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Managing Your Personal E-Reputation – Final Part

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 		<p>▶ Don't let someone else create your rep; create your own digital strategy.</p>
		<p>▶ Get online and establish a strong and positive presence.</p>
Stay On Top of Things 		<p>▶ Google your name frequently and take note of where you appear online.</p>
		<p>▶ Also check any online aliases, as these may be tracked back to you in the future.</p>
		<p>▶ Check Facebook, Twitter, and other sites to be sure you catch everything being said about you.</p>
Ensure There Is More Good Than Bad 		<p>▶ Post your own information on a regular basis.</p>
		<p>▶ Use SEO (Search Engine Optimization) to ensure your preferred articles are in the top results for your name.</p>
Secure Everything 		<p>▶ Make sure your own accounts are secured so no hacker will use them to post unpleasant things.</p>
		<p>▶ Don't reveal full birth dates, addresses, or other personal information.</p>
Educate Your Family and Friends 		<p>▶ Monitor postings and tags of your image on social media; use image search.</p>
		<p>▶ Ask others to remove photos or unflattering mentions of you from social sites.</p>

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.

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Information Security: It's a Shared Responsibility

REFERENCE(S): <http://www.information-management.com>

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