

## Think About:

- Presentation and professionalism – tone, consistency and authenticity
- Identification – how do people know it is you, be consistent if you want to be identified in a search. Use the same photo or key words.
- How do you balance your personality with professionalism
- Your audience – For example if you create a blog, who are your readers and why?
- Accessibility – There can be barriers to online connections and developing professional relationships

## Tools and Techniques:

- Use an incognito/private option to ensure you are not leaving your footprint online
- Overload of Time and Energy – The amount of time you put into your online presence is guided by your priorities, it is your decision.
- Periodically Google yourself, what do other users see online about you?
- Guerilla Mail – Create a fake email address you can use to sign up for online services <https://www.guerrillamail.com/>
- Just Delete Me – Helps direct you to the page on a site where you can delete your profile <http://justdelete.me/>
- Manage privacy settings on sites and contributing content you want others to see

- Be aware of/keep up to date with your company/institutional social media policies
- Talking online requires etiquette, does your company/institution have this?
- Monitor what future employers may view on your blogs, twitter account



# Managing Your Digital Identity



## How to manage your professional and social identity

## Managing your digital and social identity

### Benefits of a digital identity:

- Can connect both on and offline, networking is critical personally and professionally
- Dissemination – discussion with others can enhance your ideas. Find and share information
- Participation can lead to new possibilities
- Support and feedback from a network of peers and colleagues from all over the world
- Keep up with news relating to your profession or a field you're your career path to go

### What is Social Media?

'Noun: treated as a singular or plural websites and applications that enable users to create and share content or to participate in social networking' Oxford English Dictionary

### Social Profile

- There is an option to create a personal 'profile' page or a general 'profile' page
- Personal website – by using papers, writing, C.V.

### Platform Specific Profiles

LinkedIn  
Facebook

### Landing pages

Sites designed to provide central place to link multiple online profiles

### Social Media Examples:

A social network focused on professional life and connection with people. Your profile is a resume of your professional life. Companies have pages and advertise positions available.

[Academia.edu](#) – a social network for academics

**Content/media sharing:** Tools and sites designed to create, publish and share media content like audio, video, photography and documents.

- YouTube
- Flickr
- Instagram

**Blogging:** Online posts that can include images, essays for either personal or professional topics; can be written by an individual, group, company or institution.

- Wordpress
- Tumblr
- Twitter – mini blogging, can be a one-way relationship, follow without being followed. Links, photos and other content can be shared, can talk directly to people using @name. Only two privacy settings. Questions can be asked using a hashtag #

**Chat:** Text, voice chat and video chat applications

- Snapchat
- WhatsApp
- Skype
- Google Hangouts

### Issues You May Encounter Using Social Media:

**Privacy and Surveillance** – Social media are owned by companies who aim to profit from the generated data.

**Risk and Abuse Online** – Trolls, plagiarism and appropriation.

**Ethics** – Participating in social media generates data used in research/studies.

**Overload from to Much Involvement** – Interaction takes time and energy.

**Accessibility** – Remember not everyone has the same level of access or proficiency to resources required. A discussion online does not include everyone.

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