Online Presence

□

Managing your online Presence

Projecting What?

- **Professional**
  - Contact details
  - Information about you (Informal and Formal)
  - Blogs that aim to inform
  - What you can offer

- **Personal**
  - Tastes and interests (music, hobbies, politics, photos)
  - Diary as a blog
  - Social Network

Projecting to Whom?

- Prospective employers
- Colleagues at work
- Collaborators
- Potential Customers
- Friends
- Family
- People like you

Firefox

GB Use Facebook to check out potential ...   H Benefits of Using Twitter for your Bus... +

www.growingbusiness.co.uk/use-facebook-to-check   politician twitter

Home > Business news & deals

Use Facebook to check out potential employees, bosses told

Email   Print   Tweet   Linkedin   SHARE   +1 0

Social networking sites a source of employee information

25 January 2008 15:08

Employers are being advised to utilise social networking sites such as Facebook, Bebo and Myspace to vet new employees, according to research.

Similar Articles

Social networking 'costs UK £6.5bn'

The Internet doesn't forget – protect your digital identity!

But GDPR, right?

European Court of Justice ruled in May 2014 that Google must remove certain links – 'inadequate, irrelevant or no longer relevant', unless there is a 'preponderant' public interest

1. Google isn't the only access point.
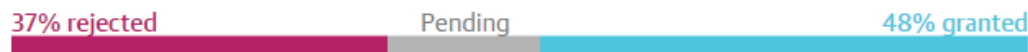2. Do you want the hassle of requests?

Granting of requests

218,320
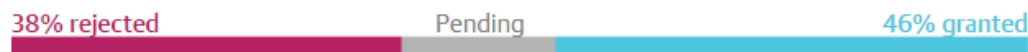The total number of requests made to Google, up to March 2015

Most requests are for private personal information

Private personal — 95.6% of total

Nearly half of private personal requests have been granted...

37% rejected | Pending | 48% granted

... and so nearly half of all requests have been granted

38% rejected | Pending | 46% granted

- Strong passwords, changed often
- Claiming identifiers
- **Selective publication**
- You have no idea who has your data, or why

IF YOU'RE NOT PAYING FOR IT, YOU'RE NOT the CUSTOMER: YOU'RE THE PRODUCT BEING SOLD. → BLUE_BEETLE, METAFILTER

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What your data says about you

Personality predictions just from Facebook Likes

Create Positive online image of you

Professional Networks

- Linked-In
  - Generic CV. Keep it up to date!
  - Connections with other professionals
- Professional Societies
  - Offers for students
  - Association of Computing Machinery (ACM)
  - Institute of Electrical and Electronics Engineers (IEEE)
- Personal website /Blog/ Twitter

Blogs

- "one stop shop" about you
  - Include links to other media
  - The more you blog, the more your visibility will improve
- Community
  - Link to and comment on other peoples' blogs
- Keep it up to date!

Code Communities

- QA sites and software repositories
  - Be a good member of the community – Engage!
  - Learn about a topic
  - Build a reputation as an expert
  - Promote your work and collaborate

Linked in   Quora   GitHub   stackoverflow