YOU KNOW HOW TO GOOGLE, BUT HAVE YOU GOOGLED YOURSELF LATELY?

Managing Your Online Identity
Presenting...

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- Web technologist since 1999
- Web IA, CMS Consulting
- Noel-Levitz Associate Consultant, Web Strategy and Interactive Marketing Services team
- Likes to garden, bike, hike, hunt

Ashley Sumner
- Assistant Director of Strategic Web Marketing at UVU
- Social media professional since 2009
- Worked with more than 300 social media accounts
- Beginning to revamp UVU’s social media presence
- Likes to ice fish, read, and cook
"Your job will be to assume my identity on Facebook, Twitter, and all other forms of social media, so our clients can have a one-on-one relationship with the real me."
WHAT WE WILL BE COVERING...

- Learn about your online identity through search engines
- Learn how to find information about you online
- Learn strategies to improve “rankings” in search engines
- Use your professional page at UVU to improve your online identity.
- Learn how to manage your identity through social media for personal and professional success.

- Notes will be available at: www.uvu.edu/wds
- Only need to take notes on what is NOT on the slides
TOPICS NOT COVERED

- Protection against identity theft

- However, good practices to follow:
  - Cross-cut shred anything that leaves your house with name, address, or other personal information
  - Cross-cut shred ALL credit card statements and pre-approved applications
  - Only purchase online with credit card, not debit cards
  - Check your credit report every 90 days for any suspicious activity
  - Make your passwords bullet-proof. Include a variety of characters, and don’t make them guessable. Change passwords regularly.
MANAGING ONLINE IDENTITY

- **Personal Online Identity**
- **Departmental Online Identity**
LET’S TALK ABOUT YOU!

- Used to be hard to find out about someone
- Online search engines capture everything online
- Most everyone gets “googled” these days
- If you do not have an online presence, it can be a red flag for potential employers
- Be aware…not afraid
“It is no longer an option to monitor your online presence – it’s imperative.” – Katharine Brooks, Ed.D.

“We are what we pretend to be, so we must be careful about what we pretend to be.” – Kurt Vonnegut
WHY SHOULD WE CARE?

- Personal image has always been important

- Work hard to improve the image we have

- Need to do the same with your online image

- “Tagging”, “likes”, “+1”, and social media have increased the need to monitor our online image

- What is YOUR online image?
WHO ELSE CARES?

- 91% of hiring managers screen applicants’ social media profiles
- 54% of social users have been the target of an identity threat
- 42% of companies have reconsidered job candidates based on the content of their social media profiles

CSID, Sept. 2013 Managing Your Online Reputation in a Digital World
WHAT IS YOUR IDENTITY?

- Name (Username, Nickname, Maiden Name, Middle Name)
- Content About You
- Profile Picture and Cover Photo
- Professed Interests, Likes
- Photos of You
- Friends’ Posts, Tagged Photos
- Your Posts
- Your Major Life Events
- Your Friends and Connections

- Your Employer
- Your Work History
- Your Spelling and Grammar
- Your Age and Birthday
- Your Privacy Settings
- Your Location Services Settings
- Your Phone Number
- Your Email Address
- Your Home Address
- Your Credit Card Information
- Your Social Security Number
STEPS TO MANAGE ONLINE IDENTITY

1. Be actively involved in “your” online presence
2. Regularly “google” your name
3. Sign up for Google Alerts
4. Review the information you find
5. Banish, Bury, Build
6. Expand your search
ME

NOT ME
You're attached to more than you know. But you can make play it like a numbers game.
**BANISH, BURY, BUILD**

- **Banish**
  - Get rid of what is not wanted/needed (may not be “removed”)
  - Use tools such as Google Webmaster Tools to request take downs

- **Bury**
  - If you can’t remove it, bury it with other information
  - The more you post, the further down old information will appear

- **Build**
  - Connect with social media sites (LinkedIn, Facebook, Twitter, etc.) and add more positive content
  - Expand your presence by using other tools and platforms
EXPANDED SEARCHING/MONITORING

- Search under a business name
- Big into social media? Use SM monitoring tools
- Intelius – http://www.intelius.com/
- Utah County Records
  http://www.co.utah.ut.us/Dept/Record/LandRecordsandMaps/WebAccess.asp
ADDITIONAL WAYS TO IMPROVE PRESENCE

- Use your UVU Profpages
  - By default, has much higher ranking than .com, .info, .biz, etc.

- Maintain it regularly
  - New content has more ranking value than old content

- Link to your “other” sites and from “other” sites
  - Use keywords in your links to your other sites, not just “click here”
MAKING A BETTER SOCIAL PROFILE

- Be active. Share things about yourself that you’re comfortable sharing.
- Remember your audience. Select who you’re talking to. Remember who can see what you post.
- Enlist your friends—whether that means taking down incriminating posts or publishing more about the things you do.
- Your images represent you most. Consider how you display “you” through your profile images.
- Fill out your interests and connect with those that share them. It’s called a social network for a reason.
HAVING NO IDENTITY ONLINE:

**PROS:**
- Less risk
- Less to manage

**CONS:**
- Apparent lack of transparency
- Apparent fear of risk
- Appear as though you have nothing to say
- Apparent techphobia
- Others will manage who you are for you
FINAL POINTS

- The web is **THE** source for information in today’s world
- The more you own it, the better you can make it
- Be Aware, Be Proactive, Be Careful
- If you want them to find you, help them find you
- Understand the world we live in, do not fear it
- Educate your children! (or let them educate you)
- Domain Names
RESOURCES

- www.psychologytoday.com
- www.cnn.com
- www.forbes.com