Your Online Reputation Is Important

If you think back to high school, you might remember being judged based on your reputation, along with your clothes, hair, and whom you were friends with. Times have changed, and with the growth of social networking platforms, the World Wide Web has turned into a popularity contest that pits your online reputation against others.

Your online image is made up of everything about you that exists online; including profiles, images, posts, blogs, videos, articles, etc. The range of materials that could potentially impact your online reputation is broader than you might realize.

Creating a good online identity is becoming indispensable in today's world. What you once thought was your private online information may not really be as private as you thought. Having a bad online reputation can kill your potential jobs, business, or even relationships without you ever having the chance to say a single word in your own defense.

Students who pay attention to their online reputation and "personal brand" throughout college will have a natural advantage in the job market upon graduation, regardless of their course of study.

It takes many good deeds to build a good reputation, and only one bad one to lose it. — Benjamin Franklin

Be Smart on All Social Media Sites

- You never know what could cost you your job, your relationship, or even friendships.
- Whether you like it or not, people will judge you based on how they perceive you on social media.
- Your online reputation is a very real permanent record and may come back to haunt you if you’re not careful.
- Do what you can to ensure that your true, good self is what is being presented.

For additional information on how to build and maintain a good online reputation, visit our online reputation site at:
security.arizona.edu/reputation

For information on Social Networking, visit our page at:
security.arizona.edu/socialnetwork

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WHAT EMPLOYERS LOOK AT

The Good

- 86% of employers say a positive online reputation factors into their hiring decision
- 68% of those employers hired a candidate for the good things they found
- Employers look for personality, organization, true professional qualifications, good references, solid communication skills, and well roundedness.

The Bad

- 69% of people are rejected due to the information found on social networking sites and Google searches.

The Ugly

- 21% of candidates are rejected due to inappropriate photos
- 11% of candidates have been rejected due to lying about their qualifications and information
- 63% of candidates rejected due to inappropriate posts and statuses on their accounts
- Those select few idiot friends also play a part in the judgments of your character

WHAT YOU SHOULD DO

Create a good online identity is becoming indispensable in today’s world. What you once thought was your private online information may not really be as private as you thought.

Make every effort to find out what is out there about you.

- Google yourself, then Yahoo!, then Bing. If you’ve signed up for any social media profiles, blogs, dating sites, etc. or have been included in court or public records, on the Web, check out Pipl as well.

Clean up what is out there.

- Anything that may be taken out of context should be removed.
- Always be cautious of what you post & do.

Make sure everything is accurate about you.

- Instead of clearing all information on online profiles or removing your name from websites or blogs, ensure that what’s on those pages complements your reputation.

Surround your name with information you want to be associated with.

- Bits and pieces of you are at a number of other sites, like LinkedIn, Craigslist, or Foursquare, as well as blogs, forums and wikis.

Create a positive online presence.

- Put up your resume on a site with your domain or make yourself noticeable on forums of charitable organizations that you support.

Frequently check & keep up to date on the privacy settings for your social media accounts.

CREATE A POSITIVE REPUTATION

86% Employers say a positive online reputation factors into their hiring decision.

Create your personal brand.

- Establish yourself as personally involved and make yourself known in the online community.
- Define your brand by defining yourself.

Start a blog to share your expertise and connect with other people.

- Those who offer real solutions to pertinent issues, original viewpoints, and valuable commentary, have the best reputations.
- Offer compelling and quality online content.

Have multiple profiles on the web.

- The 3 must have social networking sites for a good online reputation are LinkedIn, Google Profile, and Twitter.
- Use social media tools to help shape your online brand, either as a networking tool or as a place to share a concise professional biography.

Protect yourself from online brand hijackers.

- Your online brand should be yours and yours alone; focus on claiming as much of your digital real estate as possible.

Live and breathe your personal brand.

- Take time daily to add fresh content to your accounts, build out your professional network, and scan the Web for references of yourself.