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

Managing Your Online Identity

"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

Notes will be available at: www.uvu.edu/wds/summeruniversity
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

MANAGING ONLINE IDENTITY

Personal online identity

Departmental online identity

LET’S TALK ABOUT YOU!

- Use 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?

WHY SHOULD WE CARE?

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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
  - Use keywords in your links to your other sites, not just “click here”

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

QUESTIONS & ANSWERS

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