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## e-Safety 2014 - 2015



*"a learning partnership valuing respect, personal best ... and a spirit of fun"*

# Online Reputation (conduct)

## Also called 'Digital Footprint'

- Is the estimation and opinion formed when you are encountered online
- Could be from
  - Social networking
  - Something posted on another's profile
  - Online photo albums/images with the user in
  - Could even be postings by others pretending to be them



# Online Reputation (conduct)

**After a drink-fuelled night out, Sheffield University student, Phillip Laing urinated on a war memorial and outraged the public and the university**

- Both he and his family were vilified across the media
- He narrowly missed going to prison
- He has since left university



# Online Reputation (conduct)

## A Career Builder Study shows:

- 45% of employers scan social networking for information on candidates
- 35% who found negative content did not hire the candidate
- 16% disregarded a candidate who used text language eg GR8
- 14% disregarded a candidate who used an emoticon ... of any description ;)

# Online Reputation (conduct)

- 65% said they do it to see if the job seeker presents himself or herself professionally.
- 51% want to know if the candidate is a good fit for the company culture
- 45% want to learn more about his or her qualifications.
- Some cited “to see if the candidate is well-rounded” and “to look for reasons not to hire the candidate,” as their motives.

# Online Reputation (conduct)

- A third (34%) of employers said they have found content that has caused them not to hire the candidate.
- About half of those employers said they didn't offer the job because of provocative or inappropriate photos and information
- 45% said they chose not to hire someone because of evidence of drinking and/or drug use on his or her social profiles

# Online Reputation (conduct)

## Other reasons they decided not to offer the job:

- The candidate's profile displayed poor communication skills
- He or she bad mouthed previous employers
- Made discriminatory comments related to race, gender, or religion
- Lied about qualifications



# Online Reputation (conduct)

**Rosemary Haefner, vice president of human resources at CareerBuilder:**

- If you share content publicly on social media, make sure it's working to your advantage
- Take down or secure anything that could be viewed by an employer as unprofessional
- Share content that highlights your accomplishments and qualifications in a positive way