

# Manage your online identity... ...and reputation



The information you make publicly available online, whether on discussion forums, Facebook or Twitter, forms part of your online reputation and can have a lasting impact. Below are some tips on protecting your personal details and building a professional online identity that can help your employability.

⇒ **Consider having separate personal and professional accounts**

Use your personal one to communicate with family and friends and use your professional one in your academic studies, to engage with employers and network within your professional interests.

⇒ **Regularly check the privacy settings on your personal pages and ensure you have made them private**

If you would like to know more about protecting yourself when using social networking, check this useful guide from IT Services: <https://my.sunderland.ac.uk/display/uniitsupport/Security+Policy>

⇒ **Don't share your password with anyone**

Make sure you choose a strong password, and do not post it online or share with friends.

⇒ **Think before you post!**

Think about what you are saying and whom you are sharing it with. Even private posts can find their way to an unintended audience.

## Did you know?

Employers are increasingly checking social media sites in their recruitment process. A 2009 survey commissioned by Microsoft found that consumers significantly underestimate the impact their online reputation can have on their getting a job:

- 41% UK recruiters reported rejecting candidates based on data found online (this figure was 70% in the United States)
- 48% of UK recruiters report having formal policies in place which require hiring personnel to research applicants online