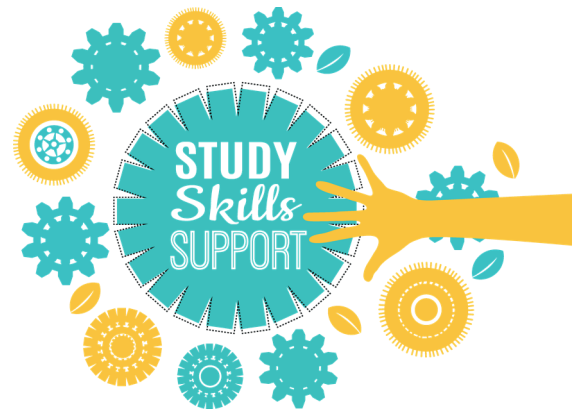# Manage your online identity and reputation

STUDY Skills SUPPORT

The information you make publically available online, whether on forums, Facebook or Twitter, forms part of your online reputation and can have a lasting impact.

Protect your personal details and build a professional online identity that can help your employability with help from the tips below:

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've made them private.
If you're not sure how we've got some useful links below for your to check out.

Don't share your password with anyone
Make sure you choose a strong password, and don't post it online or share with friends.

Think before you post!
Think about what you're saying and who you're 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 getting a job...

...41% of 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.

Useful Links

My IT Support on MySunderland
https://my.sunderland.ac.uk/display/uniitsupport/My+IT+Support

Life Hacker guide to managing your Facebook privacy
https://lifehacker.com/5813990/the-always-up-to-date-guide-to-managing-your-facebook-privacy