



# Online Reputation Checklist

Your digital footprint is the mark that you leave behind when using the internet and can shape your online reputation. Your digital footprints can be positive or negative and can influence how people see you now or in the future. Use our simple checklist to help manage and maintain your online reputation.



## Make a positive footprint

The internet is a fantastic way to shout about all your achievements and to let everyone know about all the amazing things you create and do online. The best way to keep your online reputation in check is to use your time online to get creative and leave a positive mark behind. For example, you could write a blog to promote all the great things you're doing or create a video to teach others something new.



## Search yourself online

Do you know what is online about you? It's recommended that you search your name online regularly. You might be aware of the content you post about yourself online, but are you aware of what others post about you? Set up Google Alerts - where you will receive an email every time your name appears in a Google Search result. Remember: if your Instagram or Twitter pages appear you can change this by adjusting your privacy settings.



## Check your privacy settings

Make sure you know what information you are sharing on the platforms you use, in particular social networking sites. Most social networking sites have privacy settings to help you manage the content you share and who you share it with; you can decide if you want your posts to be shared with all your online followers, or a specific list of followers or the public. Keep in mind that your friend's content and their settings can also affect your digital footprint; remember you're only as private as your most public friend! Have a look at [www.saferinternet.org.uk/safety-tools](http://www.saferinternet.org.uk/safety-tools) to learn about how to set up privacy settings on your account.



## Think before you post

Be proud of everything you post online! Before you post that silly photo of a friend on Instagram, ask yourself if you would be happy for that same friend to post a photo like that of you. Even if a service states that once you post a photo it will disappear after a certain period of time, once something is online it could potentially be there forever!



## Deactivate and delete

If you stop using a social media account it's a good idea to deactivate or delete your account. Deactivating your account means that you can still access the content posted for a period of time. Deleting the account removes the account completely. Over time, this will prevent it appearing in search results on a site or through a search engine, and it will remove the risk of these accounts being hacked without you knowing.