

Protecting Your Online Reputation

A Guide for Teens and Educators



Why Online Reputation Matters?



Your online reputation is how others perceive you based on your digital footprint.



Potential employers, college admissions officers, and peers may judge you based on your online activity.



Building and maintaining a positive online reputation is essential for personal and professional success.

Personal Branding

LinkedIn revealed that 70% of professionals believe online networking is essential to career success. ⁽¹⁾

70%

75%

the candidate's professional online presence influences 75% of recruiters. ⁽²⁾

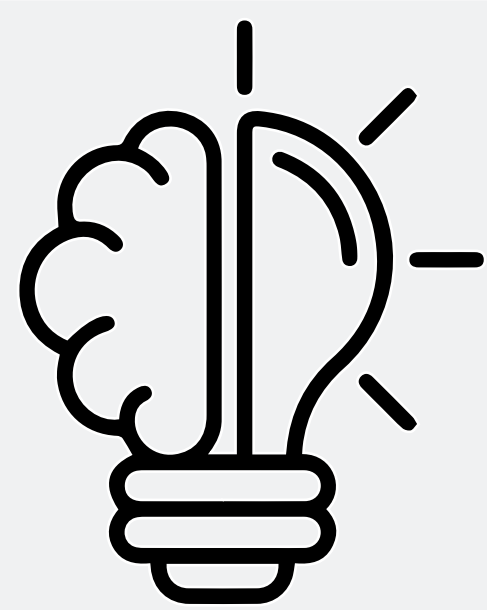
70% of employers use social media to screen candidates during the hiring process. ⁽³⁾

70%

92%

92% of recruiters use social media as a recruitment strategy. ⁽⁴⁾

Tips for Teens



Think before you post

Pause and consider the potential consequences of your online actions.



Use privacy settings

Adjust your privacy settings on social media platforms to control who can see your posts & personal information.



Be mindful of your digital footprint

Everything you post online leaves a trace, so be conscious of what you share and how it reflects on you.



Report cyberbullying

If you encounter cyberbullying or harassment online, report it to the platform and seek support from trusted adults.



Strategies for Educators

Lead by example

Model positive online behavior and professionalism for your students.



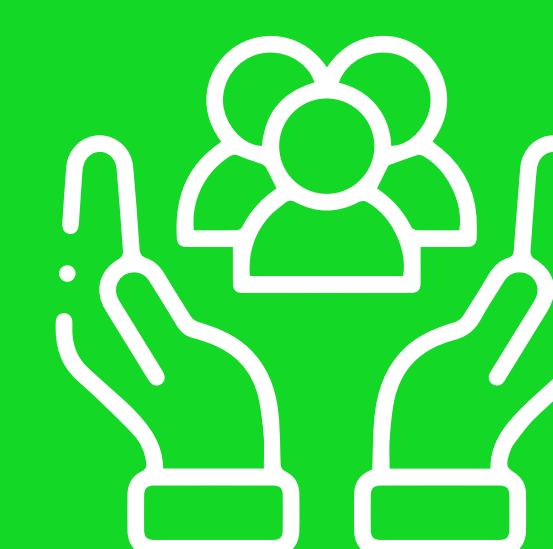
Incorporate digital citizenship lessons

Teach students about responsible online behavior, digital literacy, and the importance of managing their online reputation.



Provide support

Create a safe and supportive environment where students feel comfortable discussing online issues and seeking guidance.



Stay informed

Stay updated on the latest trends and challenges in online behavior and digital safety to better support your students



Always Remember!

Your online reputation is a valuable asset that requires care and attention. Take proactive steps to protect it and build a positive digital footprint.

Citations

(1) <https://news.linkedin.com/2017/6/eighty-percent-of-professionals-consider-networking-important-to-career-success>

(2) <https://www.statista.com/topics/2727/online-recruiting/>

(3) <https://hbr.org/2021/09/stop-screening-job-candidates-social-media#:~:text=Social%20media%20sites%20such%20as%20Facebook%2C%20TikTok%2C%20and,have%20rejected%20applicants%20because%20of%20what%20they%20found.>

(4) <https://www.careerarc.com/blog/social-media-recruiting-statistics/#:~:text=Social%20channels%20that%20source%20the%20highest%20quality%20candidates%3A,use%20social%20media%20and%20professional%20networks%20for%20recruiting.>



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