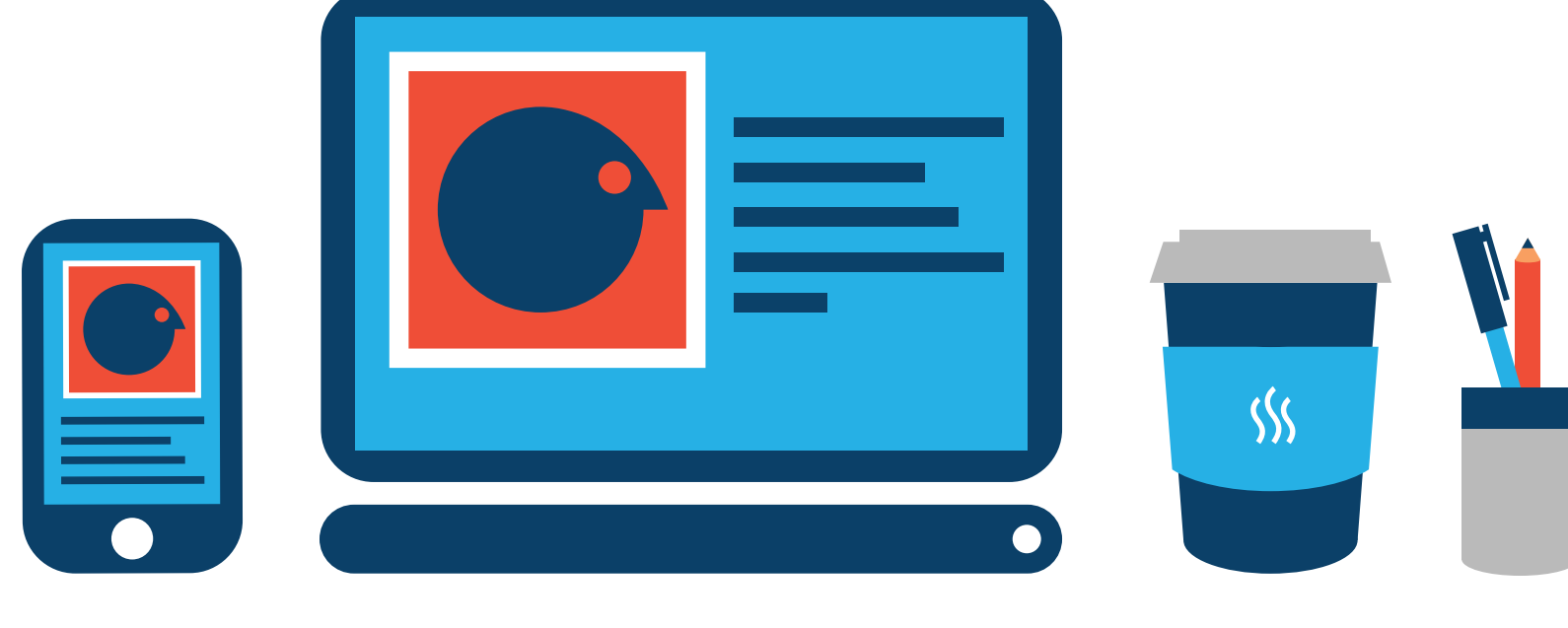


# Your digital identity

*It can take years to build your online reputation, and only moments to damage it.*



## 3 ways to build your reputation.

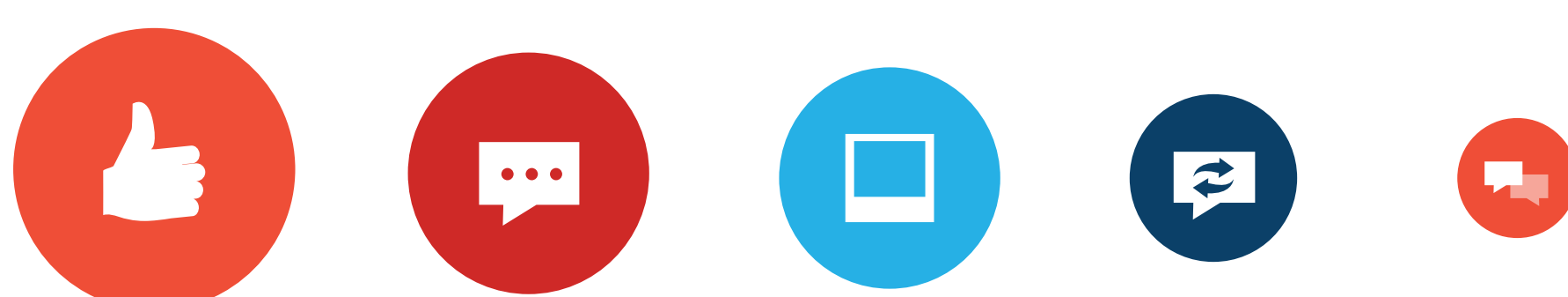
**1.** Different social networks have different strengths. Be sure you use them appropriately.

**48%** of 18-24 year olds in America get their news from Facebook.<sup>1</sup>

**82%** of LinkedIn members have confidence in the professional information they receive from LinkedIn.<sup>2</sup>

People on Facebook typically spend time:<sup>3</sup>

**26%** Liking another person's content  
**22%** Commenting on a post or status  
**20%** Commenting on a photo  
**15%** Updating their status  
**10%** Sending private messages



**2.** Join social conversations and share content that is relevant to the people in your network.



**81%** of people on LinkedIn belong to at least one Group.

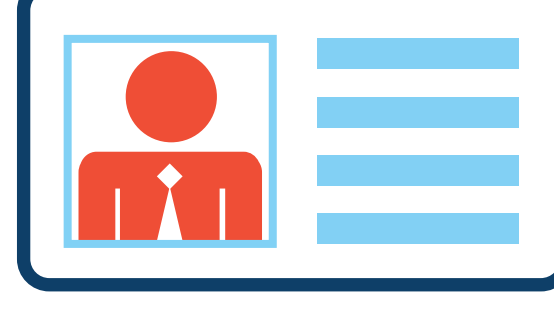
**52%** participate in Group discussions.<sup>4</sup>

**92%** of retweets.<sup>5</sup>

**3.** Authenticity is key in social computing and can help develop quality business and personal connections.



Don't be afraid to share your personal opinions but consider who you are communicating with and be mindful of the lasting impact of your words.



It's good to identify who your employer is, but when you post content, be sure to be clear when you are speaking on behalf of yourself or on behalf of the organization you work for.

## 3 ways to maintain your reputation.

**1.** Think before you post. Information spreads fast online so be mindful that what you publish will be public for a long time.

Deleting something you've said doesn't necessarily make it go away.



**92%** of retweets happen within one hour of the tweet being posted.<sup>6</sup>



**2.** Know who you're sharing with. Some status updates and content are appropriate for some people but not for others.

Of people on Twitter:

**72%** post personal updates.<sup>3</sup>

**62%** post updates about work.<sup>3</sup>

**55%** share links to news stories.<sup>3</sup>

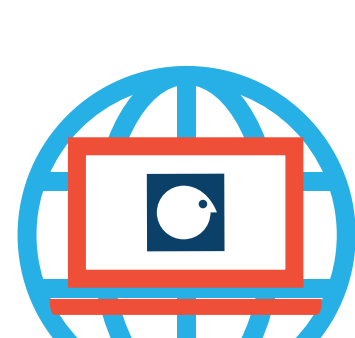
**3.** Monitor and influence your online identity. With more control over what you share, and a more complete view of your digital identity, you can better protect your online reputation.

### Privacy settings



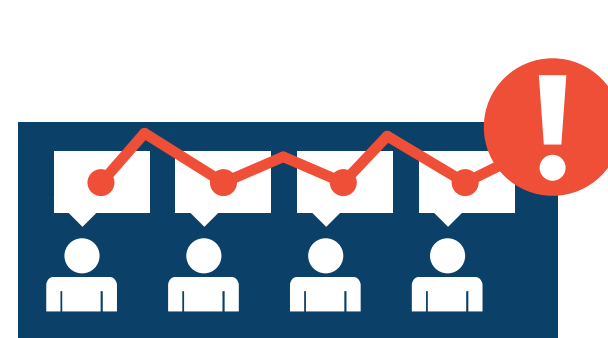
Check and adjust your privacy settings to ensure you aren't sharing anything you don't want to.

### Public profile

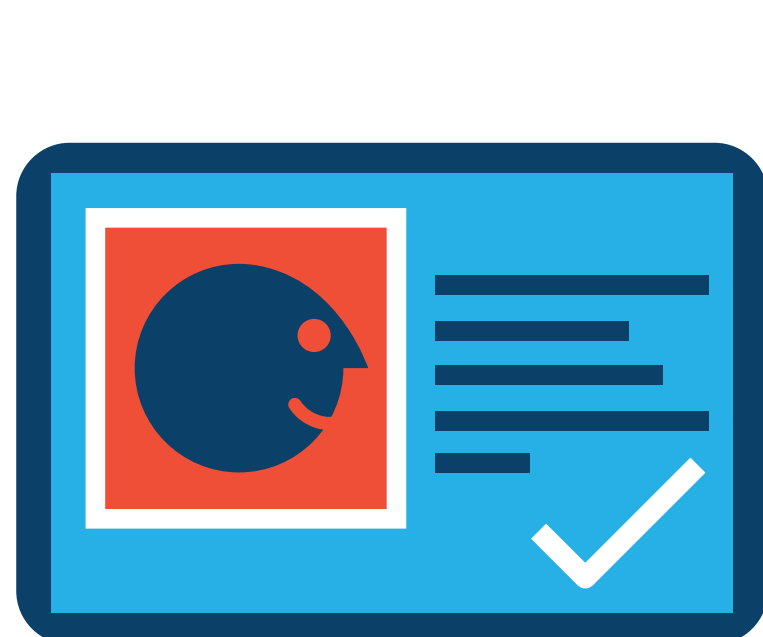


To manage how your online profile appears to others, simply log out of your account and make changes accordingly.

### Reputation listening



Use tools like Google Alerts to monitor what others say about you online.



*Your online reputation is an important part of your professional and personal life. Follow these tips and always use good judgement when participating in social networks.*