

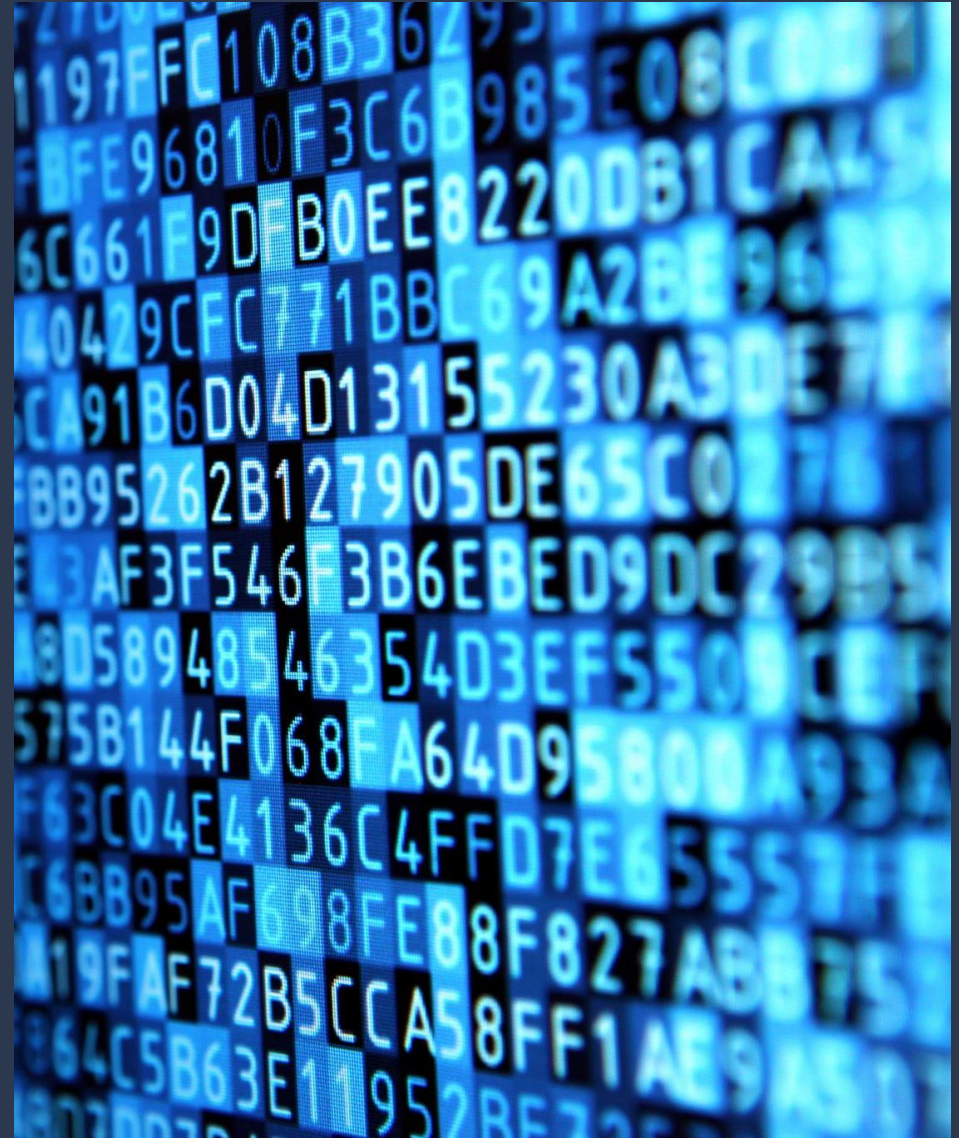
**Create a professional
digital footprint**

T Level resource improvement project 2022

Digital footprint

Session one

What does your digital footprint
tell employers about you?



Session aims:

To help you to understand:

- that what you post online helps potential employers form an **opinion** of you before your interview
- how negative, offensive and abusive comments and posts can **impact** on careers
- how to **clean up** your footprint history
- how to **cultivate** a more professional online image.

Facts

- 66 per cent of employers will Google a job candidate
- 70 per cent will look at your public Facebook and other social media posts
- 57 per cent won't hire you if they don't like what they find
- IT and manufacturing employers are the most likely to investigate your social media history (73-74 per cent)

[\(2018 CareerBuilder study\)](#)



Facts

To check out candidates:

- 77 per cent of recruiters use LinkedIn
- 63 per cent use Facebook
- 25 per cent use Instagram

(2018 Jobvite survey ([downloadable PDF](#)))





What is a digital
footprint?



Positive and negative digital footprints



The image features a variety of colorful, stylized shoes and sneakers arranged in a circular pattern around the central text. The shoes include pink loafers, white sneakers with pink laces, orange high-top sneakers, green sneakers with white soles, blue sneakers with white soles, blue and white sneakers, orange high-top sneakers, green sneakers with white soles, pink sneakers, green and pink sneakers, blue sneakers, orange sneakers, and green sneakers. The shoes are arranged in a circular pattern around the central text, with some shoes appearing in pairs and others as single shoes. The shoes are arranged in a circular pattern around the central text, with some shoes appearing in pairs and others as single shoes.

Digital Footprint



Actions:

- Don't make offensive hurtful posts in the first place.
- Check security settings are set to private.
- Go back and delete all negative, hurtful or offensive posts.
- Untag yourself from negative comments where you've been tagged.
- Report unwanted comments to the provider for removal.
- Delete all unwanted historic social media accounts.
- Google yourself: What do you find? What does that say about you?



Time to Clean Up Your Digital Footprint



A close-up photograph of a hand watering a small green seedling in dark soil. A water droplet is suspended in the air above the plant. The background is a warm, golden-brown gradient. There are three purple pill-shaped icons in the top left and three in the bottom left.

Cultivating a positive,
professional digital
profile



Create a positive Digital Footprint

- Clean up your current digital footprint/profile.
- Keep your family/friends Facebook, Instagram or WhatsApp accounts private. If they are not private, leave the group.
- Create a professional Twitter account and post about what interests you (linked to your job/career, etc.).
- Create a professional LinkedIn account and connect to other professionals in your field.
- Start a WordPress blog on topics that interest you, making sure that your posts are informative and create discussion and are not offensive or abusive.
- Start a Pinterest account and comment positively/constructively on the posts of others.



Remember

Do not share

- Do not share your password with anyone and change it often, like a toothbrush.

Remember

- Always remember to logoff when you have finished using an online service.

Use

- Use your own digital footprint, such as the history button and your bookmarks, to remember your favourite websites.

Remember

- Remember that most of the websites you visit will make a note of your visit and may also track other websites you have visited or will visit.

Let

- Let someone know if anything you read or see makes you feel worried or upset.

Use

- Only use your first name. Do not give out any personal information.

Make

- Make sure you have permission to view and share information online. Make sure the information you share is positive.
- 

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