

# MANAGING YOUR PERSONAL E-REPUTATION



Everything you **say and do** online can have an impact on your **reputation**. The Internet is a vast **collection of details**, and you might be surprised at just how much information on **you** can impact how you look and how you are perceived as a person and a professional.

# 1 What's an E-Reputation?



## ▶ Your Professional Presence

**48%** of recruiters and HR professionals refer to **personal websites** when deciding whether or not to hire you.



## ▶ Search Engines

These catalog everything from blog posts and press releases to your social media updates.



## ▶ Blogs and Websites

People talk about both your corporate and personal brand online. Staying on top of what's being said can help prevent damaging comments, and you can share the good ones!



## ▶ Social Media Sites

Whether you use social media sites or not, mentions of you and your business can appear on **Twitter, Facebook, LinkedIn, ASmallWorld, Xing, Viadeo, and other sites.**



Your online reputation isn't just what you put up online; it's how you put it online, where you put it online, and when you do it! And it is also affected by what others say about you.

## 2 Why Online Reputations Matter



You might not care much about what people think of you in real life, so why worry about it online? Unfortunately, the Internet has a far longer reach than small town gossip.

### ► Future Jobs

**78%** of recruiters **check search engines** to find out more about potential employees.



Social media sites are checked by



**63%**

of recruiters.



Other sites being checked include blogs, photo sites, forums, and gaming sites.



Who you hang out with, the associations you keep, and the companies you've worked for may affect whether or not you get the job.



## ▶ Current Jobs



Your digital life is the mirror of your professional success, even internally. Digital behavior is followed by employers, and abusing it can be bad for you.

8% 

of companies have **fired someone** for abusing social media.



## ▶ Potential Wins

### A good presence

online can win you business, promotions, and respect.



Good digital branding.



Good digital biography.

### A bad presence

can influence people and change their opinions (for the worse) about you.



Bad presentation.



Negative or no presence online.

### 3 What Potential Employers Are Watching For



#### ▶ Common Reputation Issues Faced Online

What can you expect if you end up with a **bad reputation**? While every case differs, here are some of the **more common problems** we have encountered:



▶ **Photos of you** being used without your permission.



▶ **Unflattering information** or comments about your character or professional work.



▶ **Incriminating information** leaked or simply published in the process of a legal action or complaint.



▶ **Being digitally non-existent.** Not having a social presence can be a detriment in this day and age.

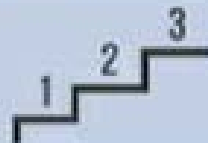
## 4

## What Can You Do About It?



Apart from **never going online** or letting anyone take pictures of you, **what can you do to protect and boost your e-reputation and digital reach?**

## Set Your Own Reputation



▶ **Don't** let someone else create your rep; create your own digital strategy.



▶ Get online and establish a **strong and positive** presence.

## Stay On Top of Things



▶ **Google your name** frequently and **take note** of where you appear online.



▶ Also check any **online aliases**, as these may be tracked back to you in the future.



▶ Check **Facebook, Twitter**, and other sites to be sure you **catch everything** being said about you.

## Ensure There Is More Good Than Bad



- ▶ Post your own information on a regular basis.



- ▶ Use **SEO** to ensure your **preferred articles** are in the top results for your name.

## Secure Everything



- ▶ Make sure **your own accounts** are **secure** so no hacker will use them to post unpleasant things.



- ▶ Don't reveal **full birth dates, addresses, or other personal information.**

## Educate Your Family and Friends



- ▶ Monitor postings and tags of your image on social media; use image search.



- ▶ Ask others to **remove photos** or unflattering mentions of you from social sites.



A grey browser window graphic with a white address bar at the top. The text inside reads: "Protect your e-reputation and boost your digital presence by staying on top of what's being said about you online and developing a real digital strategy. Do it for yourself, for your professional life, for your friends and family - and your sanity." In the bottom right corner of the window, there is a white padlock icon with a question mark inside, and a grey mouse cursor arrow pointing towards it.

Compiled by:

# kbsd

KBSD Digital Marketing is a specialized consultancy dedicated to optimizing Internet and interactive medias for companies and prominent individuals, targeting higher return on investment, global branding, online reputation management, and conversion rate optimization.

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