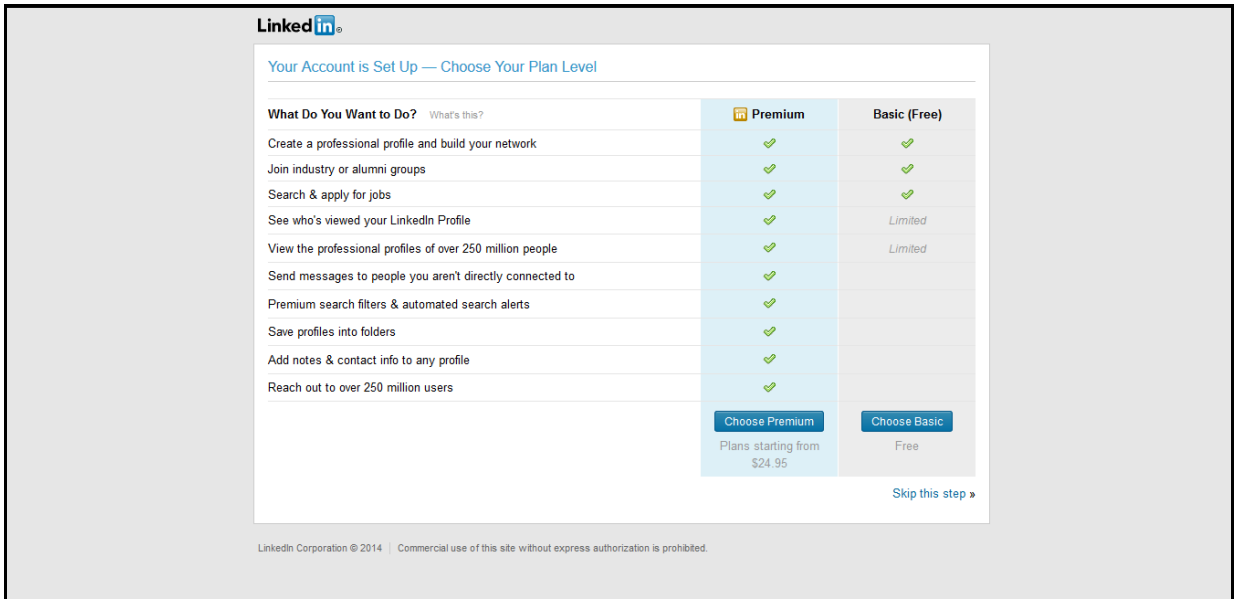
The screenshot shows the LinkedIn registration page. At the top, there are input fields for "Email address" and "Password" with a "Forgot your password?" link and a "Sign In" button. The main heading is "Join the world's largest professional network." Below this is a grid of six diverse professional portraits. To the right, the text says "Get started – it's free. Registration takes less than 2 minutes." There are two "DIMIPE" buttons, an email input field containing "dimipe.project@gmail.com", and a password input field with masked characters. At the bottom, there is a "Join now" button and a small text block: "By clicking Join Now you agree to LinkedIn's User Agreement, Privacy Policy and Cookie Policy."



The screenshot shows the LinkedIn profile creation form. The heading is "DIMIPE, let's start creating your professional profile". The form includes several fields: "Country" (Spain), "Postal Code" (with an example "e.g. 28006"), "I am currently:" (radio buttons for Employed, Job Seeker, Student), "Job title", "Company" (DIMIPE), and "Industry". There is a "Create my profile" button and a note: "* Indicates required field." On the right, a box titled "A LinkedIn profile helps you..." lists three benefits: "Showcase your skills and experience", "Be found for new opportunities", and "Stay in touch with colleagues and friends". At the bottom, there is a footer: "LinkedIn Corporation © 2014 | Commercial use of this site without express authorization is prohibited."



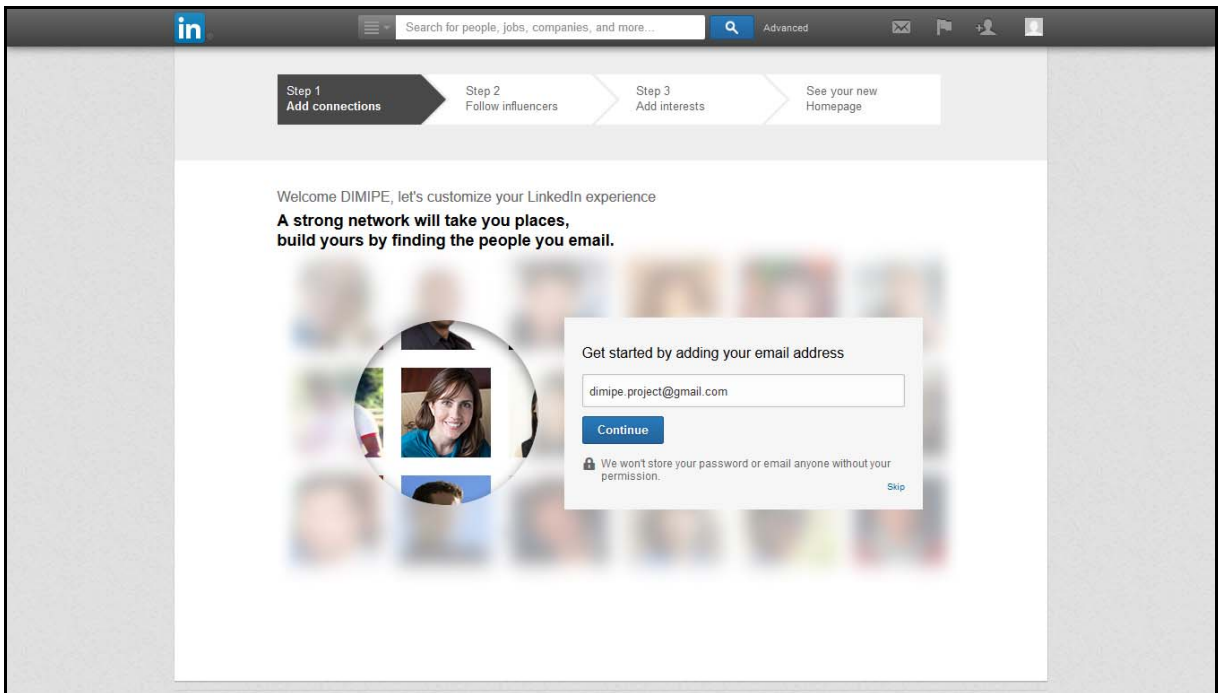




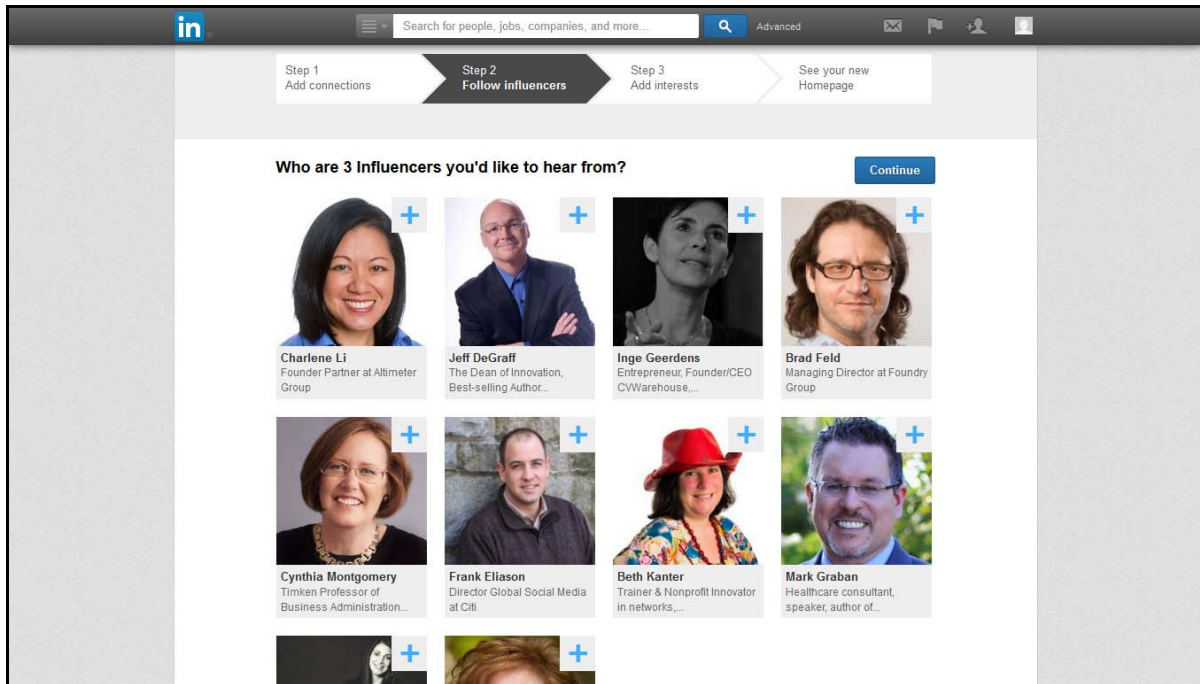
STARTING

To start, you have one tutorial based in 3 easy steps.

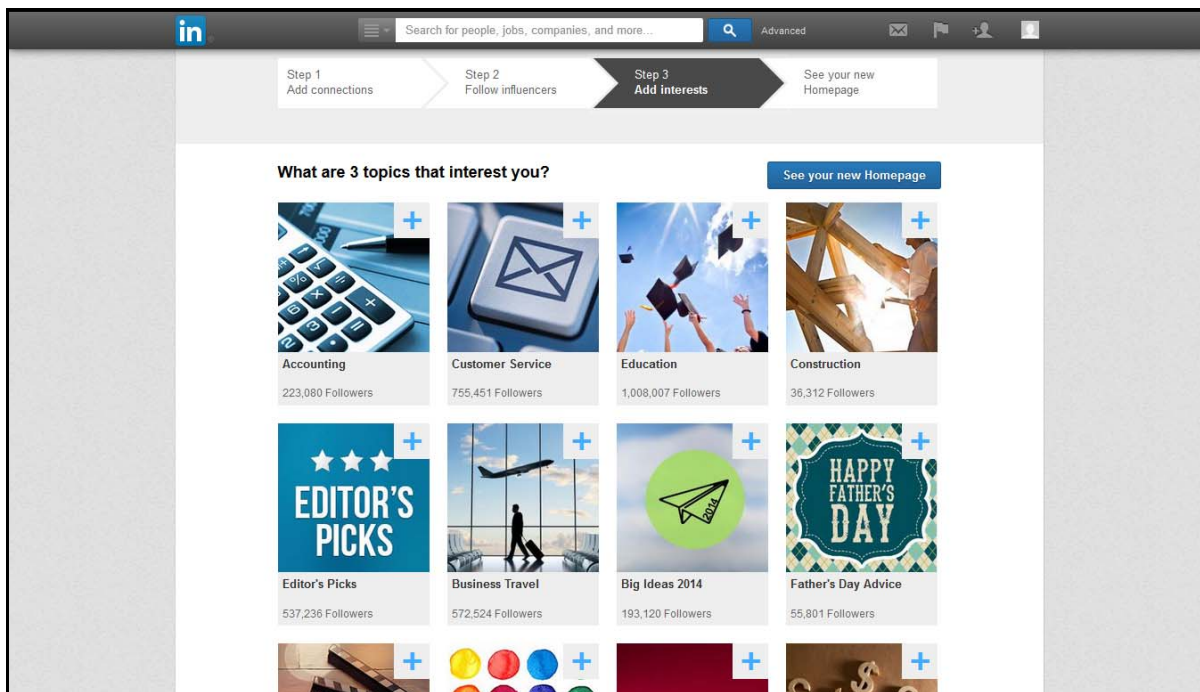
1. Add connection, where you can add contacts from your email.



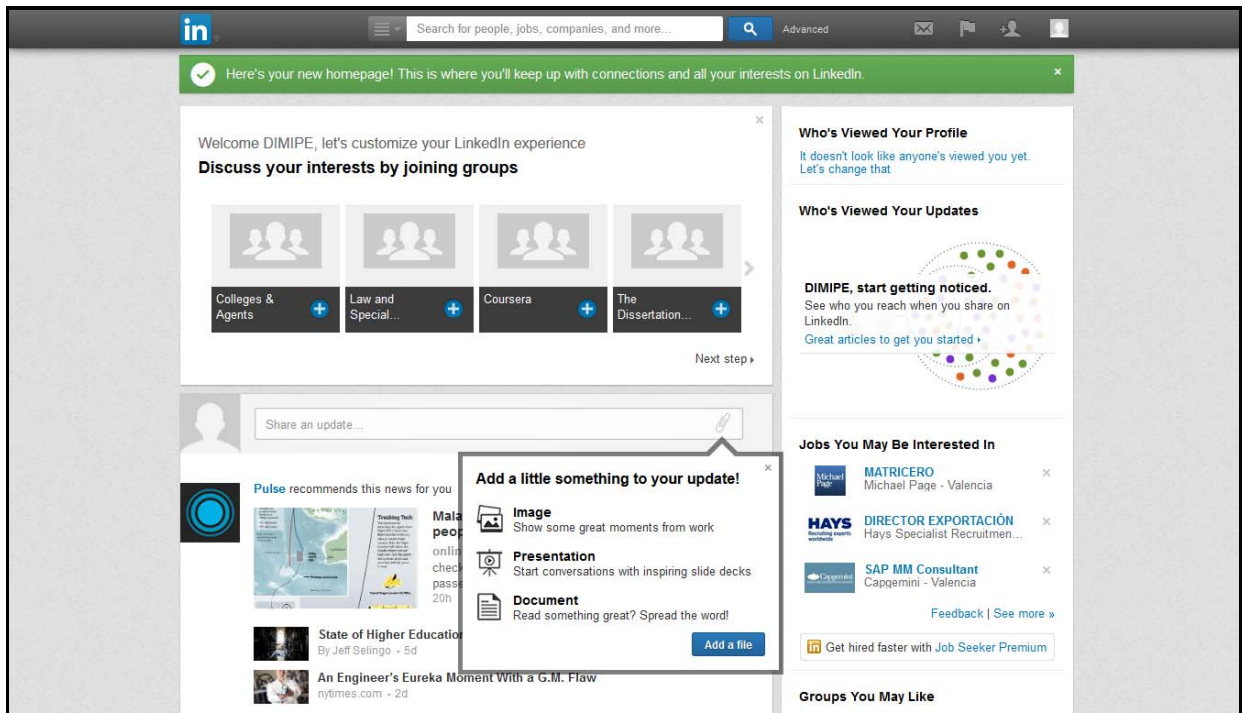
2. Following influences, where you will select people to follow and see their content.



3. Add interest, this step is to get in to an interest groups.

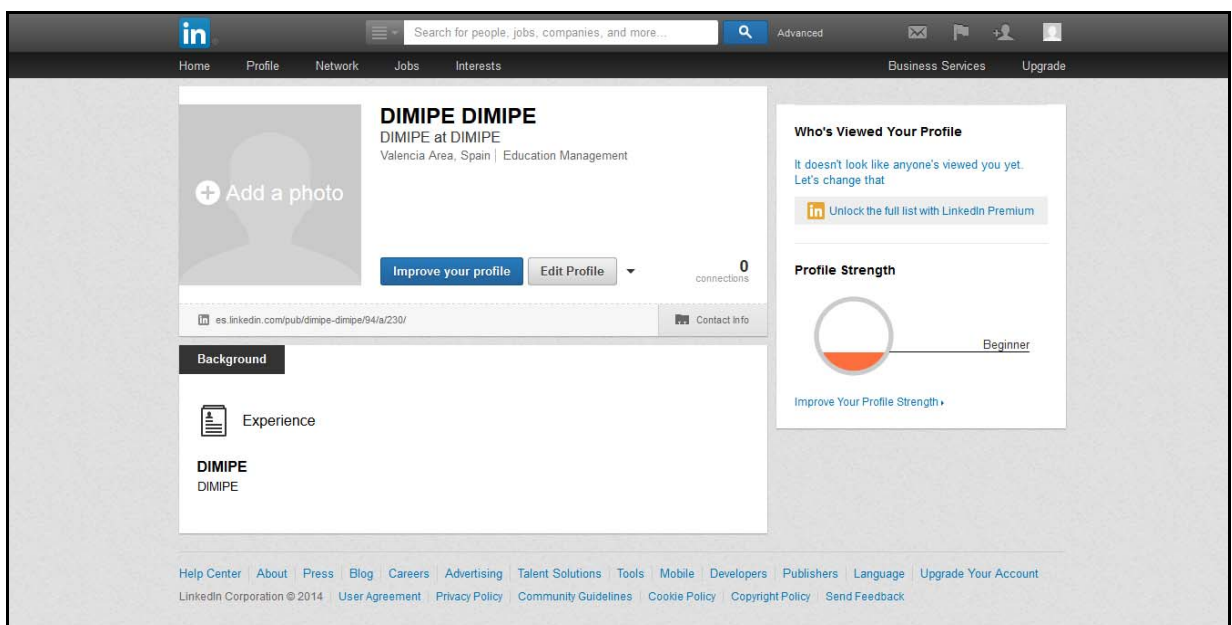


The next step will be customizing your profile.



PROFILE

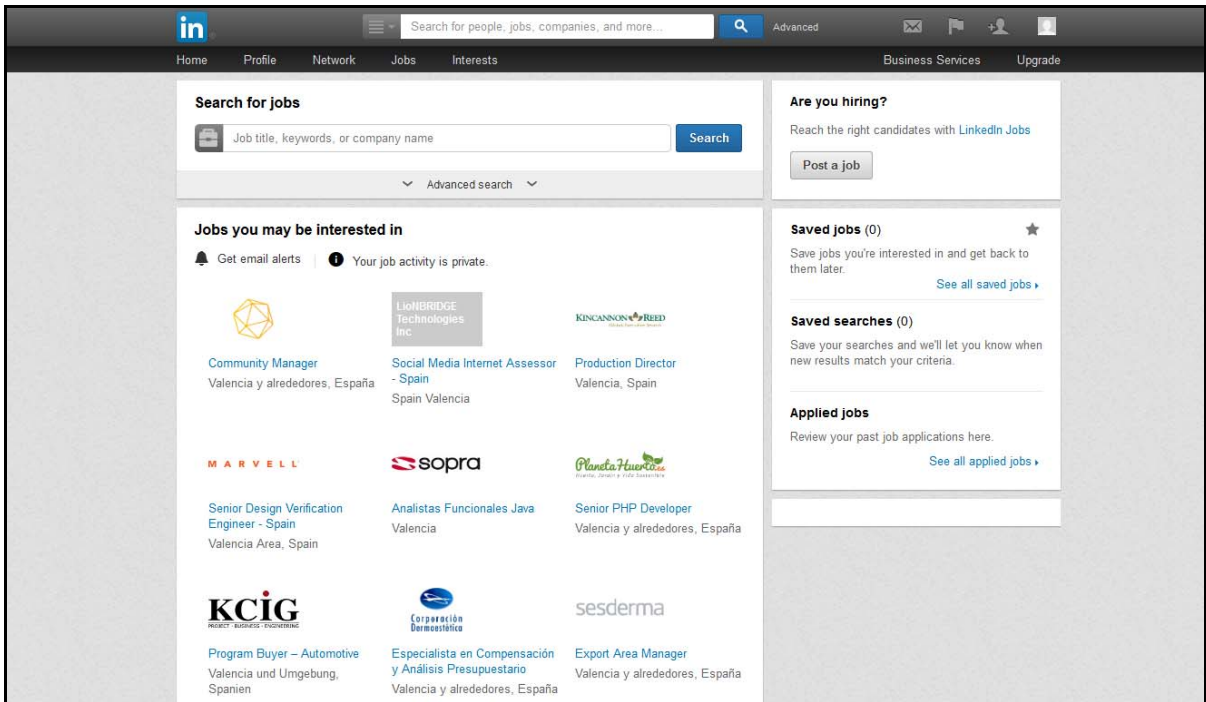
This is a starter profile. You will get 'points' to have a full profile. This 'points' will you win it completing your online profile, uploading a picture, uploading the curriculum, etc.



JOBS

In this section is where you will select your interest job area.

You can filter by area and select interesting job offers near you.



EDIT PROFILE

Here is where you complete your profile.

You can add things like summary or education, and other things like interest or personal details.

The image shows a LinkedIn profile page for a user named 'DIMIPE DIMIPE'. The profile is currently in an editing state, as indicated by the 'Done editing' button and the 'Edit' links next to various sections. The profile header includes a placeholder for a photo, the name 'DIMIPE DIMIPE', and the current company 'DIMIPE at DIMIPE' in Valencia Area, Spain, with a focus on Education Management. The profile has 0 connections.

The main content area is titled 'Background' and contains several sections:

- Summary:** A section with a dashed border and a '+ Add a summary' button.
- Experience:** A section with a dashed border and a '+ Add a position' button.
- DIMIPE:** A section for the current company, with a dashed border and '+ Add a link' and '+ Upload a file' buttons.
- Education:** A section with a dashed border and a '+ Add education' button.
- Additional Info:** A section with a dashed border.
- Interests:** A section with an 'Edit' link.
- Personal Details:** A section with an 'Edit' link.
- Advice for Contacting DIMIPE:** A section with an 'Edit' link.
- Skills & Endorsements:** A section with an 'Edit' link and a '+ Add skills' button.

On the right side, there is a 'Recommended for you' sidebar with a list of suggested additions:

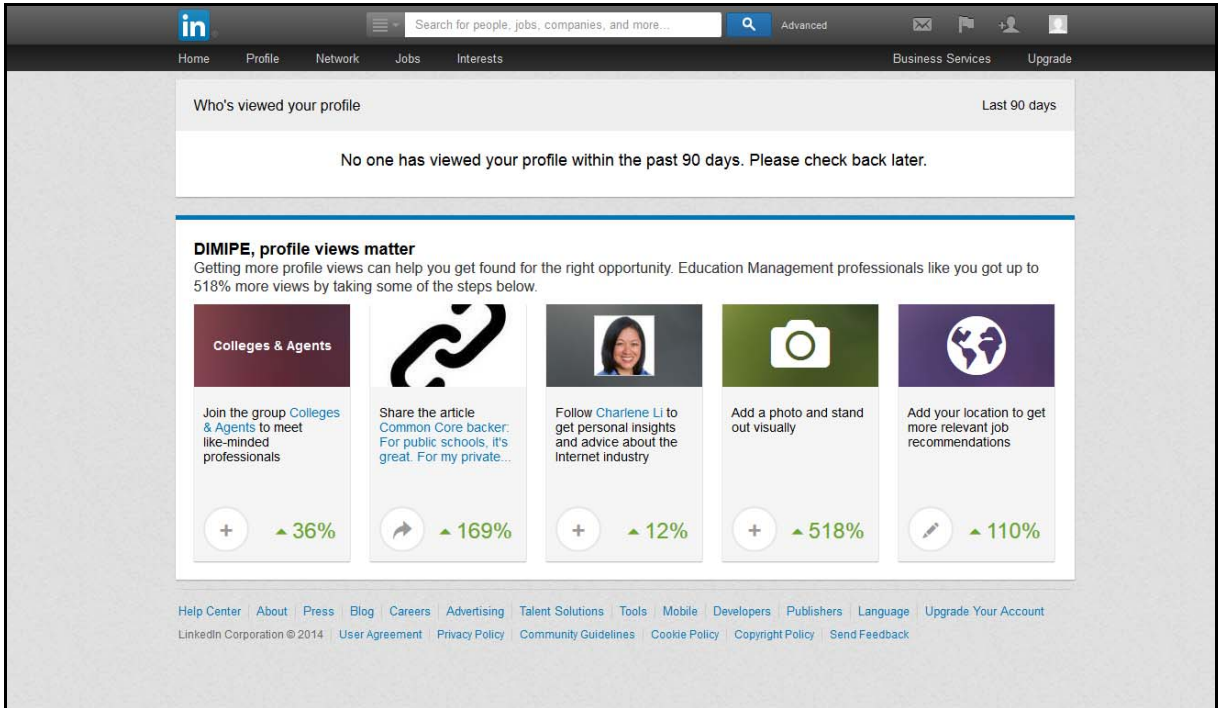
- Experience
- Education
- Photo
- Skills

Below this list, there is a section 'You can also add...' with a list of various items that can be added to the profile, such as Summary, Projects, Languages, Publications, Organizations, Honors & Awards, Test Scores, Courses, Patents, Certifications, and Volunteering & Causes.

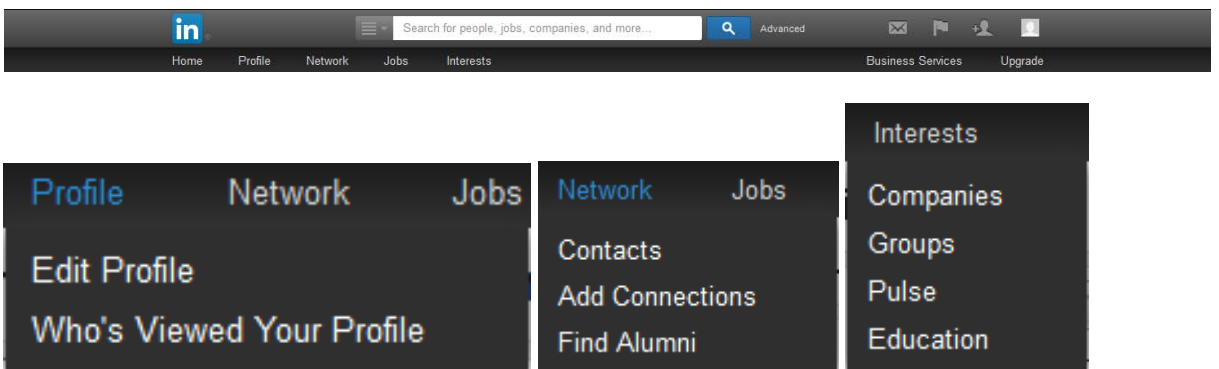
The footer of the page contains the following text: 'Help Center | About | Press | Blog | Careers | Advertising | Talent Solutions | Tools | Mobile | Developers | Publishers | Language | Upgrade Your Account | LinkedIn Corporation © 2014 | User Agreement | Privacy Policy | Community Guidelines | Cookie Policy | Copyright Policy | Send Feedback'

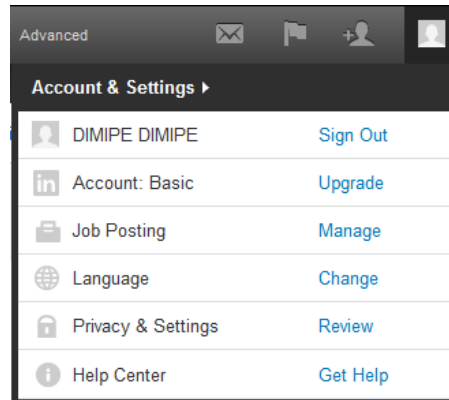
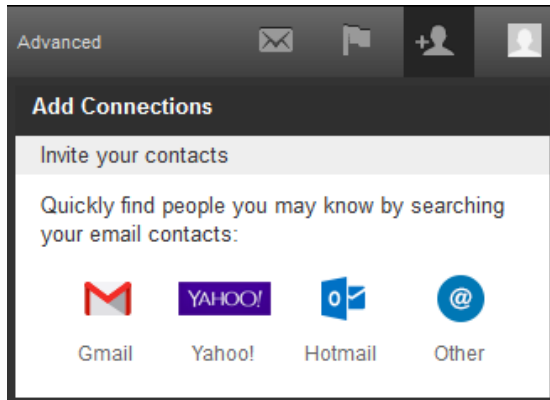
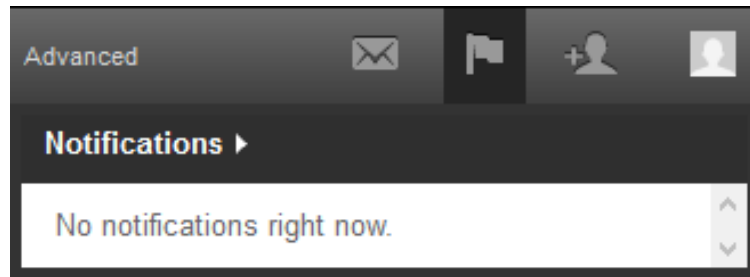
WHO'S VIEWED YOUR PROFILE

You can control how visit your professional profile.



Next is a breakdown of the linkedin bar:





D. FLICKR

Flickr is one of the most used hosting and management services for photographs and videos online of the social media.

Flickr has more than 5.000 million of pictures uploaded by users of this service.

It's the perfect way to share your photos. Flickr helps you store, sort, search and manage the large amount of photos you have, so that you, your friends and family can connect to them easily.

CHARACTERISTICS

By sharing your photos you can choose how to share what best suits your needs, for example:

- You can share it under the license of Creative Commons.

"Creative Commons is a not for profit organization that offers an alternative to full copyright"

<http://creativecommons.org>



Attribution means:

We let others copy, distribute, display and reproduce your copyrighted work (and derivative works that are based on it) only if they recognize your merit.



Non commercial means:

We let others copy, distribute, display and reproduce your work (and derivative works that are based on it), non-commercial purposes only.



Not derived works means:

We let others copy, distribute, display and play only exact copies of your work, not derivative works that are based on it.



Share Alike means:

We allow others to distribute derivative works only under a license identical to the license that governs your work.

- Or you can let people who visit your photos know that you are interested in granting the license to your work by enabling the license request.

When enabled, a link will be placed next to the license information in your pictures, where people can apply for licensing through Getty Images.

Only the pictures that appears as public. If the photo is public but is marked as moderated or restricted content it does participate. The only way not to participate is changing its privacy settings.

If you join the network, people who visit your public photos see the link "Request License".

You have found a spectacular photo on Flickr. But do you know how to get permission to use it?

Requesting a license is a way to get the license rights through Getty Images to use the photo. You pay a license fee for the rights to use a picture depending on the licensing model and the rights you have acquired.

This licence you pay by size and resolution of the image.

There are two types of licenses available on the Flickr collection in Getty Images:

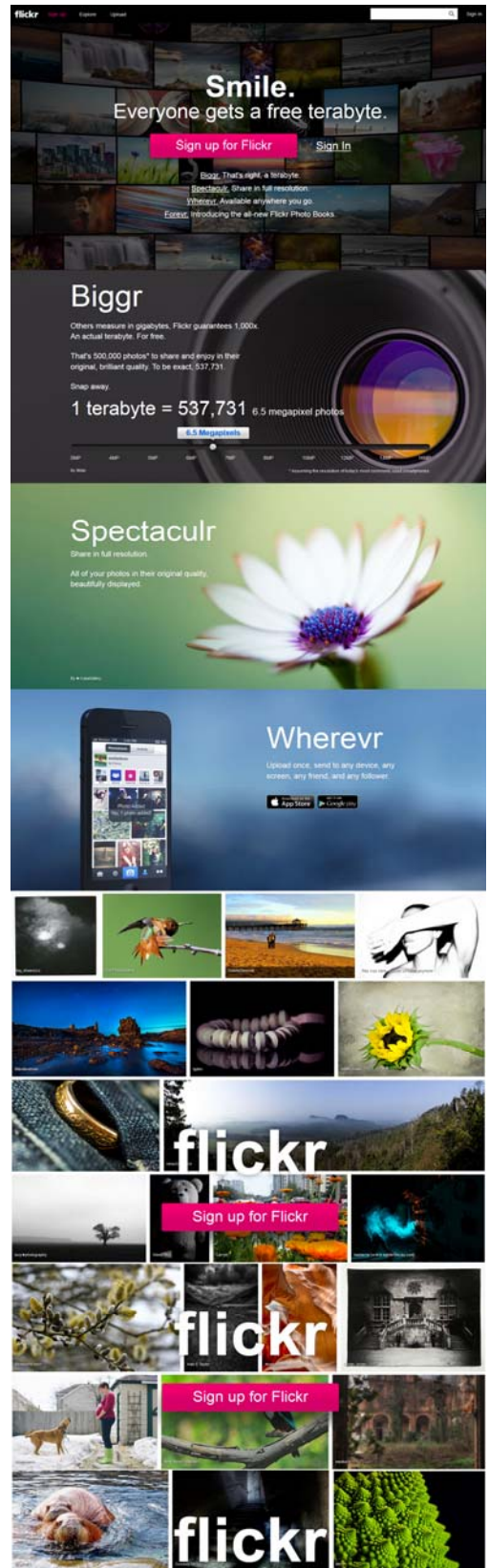
- ❖ **Rights Managed (RM):** The licenses of works with rights-managed are granted with restrictions on use, such as limitations on the size, placement, duration of use and geographic distribution. The license price takes into account these elements. (Getty Images has created a calculator for this). Exclusive rights to images are available for some rights-managed products. Get more information about licensing rights managed at Getty Images.

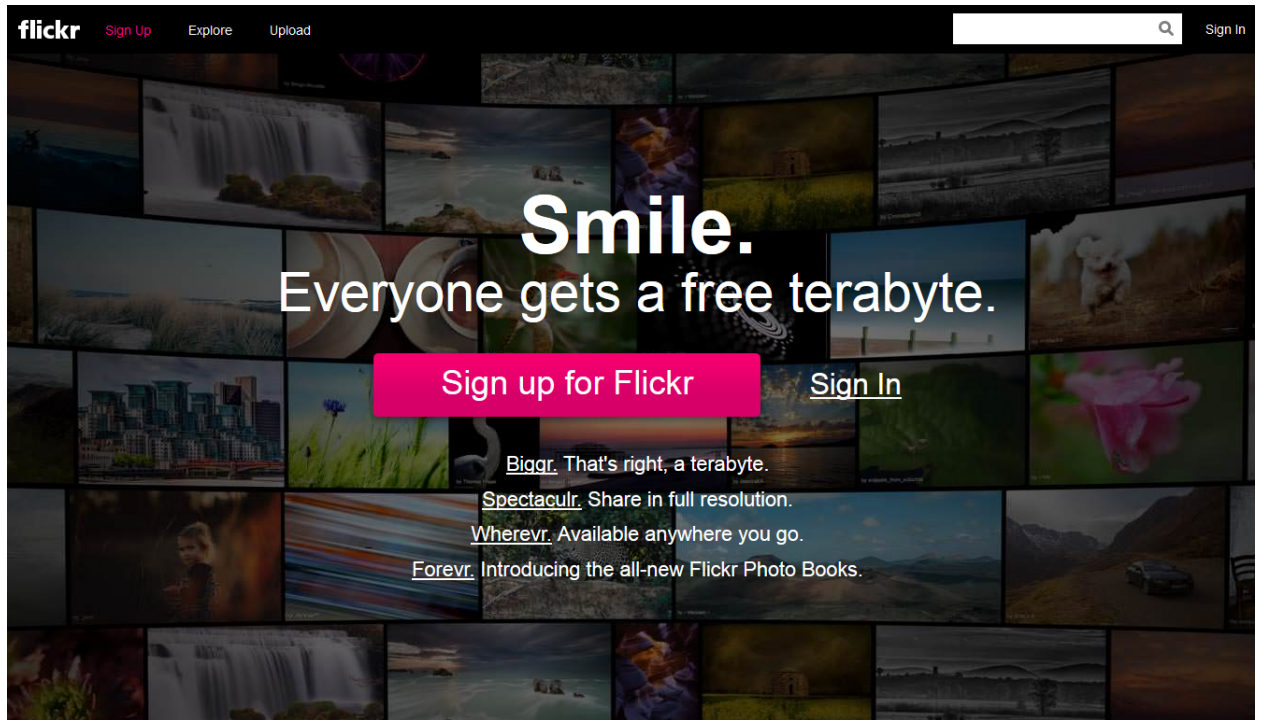
- ❖ **Royalty Free (RF)** Licenses of royalty-free images are provided at fixed prices depending on the size of the file that the customer buys. The end use is not specified (although certain types of uses that are defamatory, pornographic or illegal is prohibited) so that the client has a lot of flexibility in how you use the images and can be used several times. Get more information about royalty-free licenses at Getty Images.

REGISTRATION

Registration to Flickr is easy, just go to <http://www.flickr.com> and click the button.

Front page of Flickr:



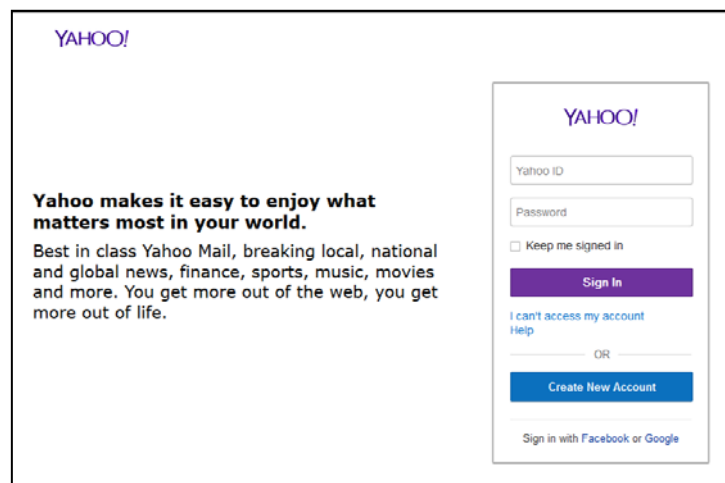


REGISTER IN

You can register in on Flickr using a Yahoo, Facebook or Google account.

REGISTER BY YAHOO!

Is easy to log in using a Yahoo account, just need to put your "Yahoo ID" or "Yahoo e-mail".



REGISTER BY FACEBOOK

For register in by Facebook, just is like accept a game request.



Flickr will receive the following info: your public profile, friend list, email address and birthday.

 This does not let the app post to Facebook.

REGISTER BY GOOGLE

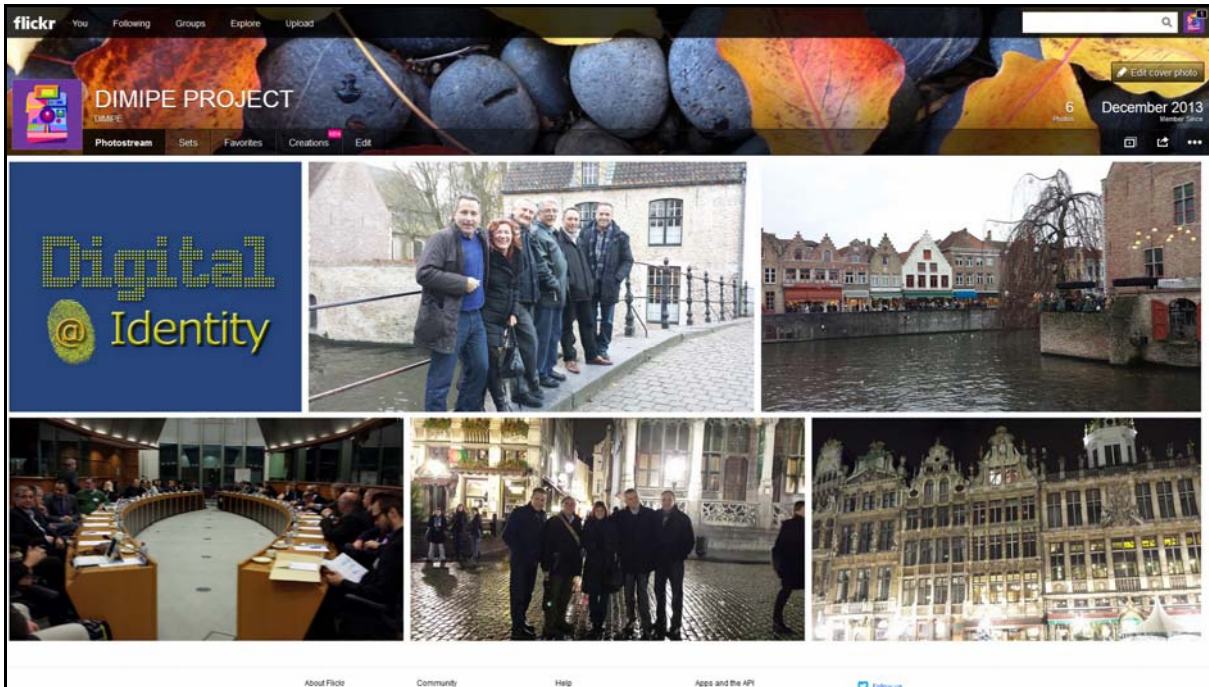
And register by google, is so easy too. Only throw up a window where you put your Google email (is not necessari writhe "@gmail.com") and the password.

Then you click log in, and accept, and you are logged in Flickr by your google account.

A screenshot of a Google login window. At the top is the Google logo. Below it is the text "Inicia sesión con tu cuenta de Google". In the center is a light gray box containing a circular profile picture placeholder. Below the placeholder is a text input field with the email address "dimipe.project@gmail.com". Underneath the email field is a password input field with 12 black dots and a cursor. Below the password field is a blue button with the text "Iniciar sesión". At the bottom of the light gray box is a blue link that says "¿Necesitas ayuda?". Below the entire light gray box is a blue link that says "Crear una cuenta".

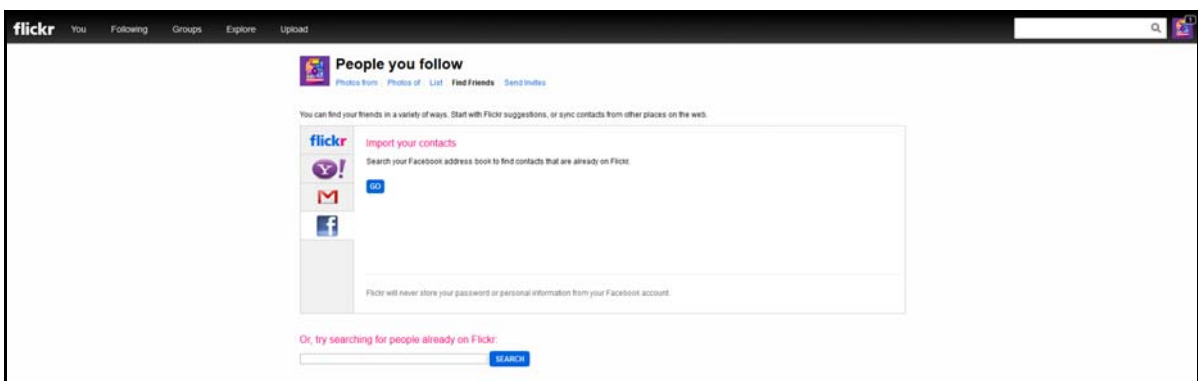
YOU

After registering in your account this will be your profile screen. This is "YOU" screen, where you will see what happens.



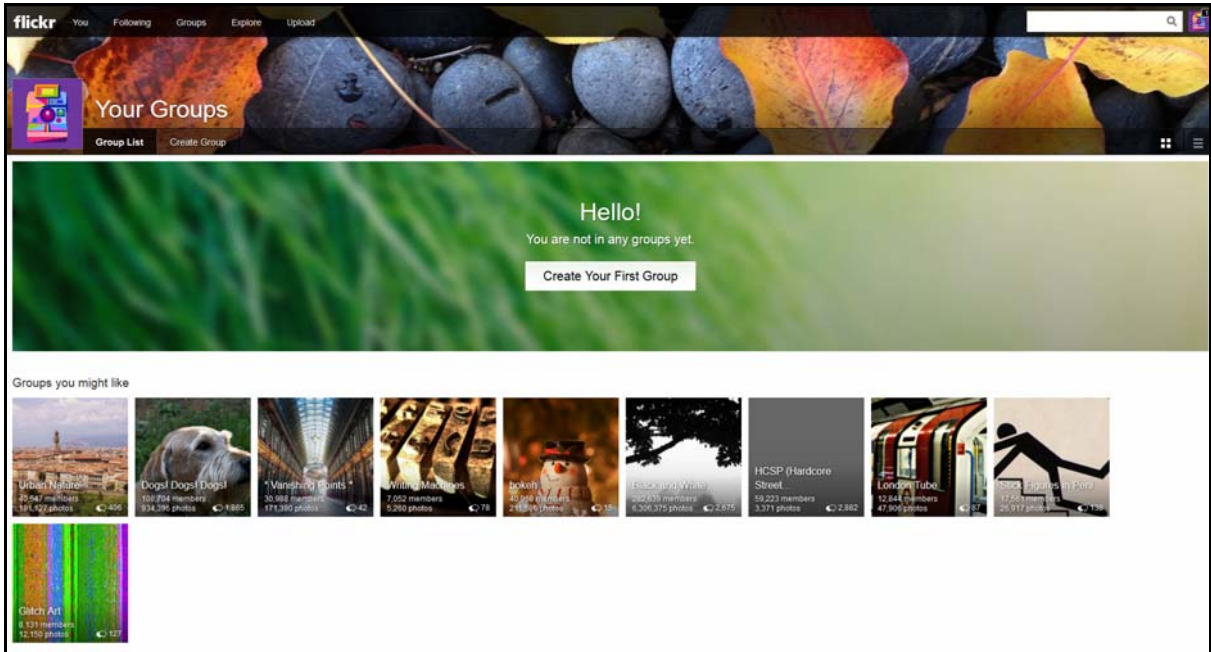
FOLLOWING

Is in the following screen where you will communicate and you will follow to still all they public.



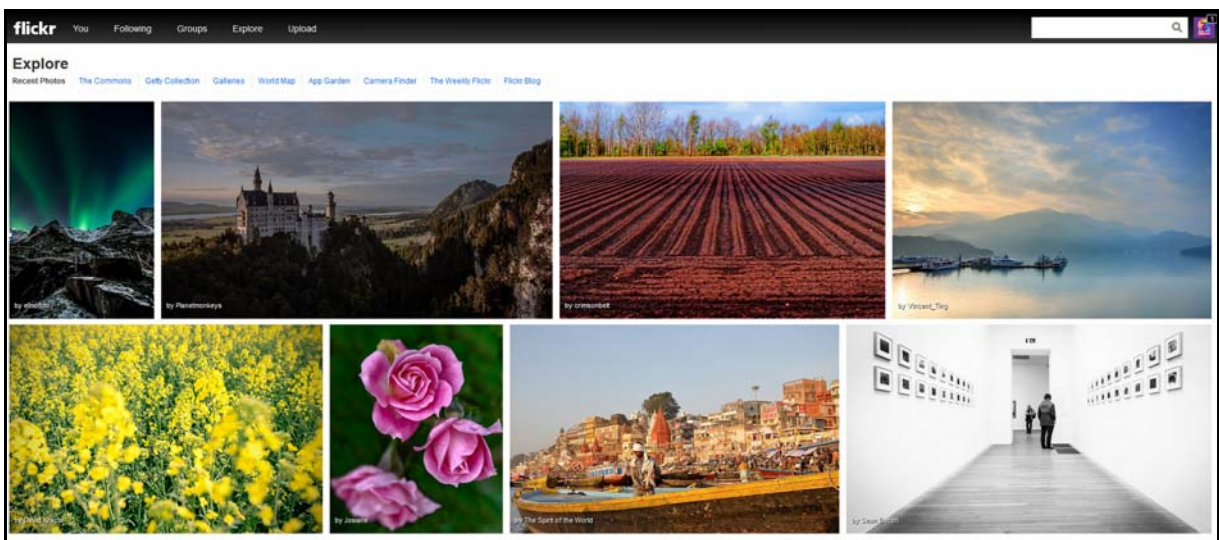
GROUPS

Is in the next screen where you can join a group, and share exclusively yours pictures.



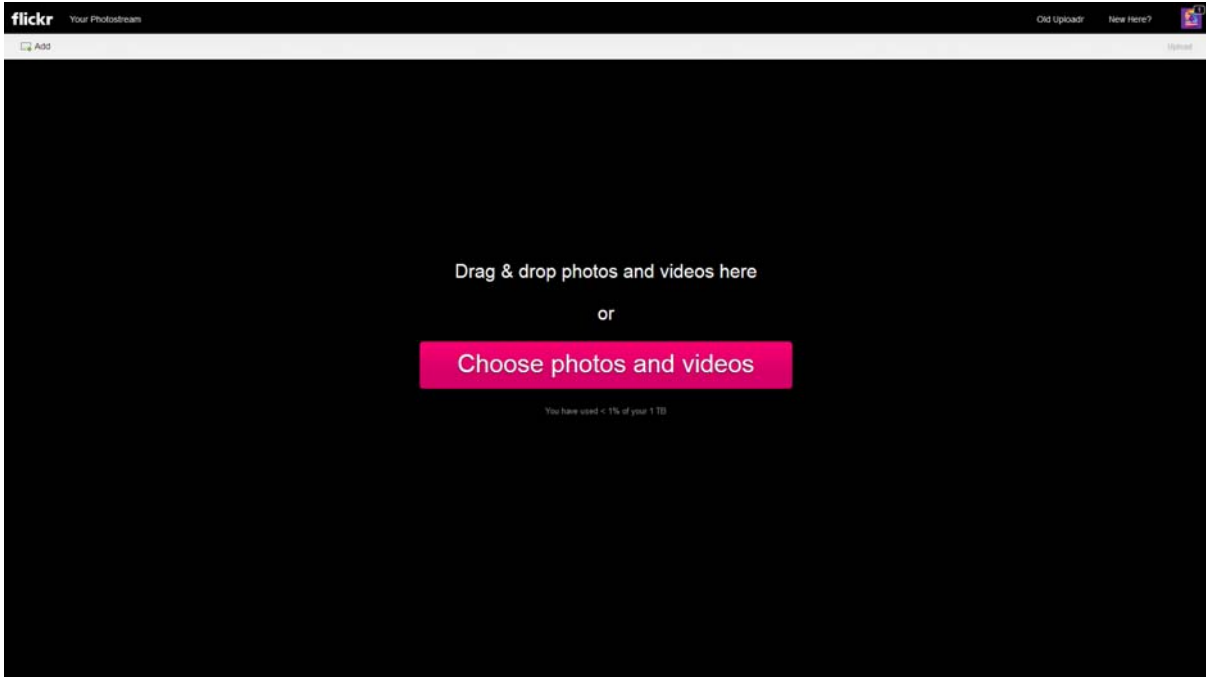
EXPLORE

In this option you have the opportunity to see and discover images created by great users in this social network and discover new contacts.



UPLOAD

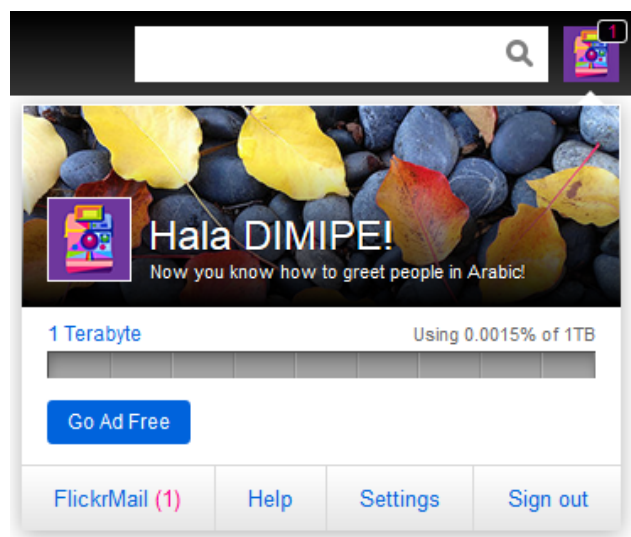
And is here where you can share new pictures in a easy and fast way.



ME

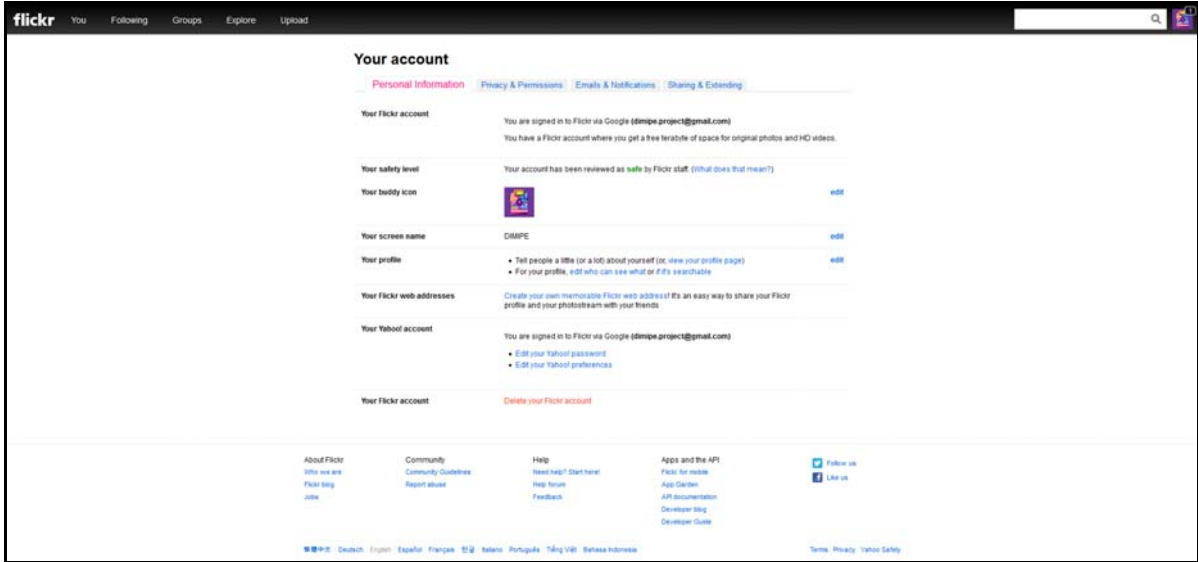
This is the your profile.

Your avatar picture, your alias name, a short description and the free size and used to and for upload more pictures.



SETTINGS

This option will allow you to change all the information in your Flickr account



FLICKR PICTURE

When you upload a photo you can describe, tag and edit it.



E. YOUTUBE

YouTube is a website where users can upload and share videos. It was created by three former employees of PayPal in 2005.4 February in November 2006 Google Inc. acquired it for \$ 1.65 billion, and now operates as one of its subsidiaries.



YouTube uses a player online based on Adobe Flash to serve your content. It is very popular thanks to the possibility to accommodate personal videos in a simple way. Hosts a variety of clips from movies, TV shows, music videos, despite YouTube rules against uploading copyrighted videos, this material exists in abundance, as well as amateur content such as video-blogs. Links to YouTube videos can also be placed on blogs and electronic personal sites using API or embedding some HTML code.

GENERAL INFORMATION:

Motto	<i>broadcast yourself</i>
Type	Subsidiary, limited liability company
Foundation	February 2005
Headquarters	San Bruno, California, United States
Industry	Internet services
Owner	Google
Web site	YouTube

STATISTICS

It is important to know that the majority of users with access to this platform are outside of United States. According to the statistics, we would be talking about a 70%. And it is not surprising, why now YouTube is available in 38 languages and 25 countries, aided by a new option that allows us to enjoy the many popular videos subtitles.

Worldwide access to YouTube. In this sense, the platform does not have a prototypical user. The data reveal that the public has between 18 and 54 years, figures that would show that YouTube is a site of the most familiar. It should not be forgotten that the playback of videos on YouTube is continuous. According to explain those responsible, every day are reproduced 100 million videos.

F. FORUMS

An Internet forum, or message board, is an online discussion site where people can hold conversations in the form of posted messages. They differ from chat rooms in that messages are often longer than one line of text, and are at least temporarily archived. Also, depending on the access level of a user or the forum set-up, a posted message might need to be approved by a moderator before it becomes visible.

Forums have a specific set of jargon associated with them; e.g. a single conversation is called a "thread", or topic.

A discussion forum is hierarchical or tree-like in structure: a forum can contain a number of sub forums, each of which may have several topics. Within a forum's topic, each new discussion started is called a thread, and can be replied to by as many people as so wish.

Depending on the forum's settings, users can be anonymous or have to register with the forum and then subsequently log in in order to post messages.

G. BLOGS

A blog is a informational site published on the WWW and consisting of discrete entries ("posts") typically displayed in reverse chronological order (the most recent post appears first).

Until 2009 blogs were usually the work of a single individual, occasionally of a small group, and often covered a single subject. More recently have developed "multi-author blogs", with posts written by large numbers of authors and professionally edited.

Blog can also be used as a verb, meaning to maintain or add content to a blog.

The emergence and growth of blogs in the late 1990s coincided with the advent of web publishing tools that facilitated the posting of content by non-technical users.

A majority are interactive; allowing visitors to leave comments and even message each other via widgets on the blogs, and it is this interactivity that distinguishes them from other static websites. In that sense, blogging can be seen as a form of social networking service. Indeed, bloggers do not only produce content to post on their blogs, but also build social relations with their readers and other bloggers. There are high-readership blogs which do not allow comments.

Many blogs provide commentary on a particular subject; others function as more personal online diaries; others function more as online brand advertising of a particular individual or company. A typical blog combines text, images, and links to other blogs, Web pages, and other media related to its topic. The ability of readers to leave comments in an interactive format is an important contribution to the popularity of many blogs. Most blogs are primarily textual, although some focus on art, photographs, videos, music, and audio.

ON 16 FEBRUARY 2011, THERE WERE OVER 156 MILLION PUBLIC BLOGS IN EXISTENCE. ON 20 FEBRUARY 2014, THERE WERE AROUND 172 MILLION TUMBLR AND 75.8 MILLION WORDPRESS [BLOGS] IN EXISTENCE WORLDWIDE. ACCORDING TO CRITICS AND OTHER BLOGGERS, BLOGGER IS THE MOST POPULAR BLOGGING SERVICE USED TODAY, HOWEVER BLOGGER DOES NOT OFFER PUBLIC STATISTICS.

VII. HOW TO CONTROL/MONITOR YOUR REPUTATION

It is not enough to be present and visible on the Net. The creation, the development and the management of a good reputation are essential in the contemporary life and business.

One of the greatest and worst things about the freedom that the Internet gives users is that anyone can say anything they want. If you want to conduct business online or make yourself known in the Web it's necessary to control your image and what's being said about you. Your name is your brand and you want your brand to have the best association as possible. This is why finding ways to take control of your online reputation is so essential to online success.

You may have to take into account that someone is being criticizing your firm, your product, your brand or yourself. And what is worse is that someone may come to influence other people. On the other hand, the opposite can happen, someone can recommend your brand, your product, your firm or yourself. Someone can even bring you new ideas.

The digital reputation is the prestige or esteem that we have on the Web 2.0. Not only is it important to create it, but also to control it.

As a consequence, before you engage in new actions, you need to monitor:

1. What are they saying?
2. Who is saying it?
3. Where are they saying it?
4. And, how should we begin?

95% of Internet users look for information on search engines. Search engines influence and determine a close-up of your own image.



95% of English Web users use Google

Google Search

I'm Feeling Lucky

For this reason, it is recommendable that the first 20 results increase your value.

It is recommendable to analyse those results.

For this purpose we can use different devices:

CREATING ALERTS ON SEARCH ENGINES (GOOGLE ALERTS, YAHOO ALERTS), WHICH WILL ALLOW US TO SEE – IN OUR EMAIL – WHEN THERE ARE ONLINE PIECES OF NEWS COINCIDING WITH THE TOPICS WE HAVE SPECIFIED.

Google Alerts is a simple application that allows us to receive real time updates regarding one or more Google keywords. In this way it is possible to know if in a site or blog a certain subject is being discussed, no sooner has Google indexed it among its results. Google Alerts is very useful to find out what the Net is saying about you or your company, and if it is necessary, take prompt action in case there are problems with your online reputation.

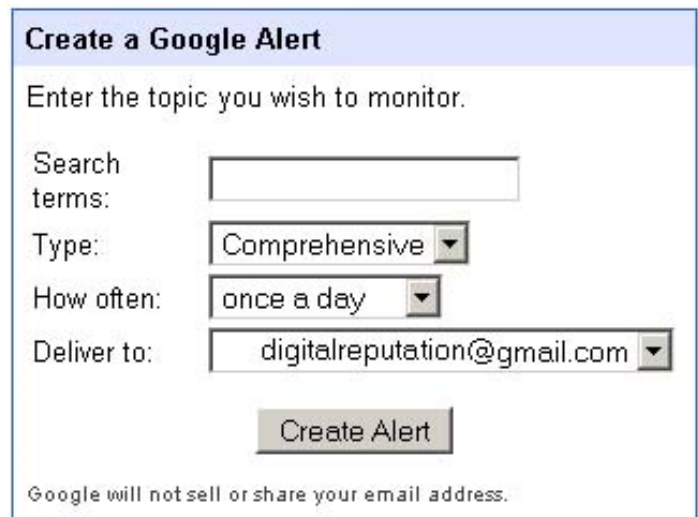
In order to use it, you need to have a Google account. If you don't have one, you can create a new one for free.

Log on to www.google.com/alerts

On that page you can select the options regarding the key words you want to keep under control through Google Alerts.



In order to do a concise research it is important to use proper key words. In the Search Terms field you can put, for example, your name or the name of your company. The second option, Type, allows you to choose the contents you want to monitor (*News, blogs, Video, discussions and books*). Then you decide how often you want to receive alerts on your research (as it happens, once a day or once a week). The field Volume allow us to choose if we want all results or the best results. Finally, you can decide if you want to receive the alerts through email or Feed RSS.



USING THE LINK: URL COMMAND IN SEARCH ENGINES SUCH AS GOOGLE OR YAHOO, WHICH WILL SHOW US A LIST OF PAGES THAT LINK UP TO OUR DOMAIN.

Besides alerts, there are other kind of tools that can be useful in order to know what have been said about you, who said that, when and where.

- **News through RSS channels.** RSS (Rich Site Summary) is a format for delivering changing web content. Many news-related sites, weblogs and other online publishers syndicate their content as an **RSS Feed** to whoever wants it. People who regularly use the web can easily stay informed by retrieving the latest content from the websites they are interested in without having to visit each site individually, joining the site's email newsletter, and logging on to the website. The number of sites offering RSS feeds is very large, but the most popular is Google Reader (www.google.com/reader)



- **Blogs.** There are specific search engines that allow users to search pieces of information on blogs or tagged social media.
 - ✓ Google Blog Search (www.google.com/blogsearch)
 - ✓ BlogPulse (www.blogpulse.com)
 - ✓ IceRocket (www.icerocket.com)

- ✓ Twingly (www.twingly.com)
- ✓ Technorati (www.technorati.com)

- **Social search engines.** They are real time social media search engines that search user-generated content such as blogs, comments, bookmarks, events, news, videos, etc. They are very useful because they let you know what's happening right now on any given topic. Some of them use microblogging and social bookmarking sites as tools to figure out what content is relevant up to the second. They allow you to search the latest information available on a specific topic, and also to easily track and measure what people are saying about you, your company, a new product, or any topic across the web's social media landscape.

- ✓ Surchur (www.surchur.com)
- ✓ Swotti (www.swotti.com)
- ✓ SocialMention (www.socialmention.com)
- ✓ SamePoint (www.samepoint.com)
- ✓ HowSociable (www.howsociable.com)

- **Twitter.** There are a series of services made available on Twitter, such as search engines, analytic tools and other resources through which it is possible to control facts related to your activity on Twitter, such as, for example, what other people are twittering about you, your product, etc., how many people reach you on Twitter, trend analysis tools, etc.

- ✓ Twitter search engine (search.twitter.com)
- ✓ Twazzup (www.twazzup.com)
- ✓ Backtweets (www.backtweets.com)
- ✓ Trendistic (www.trendistic.com)
- ✓ Twitter Alerts (www.tweetbeep.com)
- ✓ Tweer Alarm (www.tweetalarm.com)

By analysing all this information, you will be able to control your digital reputation, defining your own metrics. But you have to be aware that besides quantity it is important to consider the quality of the references you may have found.

This way we will be able to analyse what kind of people has requested information through our website, who is making remarks on us, important blogs which are connected to one of our websites and comments made within our websites or within someone else's pages.

VIII. HOW TO MAINTAIN AND IMPROVE YOUR 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. It is therefore important to keep a constant watch of your online reputation and take steps to maintain and improve it.

The best way to maintain and to improve your digital reputation is through conversation. For this purpose it is necessary to participate and to answer.

YOU CAN PARTICIPATE IN TWO DIFFERENT WAYS:

- ✓ **CREATING CONTENTS AND SHARING THEM ON THE NET OR HELPING TO SPREAD THE CONTENT CREATED BY OTHER PEOPLE USING THE PLATFORM OR PLATFORMS WE HAVE CHOSEN.**
- ✓ **ANSWERING TO CONVERSATIONS STARTED BY OTHER PEOPLE THROUGH COMMENTS.**

It is equally important to start conversations and put your own content on the Web, as well as participating in conversations begun by other people, as the knowledge which is shared and created by users is one of the key elements of the Web 2.0. The principles of cooperating and sharing are fundamental in the culture 2.0: in order to receive you have to be ready to give. In order to build a good digital reputation it is important to bring relevant content to the Web on the topics we wish to be associated with.

Before improving your reputation, it is important that you know what is said about you, your product, your company or website. This can be done using the tools mentioned above (search engines, alerts, etc.).

In order to maintain and to improve our digital reputation it is necessary to:

- ✓ Built relationships with other people. It is important the you are active an participative, that you bring content that is valuable to other people: comments, resources, links, and everything that is considered interesting. For each personal comment that you find online, take the time to say thank you, people will appreciate it and they will do the same in return. The wider is your network of relationships, the more positive effects it will bring to your online reputation.
- ✓ Present contents clearly, with sincerity, honesty, humility, politeness and tolerance. In short, cultivate a good digital reputation, showing sense of humour and politeness. Losing control can help you ruin your reputation, so even if you have been provoked or someone has said something about you that gets you angry, think twice before replying.
- ✓ Take care of the editing of contents, avoiding orthographical mistakes and expressions that may be perceived as offensive.
- ✓ Accept criticism and regard it as an opportunity for improvement. It is necessary to learn how to debate respecting the opinion of the others and avoiding disqualifications.
- ✓ Try to participate in communities that are relevant to your line of work. You will not only gain an incredible amount of information, you will also have a great exposure and therefore improve your digital reputation.
- ✓ Avoid being overbearing, boasting about success achieved. We have to acknowledge the good work of others; too much pride and presumptuousness can be detrimental to our reputation. You have to act with humility and acknowledge that you are not perfect, so by being humble, the others will see that you are interested in the good of the community and not only of yourself.
- ✓ Dole out the contents about the same topic in a single day.
- ✓ Be careful about the image of ourselves or of our environment that we publish.
- ✓ Be selective with the contacts. It is also important not to seek contacts at all costs in order to gain image and power. That could be self-destructive to your reputation.
- ✓ Establish clear rules of engagement with the others, avoiding the constant change of criteria.

A. ATTACK PLAN

If you want to succeed in social media, you must set a publishing Schedule, indicating dates and themes, creating a plan and establishing a routine, to avoid the temptation to abandon your intention.

Choose one or more topics that you feel comfortable with, and divide them into categories and subcategories. Make a list of weeks on the left side of the sheet, and decide how many times a week you will publish or post articles. Write the headlines, and if you have previously written articles, use them as a backup when you have no ideas.

An example of planning board could be this:

	Category 1	Category 2	Category 3	Category 4
	Sub category	Sub category	Sub category	Sub category
Week 1	Title			
Week 2		Title		
Week 3			Title	

- Some examples of topics that you could write about are:
- Presentations on the work you do.
- Reviews of books on a chosen category.
- Videos and websites that talk about a subject matter.
- Summaries of books.
- Pictures.
- Answers & questions.
- Etc.

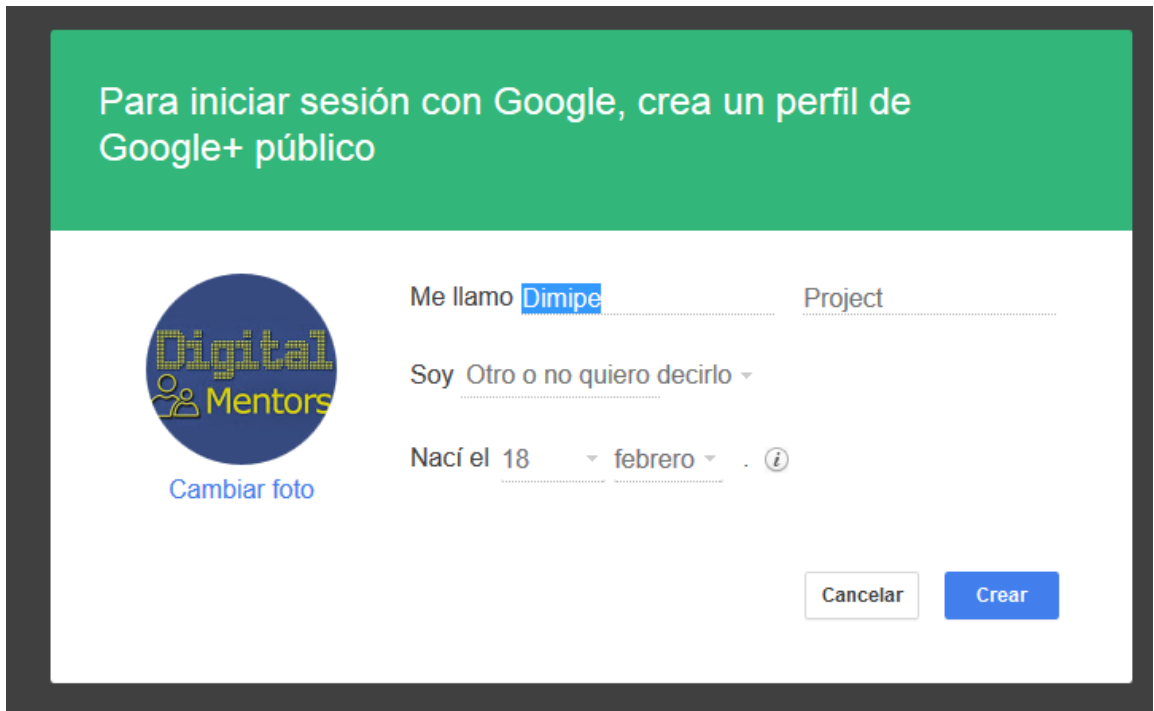
B. HOOTSUITE

HootSuite is a social media management system for brand management created in 2008. The system's user interface takes the form of a dashboard, and supports social network integrations for Twitter, Facebook, LinkedIn, Google+, Foursquare, MySpace, WordPress, TrendSpottr and Mixi.



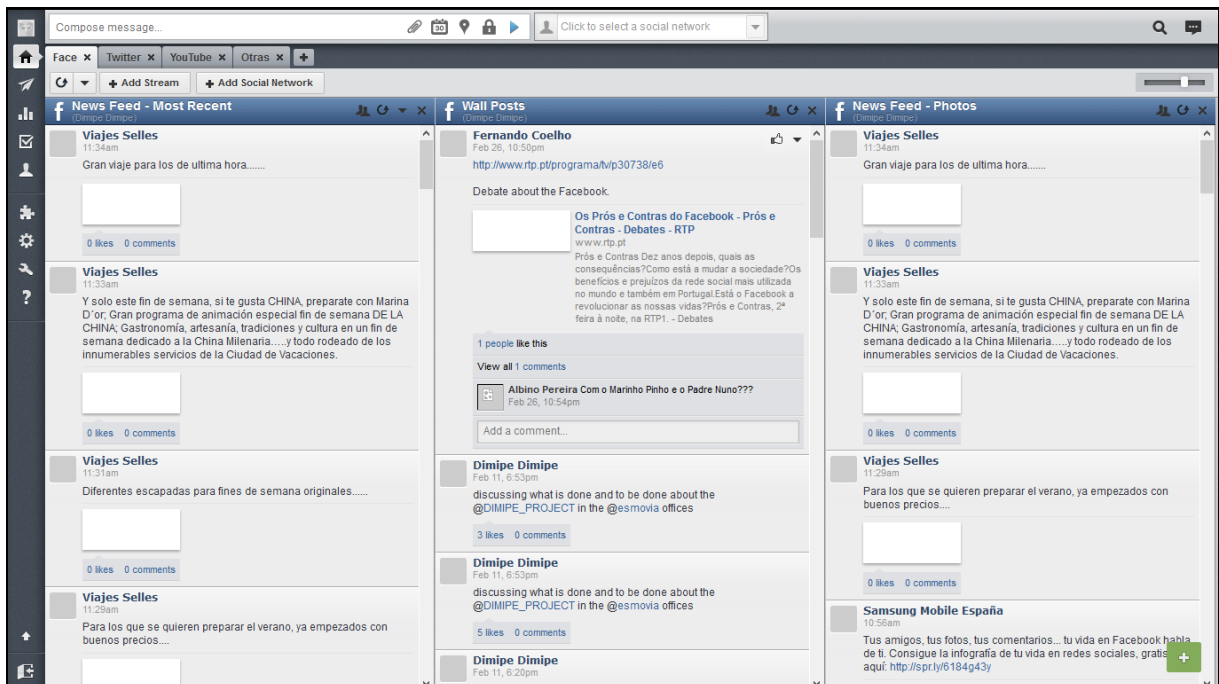
REGISTER AND LOGIN

It is easy to register, just need to start session on Facebook, Twitter or Google+. Then you have to accept the conditions to read and publish for you, and personalize the name, surname picture and start to publish.



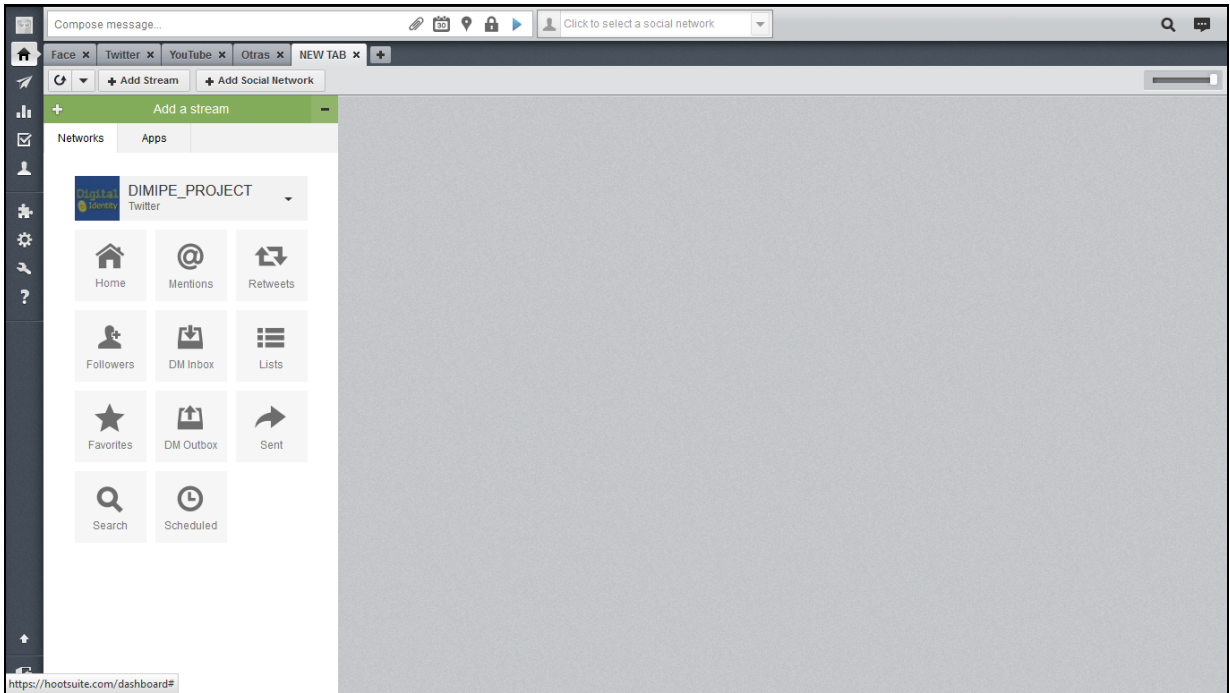
Now, when you are registered, to start session, you just have to put your email or Facebook or Twitter name, and password.

CUSTOMIZE

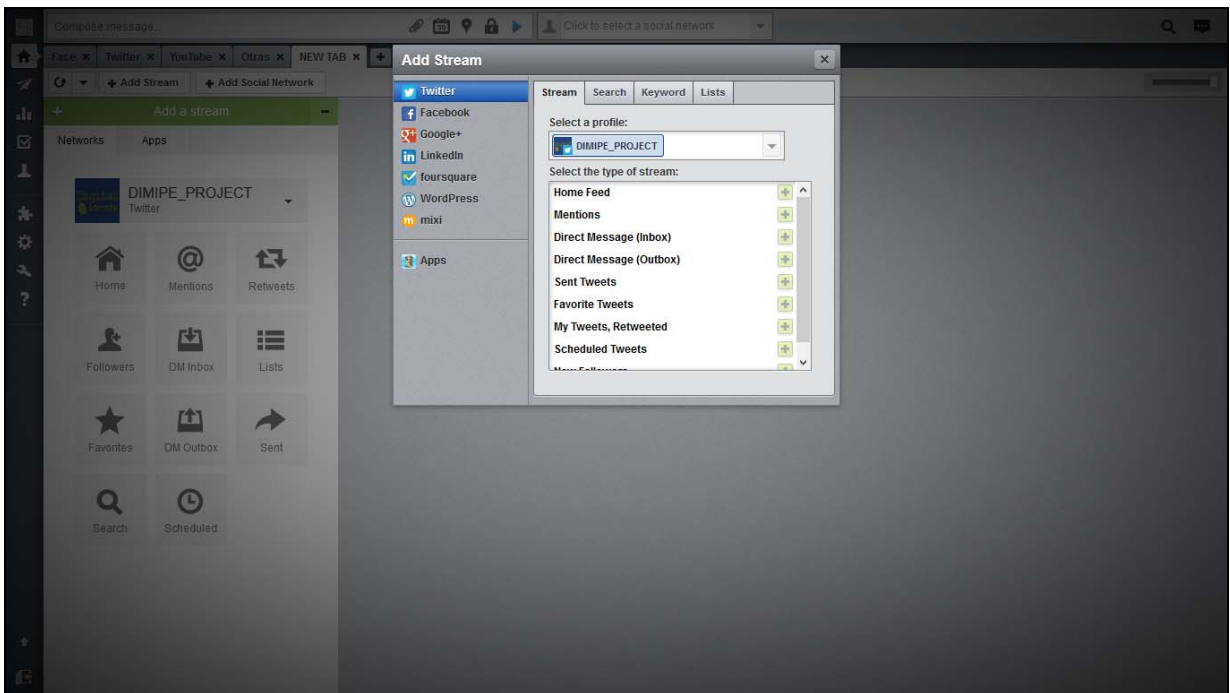


Now, you have your Hootsuite screen to control everything in a single screen, but at the beginning you have no columns or tabs.

Let's start. Just add a tab, and into this tab, add a column.



You have this menu to choose what you want to put in the current column. First select the network, and then, what you want to see in the column.



Selecting a social network or other, you will have some options to customize.

HARD POINTS

It is possible to customize what you want to see in a screen, and so, you will be able to manage one or more social networks, in a glance.

There is a text box where you can write your publications and select the area where to publish. It is possible to select more than one area and profile, for example, you can tweet a message by Dimipe account and by the personal account, at the same time, and publish it on Facebook too.

Better than that, Hootsuite offer the possibility to program several tweets, and to define the date and time to publish it.



IX. HOW TO CULTIVATE A GOOD 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:

- ✓ **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.
- ✓ **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.
- ✓ **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.
- ✓ **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.
- ✓ **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.
- ✓ **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

- ✓ **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.
- ✓ **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.

X. HAVE TIME TO BE IN SOCIAL NETWORK'S

BEING PRESENT

HAVING TIME TO...

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?

XI. ACTIVE PARTICIPATION

Employers look, most of the time, for active people, evaluating your participation in the network. Just highlight some golden rules:

1. Personal opinions are essential when you want to publish a news flash or other content;
2. Questions generate interaction (It is important to know what the audience think);
3. Posts with images get much more "*Like*" than text without illustrations;
4. Frequency of messages on the network must be defined according to the profile of the audience;
5. It is important to be aware of peak times;
6. Education, politics and "*jet set life*" are the themes that generate more comments;
7. It is important to create a *welcome page* for users who have a fan page on Facebook;
8. Go to page Facebook Analytics to learn which countries, genders and ages of people are accessing the fan pages;
9. Make the most of plugins and add-on applications available on Facebook, for example;

XII. CONTENT NOT SHARED

One way to have visibility on the network is when our group of contacts share our posts.

The question is, *why my contacts don't share my posts?*

FEW REASONS:

1. Users do not trust you;
2. Your posts are boring - People are much more likely to share content they consider intriguing and fun. Try to address issues in a curious way to get attention;
3. People care more about causes than with brands;
4. People share to build relationships with each other;
5. Users look for self-assertion - In social networks people try to build credibility for your friends and other people. They want to be seen as "experts" on any subject. The way to do it online is sharing your content;
6. Users share to manage information - Today many people "think out loud." Many people process information in a better way when sharing it and reading people responses.

XIII. 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:
 - World 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 our plans in order to solve the problem are.

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

Another means of preventions is to try to reduce the amount of junk mail you receive. By doing that, you become a smaller target for identity thieves and other people who can mess with your reputation. (One of identity thieves' favourite tricks is to sign up for a change of address in your name, so they can re-route pre-approved credit card offers to your "new address."). Taking your name off marketing lists will reduce 50 to 75 percent of junk mail. There are services that can do that, like [ProQuo](#). By signing up to this free service, they can help delete your name from more than a dozen marketing lists — including those operated by the Direct Marketing Association and massive data brokers like [ChoicePoint](#) and **Axiom**.

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.

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).

IT IS NOT NECESSARY TO BE ACTIVE IN ALL PLATFORMS, BUT IT IS IMPORTANT TO SELECT THE MOST APPROPRIATE TO IMPROVE OUR VISIBILITY. THEREFORE BEFORE WE SELECT THEM, WE HAVE TO INQUIRE ABOUT WHAT KIND OF REFERENCES ALREADY EXIST ON THE NET ABOUT THOSE PLATFORMS.

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.

XIV. 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.
11. Maybe social networks are not the right thing for you - try to find out whether employers you want to contact use or give importance to social networks. It is not because many people use social networks that you should do the same. If you think you are not prepared to enter the networks, the best thing to do is wait to enter this new world.

12. Publishing personal details - it is natural that you want to share photos, videos, musical tastes, but everything has a limit. Therefore, it is essential not to expose oneself too much.
13. Using social networks in the workplace - if you use them only on breaks, there is no problem; however, if you use them during working hours, it shows lack of respect towards your duties and your colleagues, not to mention that it may be a cause for dismissal.
14. Saying on social networks what you would not say personally – Be aware that you are in a global world and what you are doing is a global conversation but at the same time also personal. Therefore there are issues and comments that are harmless to some, but that may be a personal attack to others.
15. Not worrying about spelling and grammar – when people write on computers they often use short sentences and an informal language, as the Internet requires a dynamic and relaxed language. However many companies evaluate this aspect item as an ability to communicate using the language correctly. Therefore, it is better to use a language that is normal and correct.
16. Lying - one of the problems often remarked by companies recruiting people using social networking is that there are people who need to convey the idea that they have abilities and skills that do not actually have. They do not do it to cause any harm, but they are convinced that this information is restricted to a particular group.
17. Commenting political positions – Avoid confrontation, consider that many of the comments may be wrong because we do not know the future, but your posts will be there in the future. Your position may create some discomfort in your workplace or it may cause you to lose your job opportunities because of your ideologies not well explained.

XV. RECRUITING THROUGH SOCIAL NETWORKS

Currently, large companies maintain that they seek their collaborators using social networks. Studies show that approximately the 80% of them look on Facebook, about 53% on Twitter and 48% on LinkedIn.

If we consider these numbers, an important question arises: why these? Because they are the most popular and relaxed.

Most of them say that the researches of profiles on social networks are made especially after receiving a resume. Actually what they are looking for are lies on professional qualifications, they assess their ability or inability to communicate, they look for posts with negative content on the old employers, inappropriate comments and inappropriate pictures.

On the other hand there are companies who claim that the aspects analyzed in the profiles are: passion for technology, passion for business, creativity and initiative.

In addition, most claim that they have rejected candidates because of the content of their profile.

Meanwhile, users keep believing that what convinces employers is the good organization or the more positive aspects in your profile.

TIPS FOR THOSE WHO LOOK FOR A JOB ON SOCIAL NETWORKS

After the analysis of what companies look for in social networks and the advantages and disadvantages of using social networks, we present a list of tips for those who seek a job on social networks.

1. Be yourself. Be realistic and maintain a in social networks the same attitude as you have in the physical world. Do not create false expectations.
2. Look at all the contacts as an opportunity. Opportunity to learn, share, interact and maybe getting a job.

3. Do not look that you are desperate for getting a job. Be calm, excitement and despair might influence the success and effectiveness in the search.
4. You are unemployed, not dead, so try to be proactive and show what's on your mind. Participate in discussions within your area of interest.
5. Do not be confrontational. Be polite and learn to hear opposing views. Avoid touching controversial and sensitive issues (sex, football, religion, etc.).
6. Appear on "off line" events promoted by your groups of interest. You will certainly make good contacts.
7. Learn to listen. In social networks there are very competent and experienced people who, through their simple comments, give us essential tips to evolve.
8. Look for an opportunity to open your own business. Pull out your entrepreneurial spirit. Be aware of everything that surrounds you: people, comments, websites, and so on. One of these days you could be "clicking" your way to your own business.
9. If you do not have anything to say that could add value to a discussion, keep silent! Silence is more relevant than an inappropriate comment.
10. Believe and work on your "personal brand". Be optimistic and keep this positive attitude on the networks.
11. Do not share content that might compromise a recruiting phase, everything is "stored" on the web. Share content and information that improves public perception.
12. If you are seeking employment in a specific area, concentrate on this area. For example, if you are looking for a job in marketing, do not waste much time talking about art, or sports (unless it brings you some personal satisfaction). The important thing is that when a search is carried out on you, the content on your area of work appear first.



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