Your online image consists of everything about you that exists online, including content you provide on social media websites. Online profiles, comments, blogs, videos, photo albums, etc. — all of these new ways of connecting help us to stay in touch with family, friends and colleagues. How you choose to use these tools will impact your online image, — either positively or negatively. Having a bad online reputation can harm your prospective job opportunities, as well as personal and professional relationships. As a University of Arizona employee, your posts can also harm the image of the University and your fellow co-workers. This is why it is so important to cultivate your online image so that it enhances your reputation.

For additional information on Social Media and your Online Image, visit our sites below:

⇒ security.arizona.edu/socialnetwork
⇒ security.arizona.edu/facebook
⇒ security.arizona.edu/onlinereputation
⇒ security.arizona.edu/think

Please Note: While these sites are more geared toward the University's student population, the information can easily be adapted into your own life.

Information Security Office

infosec@email.arizona.edu
Phone: 520-621-UISO (8476)
security.arizona.edu
facebook.com/uainfosec
twitter.com/UA_InfoSec
As a member of the University of Arizona community, it is critical to understand the ways social media content may affect your personal and professional reputation and credibility, as well as the way it can lead others to perceive the University. Monitoring your online reputation, especially since you are associated with a large organization like the University of Arizona, should become part of your daily social media routine.

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**Social Networking Tips**

- Use appropriate privacy settings to reduce the risk of your personal information and content being accessible to unintended audiences.
- Do not use your UA NetID or password on any sites associated with personal use.
- Always be cautious of what you post and do on websites. Once you post something, you are no longer in control of it; it is online forever, even if you delete it.
- Post only what you would be comfortable with the world seeing. Your account settings may be private, but others’ privacy settings may end up posting comments you only meant for “friends” to see out to the internet world.
- Choose your social network carefully. Evaluate the sites and make sure you understand the privacy policy. You will be providing personal information, so use the same criteria that you would to select a site where you enter your credit card.
- Use sound judgment when connecting with students from your personal accounts. It is generally best to connect with students after they are no longer members of your class.
- Think twice before you use social networking sites at work.

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**Creating a Positive Online Image**

- Search your name regularly (ego surfing). It may sound vain, but you need to always know what is out there about you.
- Regularly monitor social media sites to ensure that others have not included you in things depicting unprofessional conduct. If you discover such things, make reasonable efforts to remove them.
- Sign up for Google Alerts. It monitors your content and alerts you if anything is posted about you.
- Surround your name with good things. Make sure that your posts, including pictures and videos, depict positive things about you.
- Ensure that your profile and the content you share are consistent with how you wish to represent yourself to colleagues, students, parents, alumni, etc. and ensure they are aligned with the University’s values and professional standards as well.
- Be authentic. Establish an online reputation that is genuine to ensure your credibility and integrity, as well as the University’s. Anyone who tries to put you down will find it hard to do so if your name is already acclaimed around the web.
- Think ahead. Always be proactive, and make sure you are always doing something to establish a good reputation.
- Always keep in mind that your online image is a very real PERMANENT record that can come back to haunt you.

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**Your online reputation is a very real PERMANENT record, that can come back to haunt you.**

- Avoid behavior that would not be acceptable in a University workplace, such as talking about students, employees, or others in a manner that is profane, threatening, or violates their privacy.
- Be respectful. As a UA employee, you understand the University’s commitment to respect for the dignity of others and their ideas and beliefs. Your reputation and the UA’s are best served when you remain above the fray.
  - Be wise in how you choose to engage in conversations. If you make comments on issues of interest, be sure that these comments reflect positively on you and cause no harm to others.
  - Keep in mind that work-related complaints are more likely to be resolved by using established workplace channels to address workplace concerns than posting complaints to a social media outlet.
  - The line between professional and personal business is sometimes blurred. When your personal online posting or profile notes that you are affiliated with the UA, include a statement that the content of your posting reflects only your personal views and not those of the UA, its colleges or affiliates.

**BOTTOM LINE: Always think before you post.**

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**Your Online Image is more important than you think >>>**

As employees of the University of Arizona, you represent the University in all parts of your life, even your personal life. Through social media, you humanize the UA brand, moving it beyond just a higher education institution in the social media landscape. What you do, say, and show online does more than just affect yourself; it has an impact on the reputation of the entire university.