



DIGITAL FOOTPRINT & IDENTITY

We define who we are.

Who's Looking at Your Digital Footprint?



share carefully

How can information you post online affect your future opportunities?



Digital footprint

All the information online about a person either posted by that person or others, intentionally or unintentionally

Know Your Digital Footprint

- ✓ **It's growing.** Your footprint expands as your information is copied and passed on, making it more searchable and viewable to a large invisible audience.
- ✓ **It's not just up to you.** When other people—like your friends, companies, or groups you belong to—track, post, or share information about you, it becomes part of your footprint.
- ✓ **It's permanent.** Because it's archived in a variety of ways and passed on by others, it doesn't ever go away.

*How does it make you
feel knowing that
everything you do online
is stored and can be
searched for, shared, or
even broadcast?*

Good for digital reputation

- Photos and videos of you doing activities for school and community
- Positive comments about you from others
- Cool things you created for school or for fun
- Sports and hobbies that show your talents

Not so good for digital reputation

- Embarrassing or humiliating comments or photos
- Hints of drug or alcohol use
- References to illegal or bad behavior
- Personal information that you shared in confidence with someone
- Photos that were taken without your consent



Rescinded

Taken away or canceled



- Why did Harvard revoke the students' admission? What was their reasoning?
- Do you agree with their decision? Why, or why not?



Personal branding

The practice of marketing yourself to the public using social media, a personal website, advertisements, or other non-digital tools

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