

PRACTICAL TIPS UNIT 4: ONLINE REPUTATION

→ **To understand your online reputation you can:**

- a. Ask some friends to look at your Facebook page (or other social media platform)
 - i. What do they think about the content?
 - ii. Do they think that some materials are inappropriate?
 - iii. Do they recommend you to hide more information?
 - iv. Do you think they show less private content than you?
- b. Open your account page in an incognito/private browsing window and see how much of the available information you are revealing.
- c. Discuss which pictures and posts would be better to delete and which to keep.

→ **When companies find candidates they usually make themselves some important questions in order to achieve the best candidate. You should ask yourself these questions before some company does it for you:**

- a. Do you appear as if you consistently exercising sound judgments?
- b. Do you appear hanging out with trustworthy people?
- c. How do you appear handling pressure?
- d. Do you seem genuinely friendly?
- e. How current are your profiles?

→ **So many times, some employees use social media platforms to communicate when they are angry. Remember that online conflagrations can escalate to dangerous levels within a couple of hours. Think about these situations and remember if you have done them before:**

- ✓ Rude commenting on the company's profile by accident.
- ✓ Complaining about management online.
- ✓ Gossiping about coworkers online.
- ✓ Taking unauthorized office pictures and share them online.
- ✓ Posting negative rants (by disgruntled employees who still have access to company profiles).
- ✓ Taking disturbing or foolish videos while at work and posting them online.

This project has been funded with support from the European Commission. This publication [communication] reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

→ **Test the platforms from “unit 4 Video”:**

- a. *Hotsuite*: use *hotsuite* to manage your online reputation faster and save a lot of time.
- b. Write your name on “*Socialmention*”. How many results do you get?
- c. Use “*audiense*”.



This project has been funded with support from the European Commission. This publication [communication] reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



This project has been funded with support from the European Commission. This publication [communication] reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



This project has been funded with support from the European Commission. This publication [communication] reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



This project has been funded with support from the European Commission. This publication [communication] reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.