



MANAGING YOUR DIGITAL FOOTPRINT

Careful management of your online presence is important at any time, especially when you're looking for a new job.

What is my digital footprint?

Your digital presence or digital footprint is an extension of your real-life self. It's important to consider this during your job search.

It includes all traces of your online activity including photos, videos and posts on social media; comments on news articles or other online content; and even records of your internet browsing and online shopping habits.

A recent study found 70% of hiring managers and HR professionals regularly use social media to 'screen' candidates.

4 tips for managing your digital footprint

1. **Google yourself.** It's always worthwhile knowing what someone will find when they Google you (which many hiring managers and recruiters will do). Is the content about you positive and professional?
2. **Double check your privacy settings.** We suggest doing this across all of your social media accounts on a regular basis. While many people choose to limit their social posts to 'friends only', you might choose to make some aspects of your **LinkedIn profile** public to help with your job search.
3. **Take password security seriously.** If you have a password that can be easily guessed, you're vulnerable to being hacked. Creating strong, unique passwords is absolutely essential to protecting your digital footprint. Avoid obvious combinations like birthdays and names of children, spouses and pets or simple and combinations like 'password1234'.
4. **Build your reputation online.** Social media isn't something to be feared during your job search. Used in the right way, it is a great opportunity to introduce yourself to a prospective employer before they actually meet you. You can create a positive and professional reputation by being mindful about what you post on social media, for example, posting and sharing 'clean' and relevant photos and posts, making positive comments on others' social media and un-tagging yourself from questionable social posts or images.

Social media do's and don'ts for when you're job searching

Here are some simple tips to help you manage your social media presence.

Do

- Review all of your social media profiles before you start applying for jobs.
- Remove inappropriate or questionable photos and posts (this includes negative comments about previous employers or workplaces, over-the-top personal information, health information, controversial political views and risqué photos).
- Share photos of your interests and hobbies. We all have interests outside of work and social media is a great way to showcase these.
- Share useful, interesting and insightful content from others.
- Think of social media as an opportunity to show who you are and stand out from the crowd.
- If you don't already have one, create a LinkedIn profile. LinkedIn is the professional version of Facebook and a valuable networking tool.

Don't

- Create an online identity that is vastly different to the real-life you. Consistency is important.
- Allow anything on your social media profiles/accounts that is unprofessional or unethical (eg swearing, defamatory content, typo-ridden posts).
- Make every post a selfie 😊

Check out [10 tips for managing your LinkedIn profile](#).