
Your Careers Service

Improving your Digital Footprint and your online shadow

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Today we will cover

AIM

To develop students' knowledge and understanding of their digital footprint and identify potential hazards of using social media

LEARNING OUTCOMES

- 1. Introduce the concept of a digital footprint
- 2. Outline potential hazards – 'active' and 'passive' footprint
- 3. Explore the importance of branding, professional etiquette at work and steps to keep your personal data safe
- 4. Highlight the support of the Careers Service

Companies are concerned about their digital footprint ...and those they employ



BRANDING



Who am I?

- **Useful exercise:** Google your name
- Using social media, you build your own online image
- Your tweets, Facebook posts and Instagram pictures are what others use to perceive who you – including a potential employer.



Useful statistics



- 70% of managers report successful hiring through social media in 2023
- 73% of millennials found their last position directly through a social media platform according to HR Magazine. (StandOut CV 2023)
- 40 million people search LinkedIn for jobs every week.
- The average UK company spends a **quarter** of their recruitment budget on social media.
- **Just 14% of job seekers will change their social privacy settings to stop potential employers from seeing their profile.**

Active and Passive footprints....



Active Footprint

- Social media posts
- Online comments
- Shopping preferences
- Photos and videos
- Location data

Passive Footprint

- National Insurance number
- Tax Records
- IP address
- Browsing history
- Device information

Humans process images faster than text



The average user bounces between 7 different social media networks each month (Sproutsocial.com 2023)

Example of
what can
go wrong

...



Kanye West known as Ye is
an American rapper artist

Companies don't want to employ anyone who they think may go on to be problematic using previous social media posts



Once posted, even years ago, it can be almost impossible to delete

“

If you're not sure
whether to post, or not
to post, choose the
latter.

”



Consider the **privacy settings on your profile** and ask yourself if you would be happy for your boss, or future boss, to see these posts.

Five things to avoid on social media....your future employer may be watching!

- Posting anything about drunken escapades or risqué content
- Bad mouthing your employer or current boss
- Racially motivated, sexist, homophobic, or transphobic posts
- Insulting people online – considered as abusive and illegal or a cyber bully
- Oversharing on LinkedIn – keep it professional



Do employers use social media for recruitment.....short answer, Yes they do

Useful Tip:



- If you have a LinkedIn account you should develop your profile
- Poor profiles reflect badly on you
- Two thirds of vacancies/placements are not advertised so it is important

[Target Jobs Guide to creating a perfect LinkedIn profile](#)

Let's connect

Call in to the Careers Office or email Careers@aber.ac.uk

