Digital Identity
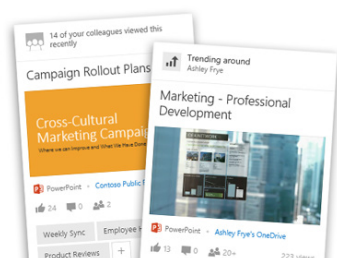## Mentoring InterPAIRS for Employment

Digital
@ Identity

a manual for students and teachers

// **Should I Post This?**
Your guide to Social Media

// **"Right to be forgotten"**
How will data protection reform affect Social Networks

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digital identity

EDITORIAL TEAM
Sonsoles Jimenez
Fernando Coelho
Alberto Brochado

PROOFREADERS
Despina Kanellopoulou
Murat Sungu
Miguel Mares
Marc Malfroidt
Maria Ruiz

DIGITAL IDENTITY / EGOSURFING

ARTICLE WRITTEN BY JOAN CIPRIÀ MORENO TEODORO

SPANISH MENTOR

Nowadays cheaper and improved technology has made possible for anyone to have Internet access. Virtually everyone has hired an ADSL line, and those who do not have one, have available "Wi-Fi" spots in public buildings as libraries or town halls completely free. Such ease of access causes that millions of users generate a large amount of information every day: videos, photos, music, articles ... and although sometimes we generate this from anonymously, the reality is that most of it is published under our real name through social networks, making this content easily visible to everyone.
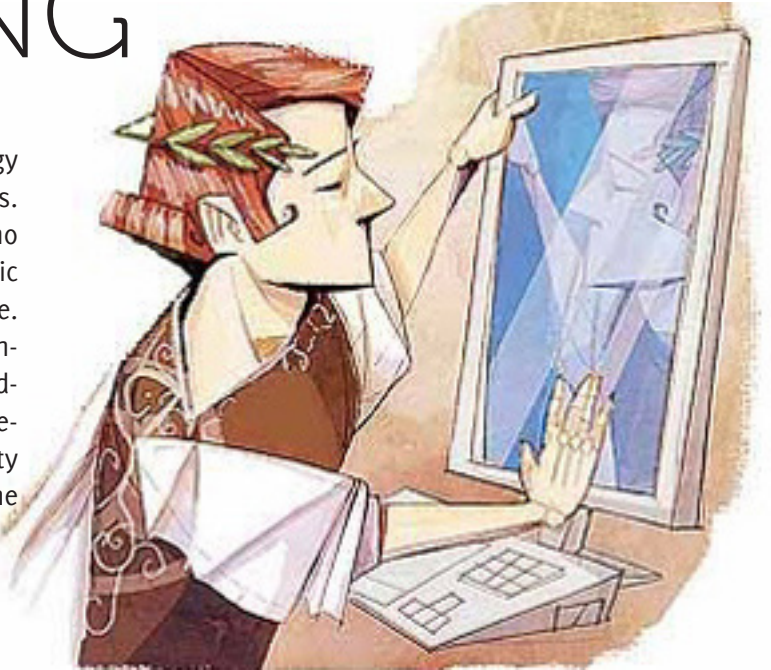
Given this scenario, emerges a new concept of identity: the digital identity. And this is not another that the impression we cause based on the content about us available on the Internet. Depending on the content we generate, our digital identity may cause different kind of impressions. Being most advisable to opt for posting content with a neutral character against the ideology and politics and not displaying inappropriate behaviour by the person as may be images or videos showing abuse of alcohol or drug use. First of all this could seem to be a bit stupid or irrelevant, but it is a factor to keep in mind, it is a very common practice by many companies to look up at the social profiles of job applicants for jobs. So they can make a quick dismissal based on the impression given before the corresponding interviews. Therefore, your digital identity will play a decisive role in finding work and is your duty to care for, maintain and control at all times, "what Internet says about you".

For this task we can perform a widespread practice: "Ego surfing". That as the name suggests is about finding our own name on the internet and see what content is published or have been published concerning us. In order to do that you should search your own name in Google and other search engines.

If we find content that may harm our digital identity we proceed to delete such information. While the information that we want to display we could force their search engine ranking by a SEO (Search Engine Optimization) work, is say, first place entries to those pages that interest us appear first(personal website, LinkedIN profile ...).

Checking occasionally when new content about you is published may be tedious, we have Google Alerts for this, a tool that will tell us automatically by email when new entries about us appear. Just sign in and enter those keywords on which we want to notify us in this case our name.
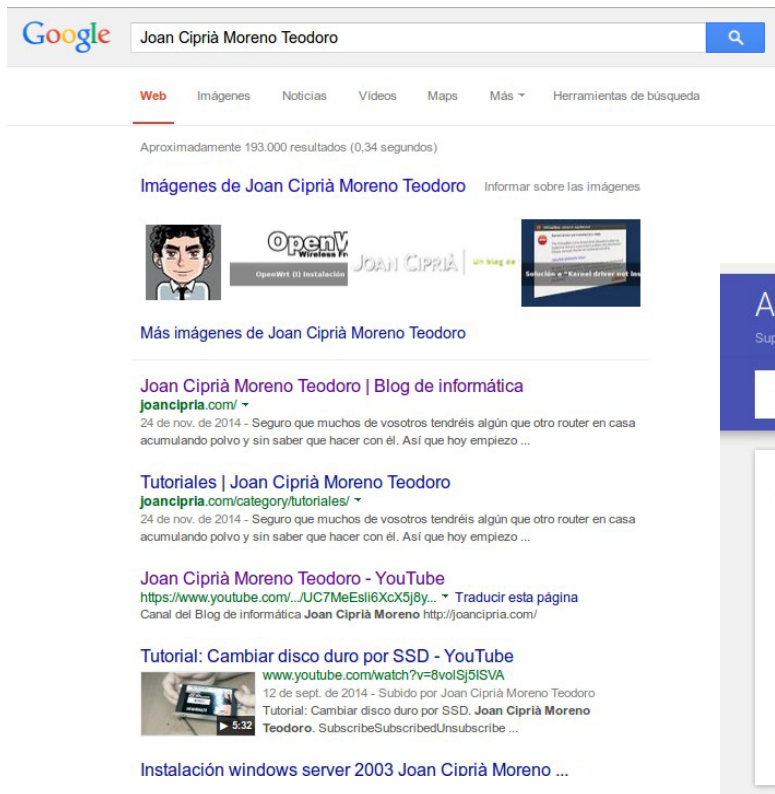
Remember, just practicing some "Ego surfing" and taking care not to upload to the Internet inappropriate content or something that may harm our digital identity may seamlessly maintain and control a good digital identity that is favourable when we are trying to find a job in these times, a little help is always good.
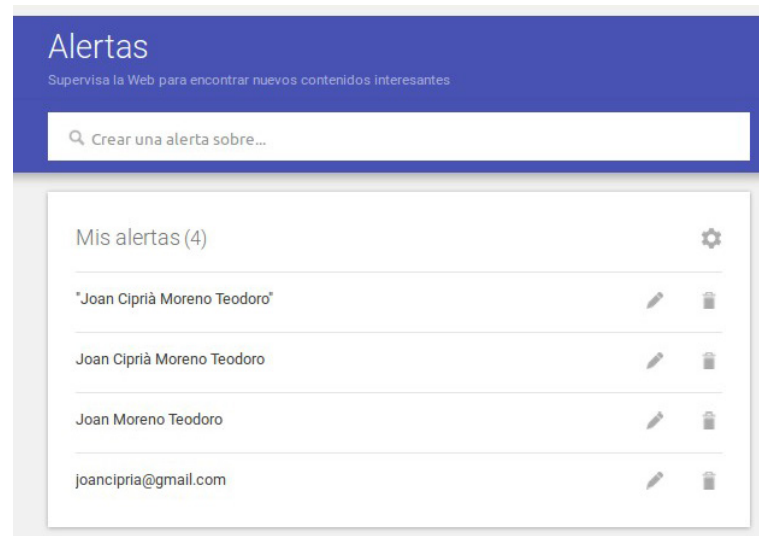
SHOULD I POST THIS? YOUR GUIDE TO SOCIAL MEDIA

Social media is often used for personal expression; to show special interests, proud moments, something informative, and personal statements. Social media accounts can be an extension of who were are. We live in a time where we can reach more people than in person. It can be tempting to tell everyone everything.

We all know that communication is a two-way street. Once you put something out there, it can be interpreted in any way, by any viewer. Employers in particular take notice of what you post for the public. With either your words or your photos, you can have huge impact on your current and future employment.

The infographic shows that nearly 80% of recruiters check for your postings and frequently reject applicants because of their online presence. The infographic provides a checklist of sorts to guide you in posting the right things. We typically know what is best for us. We all should know what is legal and illegal. What we do know is what is private and what is not. That goes for our thoughts, our whereabouts, our pass-times. If we are responsible and forward-thinking, then we know that not everything we do is for everyone to know.

Our reputations are usually all that we have. They can determine your professional career and by extension they determine the image of your employer.
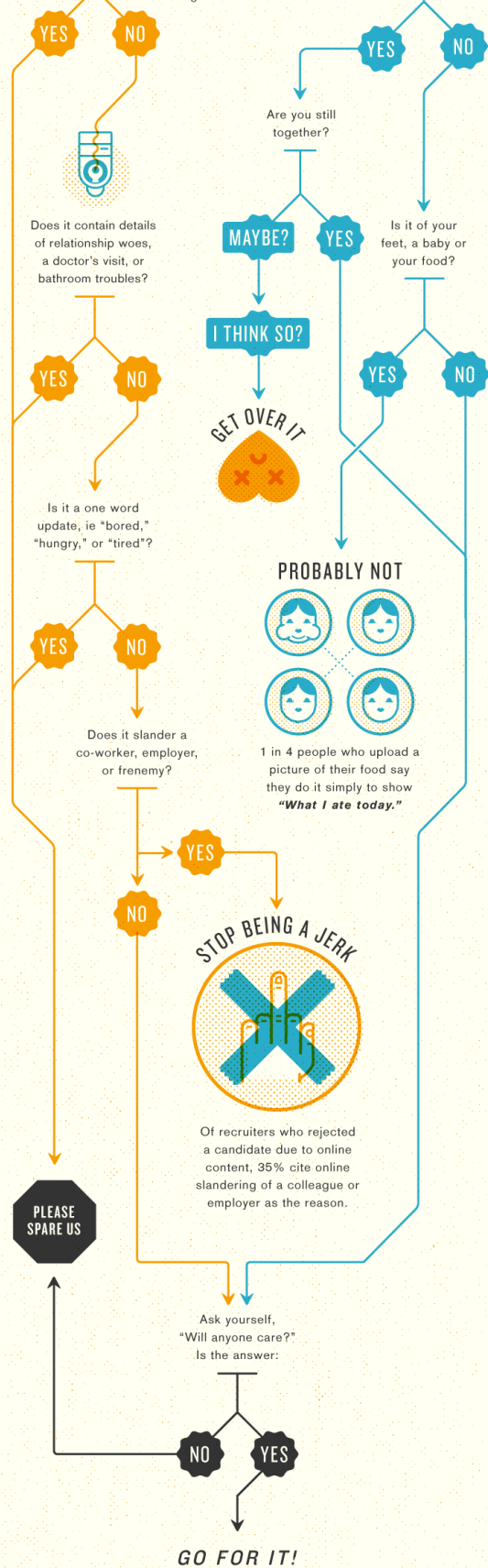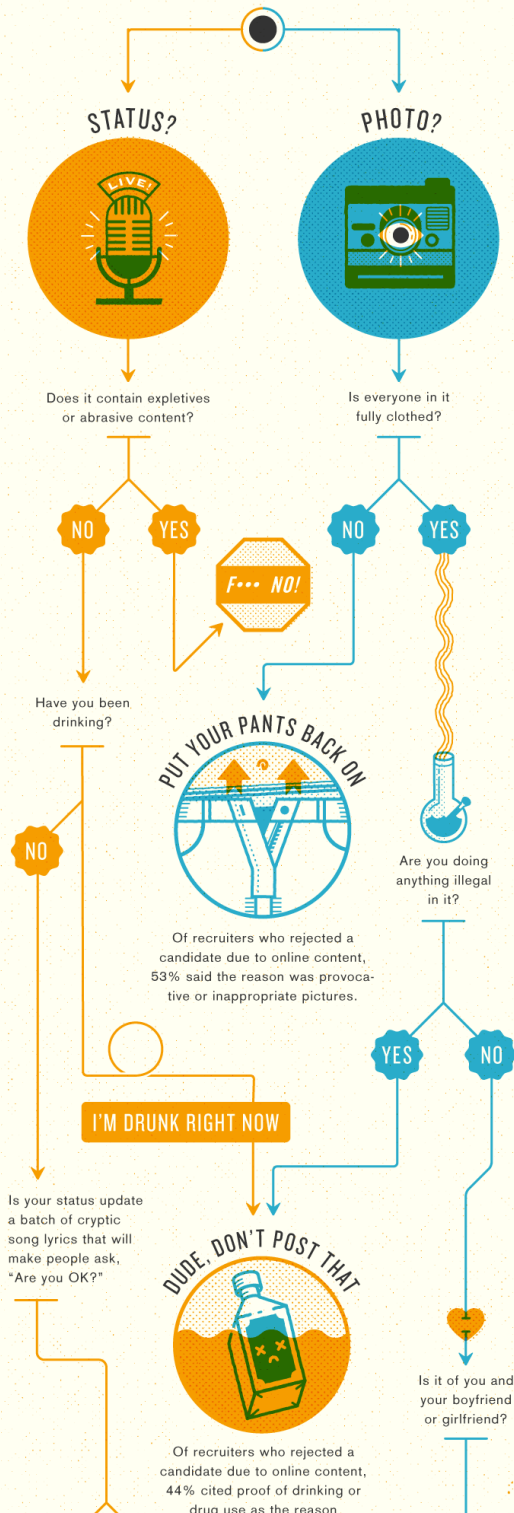
BEWARE, INTERNET!
YOU'RE BEING WATCHED...

79% of job recruiters say they will look at a candidate's online presence before making a decision.

70% say they've rejected a candidate due to something they saw online.

SO ASK YOURSELF,

SHOULD I POST THIS?

STATUS?

PHOTO?

Does it contain expletives or abrasive content?

Is everyone in it fully clothed?

NO / YES

NO / YES

F••• NO!

Have you been drinking?

PUT YOUR PANTS BACK ON

Are you doing anything illegal in it?

NO

Of recruiters who rejected a candidate due to online content, 53% said the reason was provocative or inappropriate pictures.

I'M DRUNK RIGHT NOW

YES / NO

Is your status update a batch of cryptic song lyrics that will make people ask, "Are you OK?"

DUDE, DON'T POST THAT

Is it of you and your boyfriend or girlfriend?

Of recruiters who rejected a candidate due to online content, 44% cited proof of drinking or drug use as the reason

YES / NO

YES / NO

Does it contain details of relationship woes, a doctor's visit, or bathroom troubles?

YES / NO

Is it a one word update, ie "bored," "hungry," or "tired"?

YES / NO

Does it slander a co-worker, employer, or frenemy?

YES

NO

Are you still together?

MAYBE? / **YES**

Is it of your feet, a baby or your food?

I THINK SO?

GET OVER IT

YES / NO

PROBABLY NOT

1 in 4 people who upload a picture of their food say they do it simply to show *"What I ate today."*

STOP BEING A JERK

Of recruiters who rejected a candidate due to online content, 35% cite online slandering of a colleague or employer as the reason.

PLEASE SPARE US

Ask yourself, "Will anyone care?" Is the answer:

NO / YES

GO FOR IT!

SOURCES:

http://www.pewinternet.org/Reports/2012/Social-networking-climate.aspx
http://www.pewinternet.org/Reports/2011/Technology-and-social-networks.aspx
http://www.pewinternet.org/Reports/2011/Technology-and-social-networks.aspx
http://www.microsoft.com/security/resources/research.aspx#reputation
http://www.fastcompany.com/1334113/if-youre-applying-job-censor-your-facebook-page
http://blog.360i.com/pov/consumer-insights-food

Brought to you by:
OnlineClasses.Org

Online Classes.org

Online Safety

A Microsoft program to help and protect our reputation and online presence

Be awesome online and in real life.

The Internet is a part of our everyday lives, whether we're socializing with friends, applying to a school or looking for a new job. Now more than ever, it's important to pay attention to what's online about you and take steps to ensure a positive persona— both personally and professionally.

Check out the resources on this page to see what you can do for yourself and others to help stay safe online.

http://www.microsoft.com/security/resources/research#reputation

Tip—Carefully select the pictures you share. A simple photo can ruin your reputation.

HOW WILL THE DATA PROTECTION REFORM AFFECT SOCIAL NETWORKS?

http://ec.europa.eu/justice/data-protection/index_en.htm

Right to be forgotten:

An Austrian law student requested all the information that a social networking site kept about him on his profile. The social network sent him 1,224 pages of information. This included photos, messages and postings on his page dating back several years, some of which he thought he had deleted. He realised that the site was collecting much more information about him than he thought and that information he had deleted – and for which the networking site had no need – was still being stored.

What are the problems with social networking?

Social networks provide a useful tool for staying in touch with friends, family and colleagues, but they also present a risk that your personal information, photos and comments might be viewed more widely than you realise. In some cases, this can have financial, reputational and psychological consequences. Threequarters of Europeans think that the disclosure of personal data is an increasing part of modern life. At the same time, 72% of internet users are worried that they give away too much personal data online. They feel they do not have complete control of their data.

What is the European Commission proposing?

The Commission is proposing a strengthened right to be forgotten so that if you no longer want your personal data to be processed, and there is no legitimate reason for an organisation to keep it, it must be removed from their system. Data controllers must prove that they need to keep the data rather than you having to prove that collecting your data is not necessary. Providers must take account of the principle of 'privacy by default', which means that the default settings should be those that provide the most privacy. Companies will be obliged to inform you as clearly, understandably and transparently as possible about how your personal data will be used, so that you are in the best position to decide what data you share.

Attitudes towards data protection

- 74% of Europeans see disclosing personal information as an increasing part of modern life.
- The most important reason for disclosure is to access an online service, for both social networking and sharing site users (61%) and online shoppers (79%).
- Over half of internet users are informed about the data collection conditions and the further uses of their data when joining a social networking site or registering for a service online (54%).
- Just over a quarter of social network users (26%) and even fewer online shoppers (18%) feel in complete control of their data.

Special Eurobarometer 359
Attitudes on Data Protection and Electronic Identity in the European Union, June 2011

The proposals will make it easier for you to access your data and give you a right to data portability, which means it will be easier to transfer personal data from one service provider to another. They will also make sure that when users give their consent for companies to use their personal data, that agreement is given explicitly and with their full awareness.

This will give users control over their data, and help foster trust in the online environment.

Why is this good for the digital economy?

A high level of data protection is essential to foster people's trust in online services and in the digital economy in general.

Privacy concerns are among the top reasons for people not buying goods and services online. With the technology sector directly contributing to 20% of overall productivity growth in Europe and 40% of overall investment aimed at the sector, individual trust in online services is vital for stimulating economic growth in the EU.

With the increasing globalisation of data flows, and the growth of cloud computing, there is a risk of people losing control of their online data. The new rules will put people in control of their personal data, and will foster trust both in social media and in online shopping and communication in general.

Rights, Equality and Citizenship Programme 2014-2020

Objectives of the Programme

This programme shall contribute to the further development of an area where equality and the rights of persons, as enshrined in the Treaty, the Charter and international human rights conventions, are promoted and protected. Its nine specific objectives are to:

- Promote non–discrimination
- Combat racism, xenophobia, homophobia and other forms of intolerance
- Promote rights of persons with disabilities
- Promote equality between women and men and gender mainstreaming
- Prevent violence against children, young people, women and other groups at risk (Daphne)
- Promote the rights of the child
- **Ensure the highest level of data protection**
- Promote the rights deriving from Union citizenship
- Enforce consumer right

What will be the key changes?

- Strengthening the 'right to be forgotten' to help people better manage data protection risks online. When individuals no longer want their data to be processed and there are no legitimate grounds for retaining it, the data will be deleted. The rules are about empowering people, not about erasing past events or restricting the freedom of the press.
- Guarantee easy access to your own data.
- Establishing a right for individuals to freely transfer personal data from one service provider to another (data portability).
- Ensuring that consent must be given explicitly by individuals when it is required for certain types of data processing.
- Increasing the responsibility and accountability of those processing data by introducing data protection officers for companies over 250 employees, and the principles of 'privacy by default' and 'privacy by design' to ensure that individuals are informed in an easily understandable way about how their data will be processed.

Any questions?
http://ec.europa.eu/justice/data-protection/index_en.htm
Contact Europe Direct: 00 800 67 89 10 11 - http://europa.eu/europedirect/

›› On the occasion of #DataProtectionDay 2015, the need for strong EU rules on data protection is stronger than ever. That's why the European Commission exactly three years ago proposed to reform our EU rules to make them stronger, and more fit for the digital age. The Digital Single Market can only fully benefit from the potential of new technologies if people can trust their data is safe. EU police forces working together to prevent crime and terrorism need robust rules on how they can

New European social media privacy

'Right to be forgotten' laws, giving users – rather than services such as Facebook – control of personal data will save billions of euros and thickets of red tape. So why is Britain resisting?

Vice-president of the European Commission and commissioner for justice, Viviane Reding

Britain is attempting to opt out of a European initiative enabling anyone to delete their personal details from online service providers – a power known as the "right to be forgotten".

The clash between Brussels and the Ministry of Justice has erupted in the final stages of negotiations over the EU's General Data Protection Regulation, which aims to rebalance the relationship between the individual and the internet.

The debate reflects growing tensions between freedom of expression and privacy as increasing numbers of people complain that their online reputation is being corroded by outdated, inaccurate or malicious information that cannot be removed. In France, the number of complaints concerning the right to be forgotten rose 42% last year. A Guardian project has unearthed hundreds of cases of people alarmed at the mishandling of their data or personal information.

The UK's chief objection to the EU move is that unrealistic expectations will be created by the right's expansive title because the controls proposed will be relatively modest in their impact on the way data spreads, or is traded, across websites.

The right to be forgotten, article 17 of the Data Protection Regulation, has been developed by the EU justice commissioner's office primarily in response to complaints about the way social media, such as Facebook, retain and handle information. Although the terms of the regulation have not yet been finalised, its current form provides for punitive fines – up to 2% of global turnover – for companies that refuse to comply with requests to erase customers' personal details.

Viviane Reding, the EU justice commissioner, said: "At present a citizen can request deletion only if [data is] incomplete or incorrect. We want to extend this right to make it stronger in this internet world. The burden of proof shall be on the companies. They will have to show that data is needed."

"This piece of legislation is one of the biggest market-openers of the last few years. It eliminates 27 conflicting rules [one for each EU state] and replaces them with ... a mechanism for the whole continent. This means saving € 2.3bn (£1.9bn) a year."

"We know from the efforts of well-resourced and motivated individuals that it can in fact be impossible to remove information from the internet once it has been posted. We are concerned that this right, as billed, could mislead individuals as to the degree of protection the law can offer them in practice."

http://www.theguardian.com/technology/2013/apr/04/britain-opt-out-right-to-be-forgotten-law

MOBILE DEVICES

TODAY'S MOBILE DEVICES ARE AS POWERFUL AND CONNECTED AS ANY PC OR LAPTOP. TAKE THE SAME PRECAUTIONS ON YOUR MOBILE DEVICE AS YOU DO ON YOUR COMPUTER WITH REGARD TO MESSAGING AND ONLINE SAFETY. THE FIRST STEP IS STOP. THINK. CONNECT.

Keep a Clean Machine

Mobile devices are computers with software that need to be kept up-to-date (just like your PC, laptop or tablet). Security protections are built in and updated on a regular basis.

- Keep security software current: Having the latest mobile security software, web browser, and operating system are the best defenses against viruses, malware and other online threats.

- Protect all devices that connect to the Internet: Computers, smartphones, gaming systems and other web-enabled devices all need protection from viruses and malware.

Protect Your Personal Information

Phones can contain tremendous amounts of personal information. Lost or stolen devices can be used to gather information about you and, potentially, others. Protect your phone like you would your computer.

- Secure your phone: Use a strong passcode to lock your phone.

- Think before you app: Review the privacy policy and understand what data the app can access on your device before you download.

- Only give your mobile number out to people you know and trust and never give anyone else's number out without their permission.

- Learn how to disable the geotagging feature on your phone

Connect with Care

Use common sense when you connect. If you're online through an unsecured or unprotected network, be cautious about the sites you visit and the information you release.

- Get savvy about Wi-Fi hotspots: Limit the type of business you conduct and adjust the security settings on your device to limit who can access your phone.

- Protect your $$: When banking and shopping, check to be sure the site is security enabled. Look for web addresses with "https://" or "shttp://," which means the site takes extra measures to help secure your information. "Http://" is not secure.

- When in doubt, don't respond: Fradulent texting, calling and voicemails are on the rise.

Be Web Wise

Stay informed of the latest updates on your device. Know what to do if something goes wrong.

- Stay current. Keep pace with new ways to stay safe online: Check trusted websites for the latest information, and share with friends, family, and colleagues.

- Know how to cell block others: Using caller ID, you can block all incoming calls or block individual names and numbers.

- Use caution when meeting face-to-face with someone who you only "know" through text messaging.

Be a Good Online Citizen

It is easy to say things via phone or text message that you would never say face to face. Remind your kids to maintain the same level of courtesy online as they would in the real world.

- Safer for me and more secure for all: What you do online has the potential to affect everyone. Practicing good online habits benefits the global digital community.

- Text to others only as you would have them text to you.

- Only give your mobile number out to people you know and trust and never give anyone else's number out without their permission.

- Get permission before taking pictures or videos of others with your phone: Likewise, let others know they need your permission before taking pictures or videos of you.
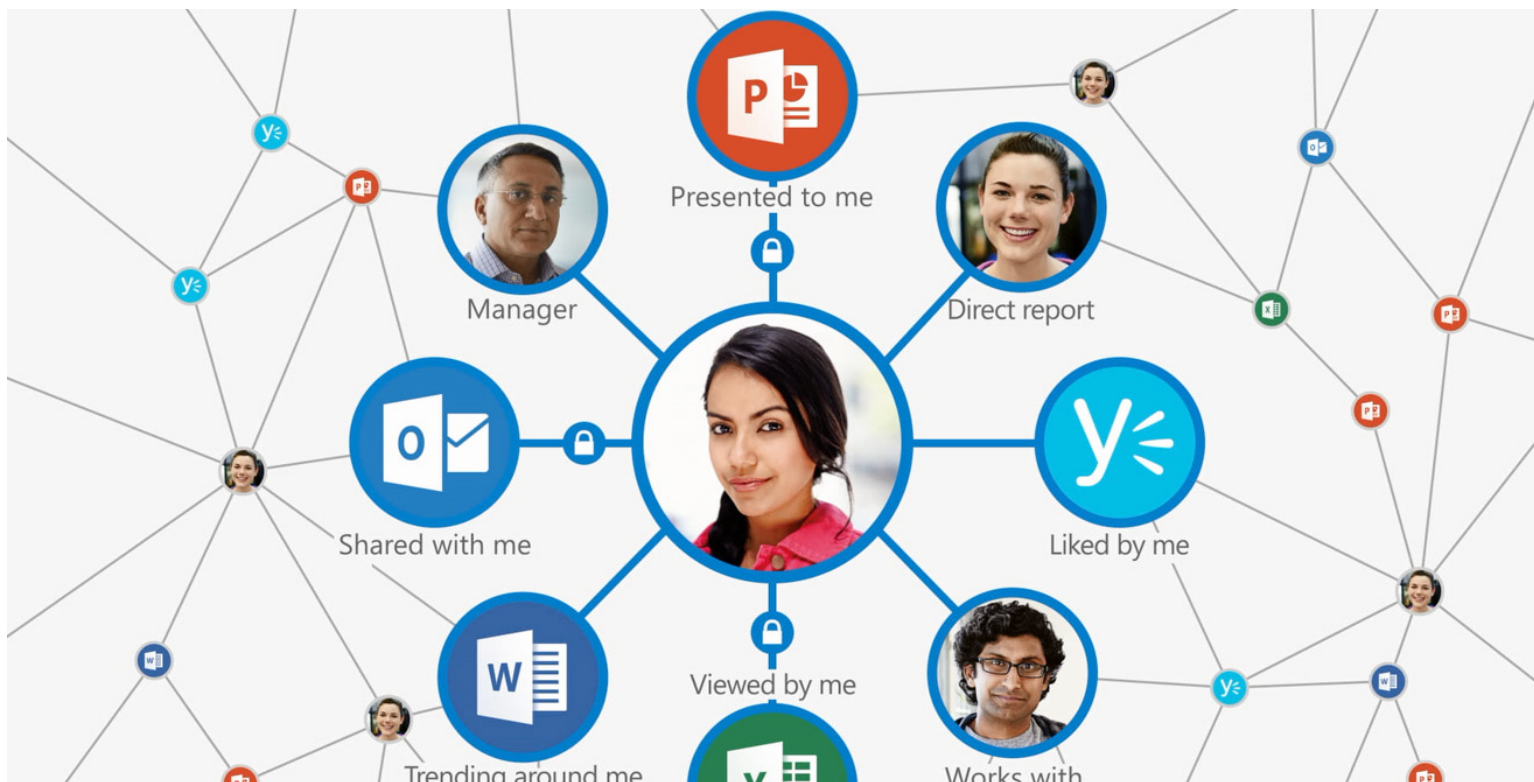
Thanks a lot, Facebook: Microsoft turns Office 365 into social network

IN REDMOND, NO ONE LETS YOU UNFRIEND YOUR BOSS

If you're avoiding friending your manager on Facebook or Twitter, the net is tightening: Microsoft has stitched new social network-like features into all of its productivity products.

In a keynote speech, one year ago, at the company's Sharepoint conference, Microsoft corporate vice-president Jeff Teper ushered in "the transformation of Office" by revealing three big additions to the set of software: Office Graph; a customized activity feed codenamed "Oslo"; and a set of "next-generation portals." "oslo" is today **Office DELVE**

Love them or hate them, the success of social networks like Twitter and Facebook has caused a rethink in how software is designed. Salesforce fell prey to this with an abortive app named Chatter and a subsequent redesign, and now Microsoft has decided to inject some neo-Zuck aesthetics into its productivity apps.

These new capabilities are the clearest sign yet that Microsoft is following through on its promise last summer to use some of the tech it acquired with its Yammer buy to "weave social into the work people do every day, combining it with collaboration, email, instant messaging, voice, video and line-of-business applications."

The revamped line of applications from Microsoft will be built around "four fundamental beliefs," Teper explained. Those beliefs? **"Cloud, social, mobile, big data,"** (also known as **"servers, people, fondlescreens, and cruft."**). the new Office Graph will become "the underlying substrate... across Sharepoint, Exchange, Yammer [and] custom applications,".
Office Graph will link an individual's identity and permissions across multiple Microsoft apps, and will build on various existing social features in all of them. It ties people within an organization together in a similar way to how Active Directory

lets admins bind up application and user data.
"Today, the world has become a giant network where connections make information more relevant and people more productive," Teper said in a canned statement.

So much for the quiet life, eh?

What is Office Delve?

Delve helps you discover the information that's likely to be most interesting to you right now - across Office 365.
Find out more at https://support.office.com/en-us/article/What-is-Office-Delve-1315665a-c6af-4409-a28d-49f8916878ca

http://www.theregister.co.uk/2014/03/04/microsoft_social_network/

Dimipe Project
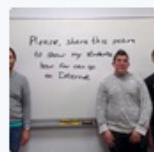@DIMIPE_PROJECT

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📷 Fotos e vídeos

TWEETS **16** SEGUINDO **63** SEGUIDORES **33** CURTIU **3**

Tweets   Tweets e respostas   Fotos e vídeos

Dimipe Project retweetou
Berlink @etnberlink · 15 de mai de 2014
Today we host second meeting of Leonardo Partnership @DIMIPE_PROJECT

Digital Identity Mentoring Interpairs for Employment
Comunidade

Cronologia   Sobre   Fotos   Gostos   Vídeos

PESSOAS

189 gostos

SOBRE

ℹ️ Promover el empleo de los jóvenes, a través de un uso eficaz de los medios de comunicación social y mediante la formación de alumnos como "mentor digital"

🌐 http://www.digital-identity-project.eu/

FOTOS

Digital Identity Mentoring Interpairs for Employment
1/3 · 🌐

The Second Edition of Digital Identity Guide is available on the project's website feel free to navigate yourself and download it for further study.
http://www.digital-identity-project.eu/.../40-second-edition-...

Ver tradução

Second Edition of Digital Identity Guide

The Second edition of the Digital Identity Mentoring InterPAIRS for Employment project has been released. Please feel free to download and study the following very interesting chapters" Job seeking online, Modern ways to job search, Social networks and job searches: pros and cons., Job search, The A...

DIGITAL-IDENTITY-PROJECT.EU | DE DIGITAL IDENTITY

Digital Identity – Mentoring Interpairs for Employment
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https://twitter.com/dimipe_project

TAKE THE SEARCH OUT OF JOB HUNTING WITH JOBSAMURAI
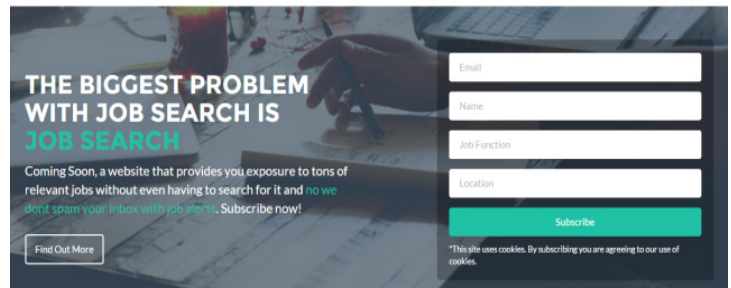
SEARCHING FOR A NEW JOB IS BOTH STRESSFUL AND TIME CONSUMING. ALTHOUGH THE DAWN OF THE INTERNET HAS MADE JOB HUNTING EASIER, LOOKING FOR A NEW ROLE STILL REQUIRES END-LESS SCROLLING THROUGH JOB BOARDS, WRITING UNTOLD AMOUNTS OF COVERING LETTERS, AND A HEALTHY DOSE OF GOOD FORTUNE.

In truth, a lot of the jobs you see listed on those boards either don't exist, have already been filled, or are du-plicates of positions you've see elsewhere. In fact, a lot of the jobs you'd like probably aren't even listed on these boards at all. If you're in a professional industry, you're much more likely to land your next career move by searching through job listings on company websites, having a good professional network, and speculatively approaching various organisations.

Thankfully, things are set to become a little more straightforward thanks to the launch of JobSamurai, a new web service that aims to give you exposure to hun-dreds of relevant jobs without actually having to look for them.

How It Works

At its core, the operation behind JobSamurai is very simple. Job seekers register on their site, filling in a few personal details about their preferred roles and location, then sit back and wait. There is no need to ever return to JobSamurai and the whole process takes less than a minute.

JobSamurai uses your information to find jobs around the web that match your profile, then shows them to you as banner adverts on the websites you visit most often. They do this by leaving a tracking cookie in your web browser that sends data back to JobSamurai to notify them of where to display their content.

It typically takes 10-15 days for their internal search en-gines to find all the jobs that match a candidate. It means you won't see the full effect of their service straightaway, though some adverts will start to filter through after the first week.

Unlike traditional job boards that frequently send out information about matching roles, weekly digests, and other annoying email spam, you will never receive any notifications, emails, or pop-ups from Job Samurai. The only correspondence you'll receive is one email every two months which will renew the cookie, check that you're receiving the correct adverts, and give you a chance to update your details.

The beauty of this whole process is — as long as you don't use an ad-blocker — you'll start seeing positions that will be a good fit for your skill-set on places such as MakeUseOf and Facebook without ever needing to look at another job board or recruitment company's website.

Finally, it is important to note that the service is cur-rently in beta.

Who's Behind It?

The service is powered by **Recroup**, an online platform that has already sought to revolutionise the traditional job application process. Potential candidates can draw in-formation from their social media profiles, validate their skills by taking online tests, and send cover letters to multiple employers at once – all in an attempt to access the 40 percent of job opportunities that aren't posted on traditional job boards.

Personal branding.
What is this alien concept you speak of?

Despite this becoming much more prevalent among Internet users, I still have found through casual conversation that it's a rather uncommon concept throughout the general public. Personal branding is the use of social media and other Internet platforms to define your personal and professional goals and interests, in addition to connecting with other like-minded individuals.

So, why should you brand yourself? Isn't that just for companies? No. It's not – that sort of mindset is also very common though. Some people simply don't care enough to put in the effort to do so, but it's crucial if you want to break away from the mold and stand out among your peers. In a world of constant change and copious amounts of talent, you can't expect to be noticed unless you do something different.

1. Establish Perimeters

To be effective at personal branding, you must have definitive goals and interests. Don't limit yourself to what others may think is "cool" or like about you. If you're a comic book nerd, embrace that, but stick to a select few interests. The point is to not worry how diverse your interests are from one another, but to keep focused on what you want to be known for and who you want to connect with.

For example, I'm interested in technology, wildlife, outdoors, and writing – all very diverse interests, but I've managed to connect and create personal relationships with people in all of those varying areas through social media.

This doesn't mean you can never post anything that veers away from your "designated" interests, but in general your social media account shouldn't look like a Picasso painting gone awry.

2. Be Active And Consistent

What's just as important as focused content, is being consistent and active in sharing and curating that content. Whether you're sharing some of your own work, such as a post on travel tips or someone else's article on the best uncommon places to visit in the world, the key is that you're keeping your content frequent and up to date.

"That's all great, but I've got a busy life doing all those things I'm passionate about – how am I supposed to find the time to post?" If you find yourself asking this, it's a

THE MINIMALIST GUIDE TO PERSONAL BRANDING ON SOCIAL MEDIA

valid concern, especially since there are peak times you should be sharing content.

The answer is to schedule your posts. This allows you to create when you feel most inspired, but to share when people are most likely to see it.

For that, use apps like Buffer. It's a fantastic browser extension for Chrome, Firefox, Opera and Safari that allows you to schedule posts to Twitter, Facebook, LinkedIn, App.Net and Google+ Pages (unfortunately not personal profiles at this time).

Want to do more than just schedule tweets and posts? Hootsuite and TweetDeck allow you to manage your all social media accounts from a single interface. TweetDeck manages just Twitter, however, Hootsuite allows you to manage Twitter, Facebook, Google+ and LinkedIn accounts, in addition to groups on these social networks. Both tools have fantastic user interfaces that are pleasantly easy to use.

3. Reach Out. Connect. Be Real.

Tools and content won't do you any good if you don't create relationships. And it's important that you don't just talk about yourself, but seek out other awesome individuals. In addition to putting forth that effort, be authentic and yourself with others – don't try to come across as someone you're not. You'll be seen right through and it's a huge turn off.

Facebook, Google+ and LinkedIn all have places that can be powerful resources to connect and interact with other people who share the same interests and passions that you do. These groups range from local networks to worldwide communities.

Google+ has what they call Communities. Here you're much more likely to find people all over the country and world, and a huge variety of broad topics from photography to wildlife to niche topics such as wildlife photography.

LinkedIn has a couple great resources: Groups and Pulse. LinkedIn Groups are much like those of Facebook and Google+, though they don't have nearly as much consistent participation – it's kind of hit or miss whether a group will be widely used by the other members or not. Regardless, it's a great tool to connect with other professionals in your field.

Twitter doesn't have a specific "group" people can all join, though it's a great way to reach out and connect with complete strangers in a non-creepy way. Medium is a "social platform" of writing that is focused around sharing your expertise within a community. Like Pulse, it can be a way to get exposure. However, for some, it's much more than that. Not only is it a great way to share your knowledge, but also a great way to expand it through smart content consumption.

Hashtags are another great way to search and follow topics you are interested in (and find people who are talking about them). By using a tool like Hootsuite, you can follow specific hashtags.

4. Create A Theme

Creating a theme isn't just about looks, but also about representation. Part of this includes what we've already covered – content, but this also is your username (how you're recognized by others on the web) and, of course, the style of your various social media accounts.

Your Bio
Short and sweet, yet interesting and unique – that is a solid start to formatting your bio. Though typically stagnant, your bio isn't something permanent. Interests change. Goals change. And your approach with your online presence may even change. Your bio is how you quickly summarize and grab the attention of others – much like an intro to a story or article.

Username
In general, you want your username to be relevant and consistent. And though it's not the end of the world, it sure does help find someone if they have the same or similar name for all social media websites.

A couple great tools to find a name that allows for this uniformity is **NameChk** and **Knowem**.
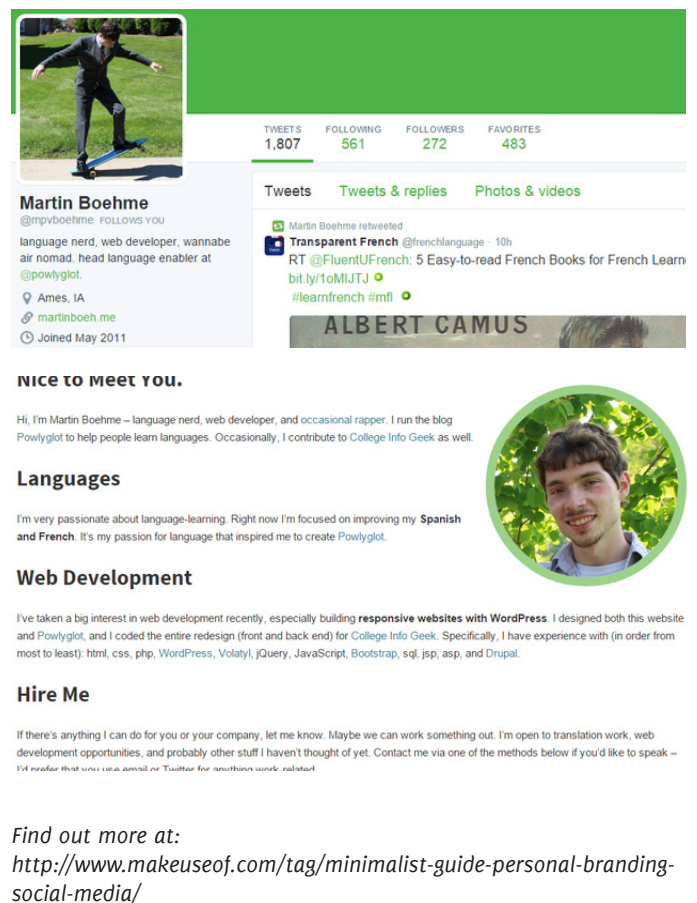
Style
Universal style throughout your social media accounts is a great way to brand yourself and say "Yes, I'm the same person". So even if you don't have the same username across all platforms, you can have the same display picture, creativity and consistent look.

So, why should you brand yourself? Isn't that just for companies? No. It's not – that sort of mindset is also very common though. Some people simply don't care enough to put in the effort to do so, but it's crucial if you want to break away from the mold and stand out among your peers. In a world of constant change and copious amounts of talent, you can't expect to be noticed unless you do something different.

5. Personal Branding Models

I've discovered several people who I feel are great "personal branding models" for you to use as examples while building your own personal brand.

Find out more at:
http://www.makeuseof.com/tag/minimalist-guide-personal-branding-social-media/

5 GREAT LINKEDIN MOBILE APPS TO EXPLORE YOUR NETWORK WITH

AS A PROFESSIONAL YOU ALREADY KNOW THE POWER OF LINKEDIN. NETWORKING AND CONNECTING TO THOSE IN YOUR FIELD CAN BRING NEW JOB OPPORTUNITIES, COLLABORATION, AND BRAND RECOGNITION. LINKEDIN HAS SEVERAL MOBILE APPS FOCUSING ON SPECIFIC AREAS TO ASSIST YOU EVEN FURTHER.

SOME OF THE FOLLOWING APPS REQUIRE COMPANY ACCESS OR A LINKEDIN SUBSCRIPTION ACCOUNT, BUT ARE CERTAINLY WORTH MENTIONING DUE TO THEIR SPECIAL FOCUSES AND MISSIONS. HOWEVER, MOST ARE AVAILABLE FOR USE BY ANYONE.

1. LinkedIn Job Search

Great for finding new opportunities.

The LinkedIn Job Search app is the perfect tool for finding new jobs based on location, title, or keyword. You can receive recommendations and notifications based on you job searches, opportunities that you have previously viewed, or your current LinkedIn profile.

Details on jobs found include the basics such as title, full- or part-time, a complete job description, company details, and options to Save or Apply. You can easily apply for jobs you find using your LinkedIn profile.

2. LinkedIn Connected

Great for investing in your connections.

The LinkedIn Connected app is a great way to stay up to date with the connections you have made. Strengthening your relationships is just as important as creating them. This app allows you to see important updates in your connections' lives. You can receive notifications for work anniversaries, birthdays, job changes, and other important events.

The app also lets you make new connections by showing you who else on LinkedIn that you have in common. You can easily connect and email others from within the app.
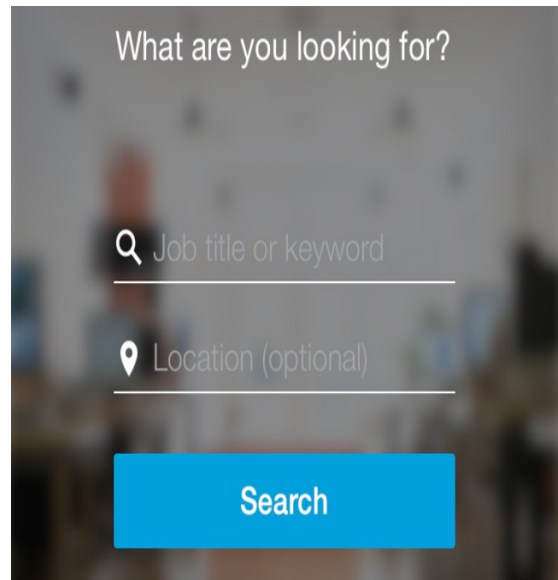
3. LinkedIn Pulse

Great for staying on top of news from your social network.

The LinkedIn Pulse app is an award-winning tool for news, content, and stories from your social connections. You can read, save, and share interesting articles, browse through pieces from key publications, and follow influencers to see their latest articles.

Customize your news feeds based on categories such as Science, Business, Sports, Photography, and more. Share your favorite articles with other social media networks, sync feeds across your devices, and save items to other apps such as Pocket, Evernote, and Instapaper.

4. SlideShare

Great for browsing and creating presentations.

The SlideShare app, which is owned by LinkedIn, lets you peruse through millions of presentations or create your own presentation. From infographics to videos, SlideShare has become one of the most popular tools for media content sharing and creation.

You can search for presentations based on categories such as Technology, Business, Design, Education, and much more. The app allows you to share via Facebook, Twitter, and LinkedIn easily. You can also save those you like to check them out offline later.

5. LinkedIn Recruiter

Great for locating job candidates.

The LinkedIn Recruiter app is available for those with a LinkedIn Recruiter account. There are both free and paid plans available. With the app you can find LinkedIn profiles, contact potential hires via email, text, phone or InMail, and receive alerts in real-time so that you can respond quickly.

http://www.makeuseof.com/tag/7-great-linkedin-mobile-apps-explore-network/

How Safe Are Apps Like Kik, Yik Yak And Snapchat For Teens?

There's a common word thrown around with teens and most social apps: "safety." What's safe for my child? Will they be safe on the Internet? Is this a safe app to use? The reality is that nothing is safe – it's how you use it that makes it safe.

Quick Contact Mobile Apps

Recent social apps tend to put a focus on brief, speedy, temporary communication these days, and many teenagers go into it blindly, not really knowing what to expect. Apps like Kik, Yik Yak, and Snapchat all have similar approaches to communication (but from different angles): they are somewhat disposable.

Kik is all about unlimited messaging via Internet and even browsing – no character limits (like that matters anymore), no data usage over Wifi, and realistically, no text records that parents can get from their provider.

Yik Yak (adorable yak logo featured above) focuses on anonymous communication. A user can post a message to the world which is distributed to 500 of their geographically closest friends. This could be used to arrange parties and hangouts, or more maliciously... rumors and cyberbullying.

Snapchat is all about sending brief images and messages that are deleted after a certain period of time. This period of time can range from mere seconds if sent directly to another user or 24 hours if posted publicly as the user's "Story" (which is viewed much like the newsfeed on Facebook).

What To Watch For On Kik, Yik Yak & Snapchat

So we know the intentions of these apps – great. But again, it's all about how they are used. That said, there are ways the user's privacy can be violated for each individual app. Some examples:

Kik allows individuals to make their own username, allowing for your teenager to use their real name if needed. This is seemingly not an issue with how Facebook works these days, but there are several ways for usernames to be accessed online by people. The Kik community blog also occasionally features user names and encourages user submissions of screenshots and photos.

Yik Yak kind of goes without saying. With anonymity, anyone can say anything, and this could certainly lead to nasty rumors being spread with few consequences. There's also the horrible possibility of delinquents suggesting people meet them at a certain location for fun... only to be met with something much worse.

Snapchat boasts about its disposability of messages. Well, the fact is that those messages and photos have to be stored somewhere, and any user could more than easily take a screenshot, saving images forever. It's also an open door to reckless sexting due to the whole "low risk" side of it, but since images can be saved your teen's unwanted photos could be spread around. Snapchat also allows for money transfers now, so it's also important to stay careful with that.
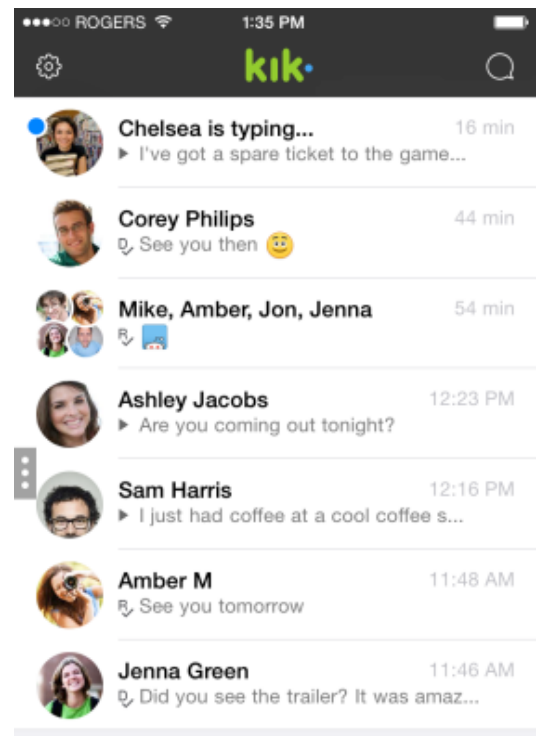
Better Usage Of Mobile Social Apps

Rather than just banning your kids from these apps, it might be better to figure out workarounds on how to handle them. Besides, you can't avoid social interaction in the real world, right? Else, you will end up with a lot of cats. It's sometimes a good idea to apply problem solving to apps you don't want to avoid as well.

Kik isn't that bad an app when you get right down to it. It's smart, even – no data usage and the ability to interact with anyone regardless of service or country? Pretty great. It's just important to use it with only people you know, block anyone you don't, and avoid posting anything relating to it on the Internet in a way that everyone can see.

Yik Yak is fun to use, but it's a wide open door for cyberbullying. While you can't control others' actions, it may be good to remind your teen not to foster that type of activity when using it. Also, an obvious measure to protect them would be to completely avoid meeting up with people they don't know! Instead, posting goofy messages about interesting sightings in town and even something like geocaching (in groups) could be fun.

Snapchat can be entertaining to use for the visual aspect – the catch is to never send anything you wouldn't want to be around forever. Also, as for the money thing... just don't be stupid. It's far too easy to type in a dollar sign and a few numbers, thus allowing it to be directly pulled from your bank account.

Find out all about our work at:
http://www.digital-identity-project.eu/
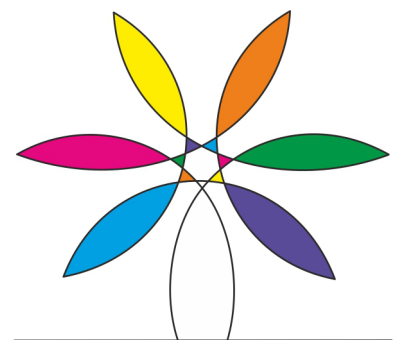
The mentoring relationship is a two way process which potentially benefits both mentee and mentor as they learn from each other.

IES Sant Vicent Ferrer
Algemesí

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