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## Managing Your Personal E-Reputation – Part 1

# MANAGING YOUR PERSONAL E-REPUTATION



Everything you **say and do** online can have an impact on your **reputation**. The Internet is a vast **collection of details**, and you might be surprised at just how much information on **you** can impact how you look and how you are perceived as a person and a professional.

1

## What's an E-Reputation?



### ▶ Your Professional Presence

**48%** of recruiters and HR professionals refer to **personal websites** when deciding whether or not to hire you.



### ▶ Search Engines

These catalog everything from blog posts and press releases to your social media updates.



### ▶ Blogs and Websites

People talk about both your corporate and personal brand online. Staying on top of what's being said can help prevent damaging comments, and you can share the good ones!



### ▶ Social Media Sites

Whether you use social media sites or not, mentions of you and your business can appear on **Twitter**, **Facebook**, **LinkedIn**, **ASmallWorld**, **Xing**, **Viadeo**, and other sites.



Your online reputation isn't just what you put up online; it's how you put it online, where you put it online, and when you do it! And it is also affected by what others say about you.

To be continued...Why online reputation matters?

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

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