

GETTING A **KICKASS** ONLINE REPUTATION ONLINE REPUTATION MATTERS. #FACT.

TAKING CONTROL

So what can we do to keep our reputation in shape. Here's a couple of handy tips:

#1 GOOGLE YOURSELF –

but not in a needy way ☹️. As a rule do this every few weeks and most importantly, before a potential employer carries out their search on you. Stay ahead of the posse - it's a good idea to set up a Google Alert on your name which will notify you, via email, should any new content about you appear online.

#2 PRIVACY IS KEY –

keep your personal information private – When it comes to keeping stuff private on social networks it's harder than you think. Pay attention to the content you upload to social-networking sites and adjust the privacy settings accordingly to suit who you want to be able to view and potentially share it on. If you use mobile apps for social networking, it's also important that you visit the privacy settings on these, as they may be different to your more traditional web based platform.

#3 TAGGING –

Even if you are taking care to keep your own privacy in check on social network websites, it can be difficult to manage the content others will post up on you and tag you in – and this can cause some serious problems. Pay close attention to the images your friends are posting online and tagging you in and also the comments they are associating you with and remove any tags which are embarrassing or negative, even if they're 'funny'.



#4 GENERATE POSITIVE CONTENT –

As a whole we need more positive content to be generated via social media. Way too many people use platforms as their own personal soap box to rant and rave about all sorts of crazy things. Posting on your interests, or careers you would like to pursue, connecting and following people who inspire you and achieve good things are all ways to boost your reputation and improve opportunities online.

#5 OVERSHARING –

Way too many of us are sharing absolutely everything going on in our lives via social media. As a rule of thumb, be an internet wiseguy and keep views you may have in relation to religion or politics off social networking websites. Equally, be careful about sharing content which may be unsuitable and joining groups which in hindsight might be of an inappropriate nature.