Personal Digital Identity

A guide for teachers on how to train their students on web reputation related issues

Contents

1. Digital Identity

Like its human counterpart, a digital identity is comprised of characteristics, or data attributes, such as the following:

- Username and password

- Date of birth

- Social security number

- Medical history

- Online search activities, like electronic transactions

- Purchasing history or behavior

Our every interaction in the digital environment provides data on what we have performed in that environment, which is valuable in assisting behavioral targeting, personalization, targeted marketing, digital reputation and other social media or social graphing services. In other words, we have a digital footprint that is as large as the number of individuals or entities we interact with.

Digital identity can be defined as all the online information and data specifically about an individual. Your digital identity is made up of four categories of information / data:

- Authentication elements: email address, user name, password, last name, first name, alias, IP address, etc.

- Data: personal, administrative, occupational, banking, social data, etc.

- Identifiers: photograph, logo, image, avatar, etc.

- Digital traces: contributions to public content management systems such as Twitter, YouTube, Wikipedia, etc.

A digital identity is an online or networked identity adopted in cyberspace by an individual, organization or electronic device. In terms of digital identity management, key focus areas are security and privacy. Online social networks like Facebook and Twitter allow people to maintain an online identity with some overlap between online and real world context. These identities are often created to reflect a specific aspect or ideal version of themselves. Representations include pictures, communications with other 'friends' and membership in network groups. Digital identity is the data that uniquely describes a person or a thing and contains information about the subject's relationships. A critical problem in cyberspace is knowing with whom one is interacting. Currently there are no ways to precisely determine the identity of a person(it can be changed, masked or dumped and new ones created) in digital space. These users may also project more than one digital identity through multiple communities. Despite the fact that there are many authentication systems and digital identifiers that try to address these problems, there is still a need for a unified and verified identification system. Thus, there are issues of privacy and security related to digital identity.

Since its inception, the Internet has become a global entity to millions of people daily. "The Internet allows information to flow more freely than ever before"(Solove, 17). So, we are moving toward a world where an a permanent record of people's information--including past misdeeds--can be found online, potentially haunting us by what we have done.

about.me

A Personal Page About You

Show people what matters the most to you.

Get My Personal Page

With that said, when using the Internet, we need to understand the magnitude of it. Once information has been placed online, it can never really find its way off. Therefore, we must be prudent about what information we place about ourselves on the Internet, as our digital identity can become just as important as our physical one. Fortunately, there are ways to manage how we are perceived online.

You should look at your social networks and decide which you want to use personally, and which you want to use professionally. This lead to essentially making the bulk of your posts on Facebook private, and cleaning up content you share across other platforms. It's kind of impossible to hide my social media from future employers.

In order to create a professional digital identity and show the world who you are, you first need to understand what makes you.

1.1. How to define digital identity

You need to know who you are, what your story is, and most importantly stick with that story. You need to be true to yourself. By understanding your strengths and weaknesses, you will be able to highlight those aspects that set you apart from other people, and you are not forcing yourself to be something that you aren't. You need to be consistent. This regards all aspects of your personal brand: in person and online. Reflect your true self in everything you do, or you risk not looking credible. This means managing the various social platforms that you are already on. Try doing a social media audit to ensure your digital platforms conform to your personal brand and how you would like others to perceive you. Even better, have a peer evaluate your various digital platforms for an outside opinion.

Create your personal brand choosing your tools. You can use the horizontal ones: in these social networks there is no definite theme. They are generalists. They are based on the contacts. The most typical are Facebook, Twitter, Google+, etc. Or the vertical ones: in these the trend is specialization depending on the subject. For example Linkedin or Researchgate (a social networking site for scientists and researchers to share papers, ask and answer questions, and find collaborators. It is the largest network for scientists, research professionals and affiliated people. It was founded in 2008 by virologist and computer scientist Ijad Madisch) within related professional networks, and Flickr, Instagram or YouTube within networks related to hobbies or social networks.

With new apps being created everyday, there are countless ways to go about presenting your digital identity. Whether it is through an infographic chart, animated video, or other media creation, just be sure to be you!

2. What is the digital reputation and rules for creating a good reputation

Every parent knows: In the era of Secret and SnapChat, the struggle to help kids understand the potential dangers of the internet is a tough one. After all, adults love social media, it's a crucial channel for marketing and business development, not to mention the personal practice of keeping in touch. And while adults love to chide kids about how to stay safe, the fact is that many grown-ups feel in the dark about the best way to manage their online reputation.

"The internet is like a small town with global reach," explains Janine Warner, author of over 25 books, including *Social Media Design For Dummies,* "and it never forgets."

That long memory is, it seems, the crux of concern regarding online and social media reputations, but other aspects, like spambots, which dupe Twitter users into clicking links that result in a hacked account can also hurt your online appearance.

It may sound silly — how can someone else's fake account harm your online reputation? — but clicking on even one link from a spam account can get you locked out of your own account. Or worse, you could end up inadvertently sending a bunch of spam messages to your friends, family and even your boss.

In addition to avoiding spam, it's important to manage your online reputation with your own behavior, as well.

Today, your online reputation is at least as important as a good credit rating or a well-edited resume. More than just a good way to connect with people, social media is also the way that potential clients and employers will find out more about you and if they don't like what they find, you may see very real consequences.

There are four main ways to maintain your online reputation:
1. Be honest
2. Be accurate
3. Be consistent
4. Keep your profiles up to date

If you can do that, you're way ahead of the game in terms of having a clean, strong reputation online. And that's the answer to a lot of the questions from people.

Keeping a close eye on your social media profiles by updating them regularly can help you detect if anything is amiss. Additionally, when you're honest and consistent, you're more likely to be viewed as a respectable, professional individual. Essentially, your goal is to be opposite of the spammers, which means having a profile picture that looks like you, and a bio that is honest, accurate, and presents you in a positive, truthful light.

Remember that managing your online reputation is an ongoing process, so even when you begin to see positive results, it's important that you remain active on social media and that you update your site regularly.

The final piece of advice is perhaps the simplest, but bears repeating: Don't say anything online that you wouldn't say to your friend, your mom, or your boss. Even if it's just a comment that you don't think is attached to your name, it's easier than you think to trace things back to you. Because even when something is supposed to be secret or anonymous, very few things ever are and once the damage is done, it's done.

"You can't build a good online reputation overnight, but you can destroy one fast," Janine cautions.

http://blog.creativelive.com/how-to-manage-your-online-reputation/

2.1. How to maintain and improve your reputation

A good online reputation may take months or years to build, and only a few seconds to destroy. People can get a wrong perspective of your reputation because someone may use in the wrong way your personal information and ruin your online reputation. It is therefore important to keep a constant watch of your online reputation and take steps to maintain and improve it.

The best way to maintain and to improve your digital reputation is through conversation. For this purpose it is necessary to participate and to answer.

You can participate in two different ways:
- Creating contents and sharing them on the Net or helping to spread the content created by other people using the platform or platforms we have chosen.
- Answering to conversations started by other people through comments.

It is equally important to start conversations and put your own content on the Web, as well as participating in conversations begun by other people, as the knowledge which is shared and created by users is one of the key elements of the Web 2.0. The principles of cooperating and sharing are fundamental in the culture 2.0: in order to receive you have to be ready to give. In order to build a good digital reputation it is important to bring relevant content to the Web on the topics we wish to be associated with.

Before improving your reputation, it is important that you know what is said about you, your product, your company or website. This can be done using the tools mentioned above (search engines, alerts, etc.).

In order to maintain and to improve our digital reputation it is necessary to:

- Built relationships with other people. It is important the you are active an participative, that you bring content that is valuable to other people: comments, resources, links, and everything that is considered interesting. For each personal comment that you find online, take the time to say thank you, people will appreciate it and they will do the same in return. The wider is your network of relationships, the more positive effects it will bring to your online reputation.

- Present contents clearly, with sincerity, honesty, humility, politeness and tolerance. In short, cultivate a good digital reputation, showing sense of humour and politeness. Losing control can help you ruin your reputation, so even if you have been provoked or someone has said something about you that gets you angry, think twice before replying.

- Take care of the editing of contents, avoiding orthographical mistakes and expressions that may be perceived as offensive.
- Accept criticism and regard it as an opportunity for improvement. It is necessary to learn how to debate respecting the opinion of the others and avoiding disqualifications.
- Try to participate in communities that are relevant to your line of work. You will not only gain an incredible amount of information, you will also have a great exposure and therefore improve your digital reputation.
- Avoid being overbearing, boasting about success achieved. We have to acknowledge the good work of others; too much pride and presumptuousness can be detrimental to our reputation. You have to act with humility and acknowledge that you are not perfect, so by being humble, the others will see that you are interested in the good of the community and not only of yourself.
- Dole out the contents about the same topic in a single day.
- Be careful about the image of ourselves or of our environment that we publish.
- Be selective with the contacts. It is also important not to seek contacts at all costs in order to gain image and power. That could be self-destructive to your reputation.
- Establish clear rules of engagement with the others, avoiding the constant change of criteria.

2.2. Active participation

Employers look, most of the time, for active people, evaluating your participation in the network. Here are some golden rules:
- Personal opinions are essential when you want to publish a news flash or other content;
- Questions generate interaction (It is important to know what the audience think);
- Posts with images get much more "*Like*" than text without illustrations;
- Frequency of messages on the network must be defined according to the profile of the audience;
- It is important to be aware of peak times;
- Education, politics and "*jet set life*" are the themes that generate more comments;
- It is important to create a **welcome page** for users who have a fan page on Facebook, for instance;
- Make the most of plugins and add-on applications available.

If you want to succeed in social media, you must set a publishing Schedule, indicating dates and themes, creating a plan and establishing a routine, to avoid the temptation to abandon your intention. Choose one or more topics that you feel comfortable with, and divide them into categories and subcategories. Make a list of weeks on the left side of the sheet, and decide how many times a week you will publish or post articles. Write the headlines, and if you have previously written articles, use them as a backup when you have no ideas.

An example of planning board could be this:

	Category 1	Category 2	Category 3	Category 4
	Sub category	Sub category	Sub category	Sub category
Week 1	Title			
Week 2		Title		
Week 3			Title	

Some examples of topics that you could write about are:

- Presentations on the work you do.
- Reviews of books on a chosen category.
- Videos and websites that talk about a subject matter.
- Summaries of books.
- Pictures.
- Answers & questions.
- Etc.

"

3. Tools for Checking Online Reputation

Here's a look at ten specific ways you can keep track of your online reputation.

- BrandYourself - This is a free tool that will help you keep track of where your name is coming up in the search engines - even if you have a name similar to someone who is famous.

- About Me - This is a very simple (but useful) service that allows you to easily set-up a webpage that's all about you. Once you have this page, you can direct people from Facebook or Twitter to it to learn more about you.

- Social Mention - If you want to know about mentions of you or your brand on social media networks, this is the tool to use as it concentrates on the major ones and others you may not have heard about before.

- Who's Talkin? - For getting mentions and alerts when someone is talking about you or your company online, this is a very simple and free online tool that can help.
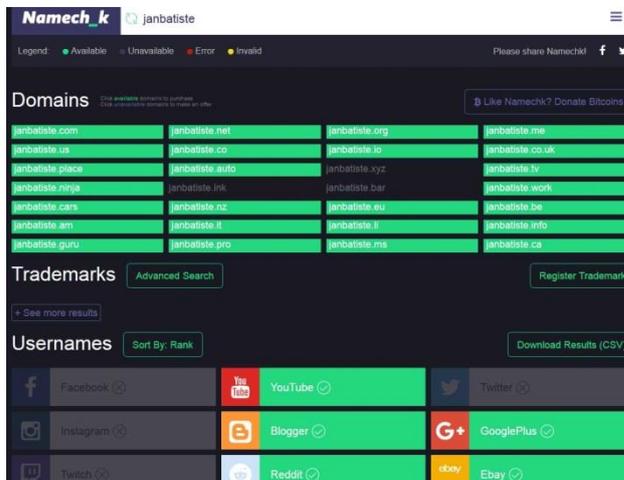
- NameChk - This tool makes sure no "squatters" are using your name on any of the social media networks. Just fill out the information and let this tool check all the social networks for you automatically.

- Google Alerts - Google also makes it easy to set up an alert for any search you want - like for your name or brand. You can customize how often you get email notifications as well as what sources Google will check.

- Yasni - If you type your name or brand into this online tool, you might be surprised at what you find. The site makes it very easy to keep track of what people are saying about you online.

- Spokeo, Pipl and CVGadget -These ones utilize deep web crawlers to aggregate data. Searches can be made for a name, email, phone number, username or address. These sites allow users to remove information about themselves through an "opt-out" process.

3.1. Egosurfing

A joint study by online reputation management company BrandYourself and Harris Interactive found that:

- 86% of online U.S. adults have used a search engine like Google to find more information about another person.

- 75% of online U.S. adults have searched **their own name** in a search engine. Of those that searched their own name, almost half (48%) said most of the search results about them are not positive; nearly a third (30%) said nothing shows up about them at all.

- Nearly a third (31%) of online U.S. adults that have searched another person online have looked up a politician. Of those that did, over half said the search influenced their voting decision.

- Among online U.S. adults that have searched someone else online, 42% have searched someone before doing business with them. Of those that did, 45% have found something that made them decide not to do business.

- Almost half (43%) of online U.S. adults that have searched someone else online have searched a potential date, significant other, or ex-boyfriend/girlfriend, making romantic searches one of the most common search among U.S. adults.

Egosurfing (also Googling yourself, vanity searching, egosearching, egogoogling, autogoogling, self-googling) is the practice of searching for one's own name, or pseudonym on a popular search engine in order to review the results. The term was coined by Sean Carton in 1995 and first appeared in print as an entry in Gareth Branwyn's March 1995 Jargon Watch column in *Wired*. Similarly, an **egosurfer** is one who surfs the Internet for his or her own name to see what information appears. It has become increasingly popular with the rise of internet search engines, as well as free blogging and web-hosting services. Though Google is the search engine most commonly mentioned when referring to egosurfing, other widely known search engines include Yahoo and Bing.

Egosurfing is employed by many people for a variety of reasons. Internet users have undertaken a vanity search in Google or another search engine. Some egosurf purely for entertainment, such as finding celebrities with the same name. However, many people egosurf as a means of online reputation management. Egosurfing can be used to find data spills, released information that is undesirable to have in the public eye. By searching one's own name in an online search engine, one can take on the perspective of a stranger attempting to find out personal information. Some egosurf in order to conceal personal images or information from potential employers, clients, identity thieves, and the like. Similarly, some use egosurfing to maintain a positive public image and to achieve self-promotion.

Many social networking sites, such as Facebook, allow users to make their profiles "searchable," meaning that their profile will appear in the appropriate search results. As a result, those seeking to maintain their privacy often egosurf in order to ensure that their profile does not appear in search engine results. As more people create online personas, many feel the need to more cautiously monitor their digital footprint, including information that they have not chosen to share online, such as telephone numbers and public records.

Although personal information available online can be difficult to remove, in 2009 Google introduced a feature allowing users to create a small box listing personal information such as name, occupation, and location that appears on the first page of results when their name is searched. The box links to a full profile page, similar to one seen on Facebook. This Google profile can be linked to other social networking sites, such as one's blog, website or Twitter feed. The more information that one includes on their Google profile, the higher one's informational box will rank in the results, thus essentially encouraging one to post personal information online and continue egosurfing.

3.2. Fingerprint

In an increasingly digitalised world, the internet and social media have become part of everyday life and both are becoming even more important to business professionals as well as the general public; from using it as a source of news update and knowing what is going on around the world, to simply chatting to friends whilst on the move.

Nowadays people perceive social media as a digital extension of themselves; often using a platform to publish their hobbies, problems or to express personal views on a particular topic, or towards a particular person or group.

The danger of this is that often people don't appreciate the impacts of using the internet and social media in this way. It's very important to know how, what you post on the internet, can potentially impact future job opportunities.

For example, with the prevalence of social media sites, often future employers will take to the internet for some pre-interview research (such as LinkedIn or Twitter particularly): a simple Google search can bring up all sorts of information that you would never even consider a potential employer knowing about.

Many people think they can hide behind the computer screen believing they are anonymous or can't be found. When, in reality, all that you publish in social media and the identity of those who write them will be available to anyone in the world, remaining on the internet as a digital record forever. –This is your fingerprint in the net.

This is definitely a pertinent issue for young people today, as far too many people are taking to social media to publish everything they do and to express everything they thing without realising the future impacts such actions could have on their future professional careers and opportunities.

Essentially social media leaves a trail of cyber dust, so think before you post photos or committed comments – you never quite know who might end up seeing them and how they can affect your future employment.

3.3. Future

Who Has Your Back? Protecting Your Data From Government Requests

We live digital lives, from the videos shared on social networks, to location-aware apps on mobile phones, to log-in data for connecting to our email, to our stored documents, to our search history. The personal, the profound, and even the absurd are all transcribed into data packets, whizzing through the fiber-optic arteries of the network.

While our daily lives have upgraded to the 21st century, the law hasn't kept pace. To date, the U.S. Congress hasn't managed to update the 1986 Electronic Communications Privacy Act to acknowledge that email stored more than 6 months deserves identical protections to email stored less than 6 months. Congress also dragged its feet on halting the NSA's indiscriminate surveillance of online communications and has yet to enact the strong reforms we deserve. Congress is even on the precipice of making things far worse, considering proposals that would mandate government backdoors into the technology we rely on to digitally communicate.

In this climate, we increasingly look to technology companies themselves to have the strongest possible policies when it comes to protecting user rights. Which companies will stand by users, insisting on transparency and strong legal standards around government access to user data? And which companies make those policies public, letting the world—and their own users—judge their stances on standing up for privacy rights?

July 2, 2015 | By Parker Higgins

https://www.eff.org/wp/who-has-your-back-2015-protecting-your-data-government-requests

4. Create

4.1. Solomo (Social media)

In May 2010, John Doerr was perhaps the first to predict that "The next big thing would be the SoLoMo: partnership between the terms Social, local and mobile". This paradigm is sustained by the popularization and overcrowding in the use of smartphones, i.e. the power of always carrying a much more powerful computer than any other 20th century created Pocket PC. This potential has let us closer to friends through social networks and geospatial apps, enabling interaction with family, friends and even strangers.
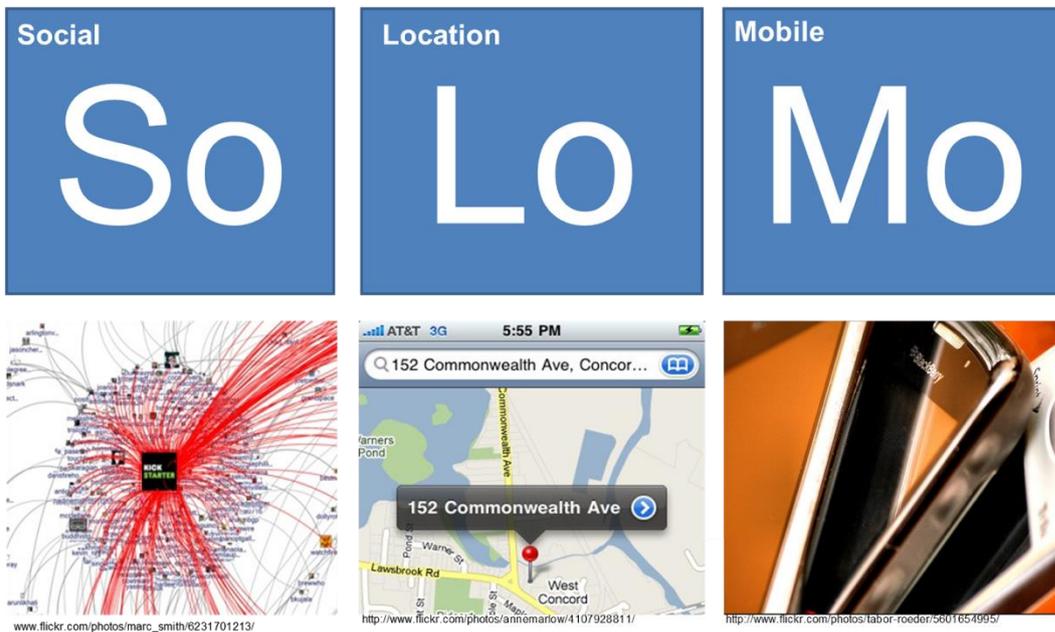
Let's see how this first Social term of SoLoMo affects us, both personally and professionally from different points of view:

1. Firstly, concerning the traditional Web 2.0 systems
2. Secondly, with relations in the most personal social networks
3. Thirdly, about the professional social networks.

This guide will help you, step by step, on creating your professional digital identity and controlling, improving and maintaining it.

4.1.1 Web 2.0 - Your name or brand (domain, email, blog, Forum, wikis)

E-mail and domain

Our name and personal brand is becoming more important day after day, both when it comes to find or maintain a job and to improve personal interaction with others on the net.

Nowadays everybody has at least an email account. If we look at the domain to which that account belongs, it already gives us part of our profile information: if it is personal (using free accounts) or professional (using domains of companies or even personal, created and purchased by us).

For your professional profile, our recommendation is to buy a domain that represents your name or your personal brand (it can be the combination of your first and last name or only the latter). This way, everything you publish there, will always be associated to your property even when changing server companies that provide you their services over the years.

This option is much more suitable to give you optimum exposure on the Internet, so that the people around you can easily reach you.

Blog

A typical blog structure consists of posts and related comments, where posts are arranged in a chronological order (latest post at the top), allowing readers to easily access the latest information. Posts are archived monthly, making it easier for the readers to locate post from a particular time period. There are different types of blogs — personal, professional, public — that you can choose from, based on your requirements.

We encourage you to create a professional blog in your professional setting— firstly, blogs are very easy to create and use, and secondly, it helps to enhance the following skills: Sharing (thoughts, concepts, experiences, knowledge), Analyzing, Reflecting (thoughts, concepts, and experiences). A blog will allow you to collaborate with peers or experts in your area. Moreover, blogging provides a new interaction opportunity and an easy mean to reach out to people. It opens a new door to share and access information from around the world. It is a wide sharing space, where anyone can publish everything.

Your professional blog will show personal recruitment managers, skills, knowledge, experience interest, ways of work, and could help you to get a good employment.

There are many free, web-based blog providers. The most important are:

- http://www.blogger.com
- http://www.wordpress.
- http://edublogs.org

Wiki

Wiki is a Hawaiian term that means "quick." A wiki is a server web application that allows a community of people to add, edit, structure, and delete content held in a central location. The best example of a wiki is Wikipedia, the free online encyclopedia. Content in Wikipedia is contributed entirely by volunteers and it is largely maintained and edited by volunteers too.

The first wiki was created by a computer programmer called Howard G. "Ward" Cunningham in 1995. His goal was to create a place where software developers could record and share pieces of code. This is what a wiki does best: it allows multiple people to collaborate and create content around a specific purpose or idea.

Wikis will help you to create a "big picture" based on multiple perspectives, it's a good way to show recruiters your skills, ways of work and competences because it will allow you to exhibit your projects, collaborations, notes, ideas and resources.

To create a wiki we recommend you to follow the next steps

Step 1: Establish a need.
Step 2: Write a code of conduct to regulate collaborations.
Step 3: Set your wiki up.
Step 4: Publish content and invite people to collaborate
Step 5: Invest in training and in dissemination
Step 6: Keep the wiki updated.

You have several options when setting up your wiki. Free wiki hosting options like Wikia® Tikiwiki ® and MediaWiki® allow you to build a wiki from the ground up. Some organizations provide wiki hosting, software, and templates for a fee. These paid services, like Central Desktop® and Same Page®, provide the tools and templates you need to get started. They can also work with your organization to deploy and maintain the wiki.

When choosing between a free or paid service, think about why you need this wiki, how many people will potentially be involved, how much time you can devote to setting it up and maintaining it, and what is the needed level of security. You can use a site like WikiMatrix® to compare your options and find a wiki that best meets your needs.

4.1.2   Social Networks (Twitter – Facebook - Google+)

At the end of the 20th century, particularly in 1997, Andrew Weinreich theorized the Six Degrees paradigm. This name is based on the theory that any human being is connected to another one on the planet with a maximum of 6 relation hops (although currently, with Internet, it already is supposed that 5 would be enough).

Currently the 3 most influential social networks, which have most users, are: Twitter, Facebook and Google+. The creation of an account (associated with your email address) is a very simple process. The most important thing when it comes to create it is to be aware of the importance it could acquire in the future. Although initially you think it for personal use (sooner or later) companies will try to associate content and information to build you a profile which will surely be used to evaluate you as a candidate.

With the overwhelming majority of employers now including social recruiting as part of their recruitment strategy, it's essential for the modern job seeker to adapt their job search skills accordingly

Facebook

Facebook is free to users. It's the place to find old friends, track your favorite stars and engage with popular brands. Using Facebook you will be able to communicate in real time through a chat app and there are a variety of tools available for every device that let you create content and catch up on content others are creating with relative ease. Users can create profiles containing photos and lists of personal interests, exchanging private and public messages to each other and participants in groups of friends Detailed data view of member information is restricted to members of the same network, confirmed friends, or can be available to anyone.

Facebook is a good tool to show your skills and competences. Take in account that personal recruitment managers always study facebook profiles before contracting a new employee.

Twitter

Twitter is a free social networking microblogging service that allows registered members to broadcast short posts called tweets. Twitter members can broadcast tweets and follow other users' tweets by using multiple platforms and devices. Tweets and replies to tweets can be sent by cell phone text messages, desktop client or by posting at the Twitter.com website. Twitter establish that sent information is public by default. Unlike Facebook or LinkedIn, where members need to approve social connections, anyone can follow

anyone on public Twitter. To weave tweets into a conversation thread or connect them to a general topic, members can add hashtags to a keyword in their post. The hashtag, which acts like a meta tag, is expressed as #keyword. Twitter is a good tool to show your competences and to follow people in your professional area.

Google+

Google+ (Google Plus), a relative latecomer to the social networking scene, has not achieved the popularity or market penetration of some other social networking sites. Google+, however, is not irrelevant in the social networking space. Google's ability to make connections. Google+ is a combination of Facebook (friends, acquaintances, groups, etc.) and Twitter (short posts, hash tags, followers, etc.) with some professional networking like LinkedIn. Google+ connects content including different sources: Gmail, YouTube, Blogger.com, Google Maps, Google Translate, Google Flights, Google Play, Google News, Google Books, Google Scholar, Google Calendar, Waze and many, many more. One of the reasons Google so effectively makes connections is it uses a single unified profile.

These three platforms are traditionally used more socially than professionally, so it is very important to be aware of your online presence and the image you are spreading. More and more companies are using Facebook,Twitter and google+ for recruiting their employees.

4.1.3   Portfolio Professional (Linkedin - Slideshare)

Linkedin is the most used network to recruit. It's a combination of your resume, cover letter, references and a database of your experience and competences. Having a strong LinkedIn profile is a great way to build your professional profile and to create your own personal advertising

Linkedin will be your professional portfolio. It will be the summary of your professional experiences, interests, and competences, designed to attract the attention of people who are searching for you online - potential employers, networking contacts, etc.

A strong profile is a KEY differentiator in the job market. Here are some tips to maximize LinkedIn during your job search:

- Utilize the headline – write something that is descriptive of who you are that uses some key words: cooker, programmer, president, director..
- Write a keyword rich professional summary statement that is concise, specific, and typo free: I am a junior programmer at "enterprise" with C1 in English and B2 in Italian. My professional experiences lie in web programming, web design, project management, public speaking, team working and initiative
- Show off your education, your honors, and your activities. Include important details such as majors, minors, and titles. Upload content to slideshare and create a folder with your professional projects. It's a way to complete your professional portfolio.
- Collect a diverse number of recommendations. You can ask your internship supervisor, a professor, or an advisor
- Make connections. Your participation in LinkedIn will be valuable. Ask people to join your profile
- Join Groups of your interest. Be sure to join groups of your professional profiles and other groups associated with your interests.
- USE LINKEDIN to find connections in companies or industries you are interested in. Use the search tool on upper right hand of the home page, to search for the organizations you are interested in. Go to company's LinkedIn page and scroll down to follow people that work for that organization.

4.2.   soLomo (Geolocation)

Geolocation is the process of finding, determining and providing the exact location of a computer, networking device or equipment. It enables device location based on geographical coordinates and measurements. It's a system commonly used on Global Positioning System (GPS) and other related technologies. It provides and specify geographical locations. The coordinates are identified on a map to provide a complete address that usually includes a country, city, town/colony, building name and street address.
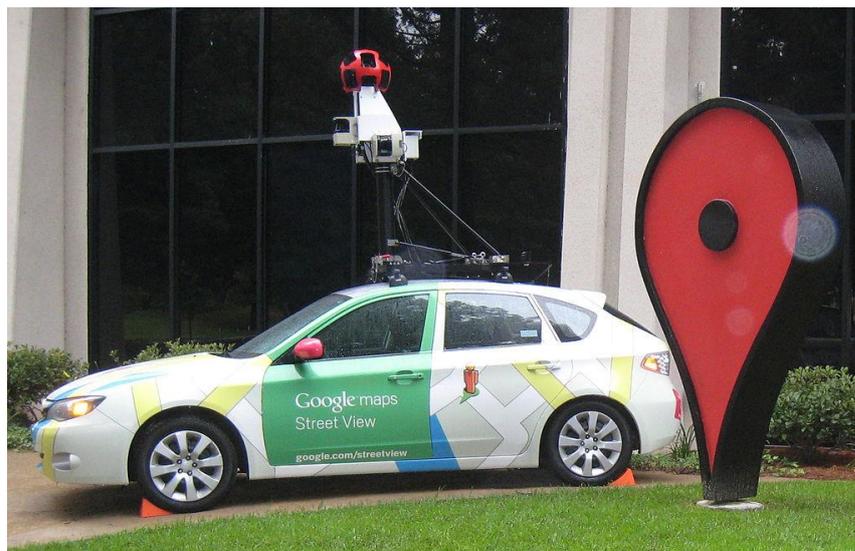
https://upload.wikimedia.org/wikipedia/commons/thumb/a/aa/GoogleStreetViewCar_Subaru_Impreza_at_Google_Campus.JPG/1024px-GoogleStreetViewCar_Subaru_Impreza_at_Google_Campus.JPG

Multimedia (Pinterest - Instagram - Youtube)

It's very important for our professional digital identity to take care about our image and videos.

https://i.ytimg.com/vi/sYOryshb5E0/maxresdefault.jpg

On the Internet there are plenty of web sites for these purposes, but we highlight Pinterest, Instagram, and Youtube.

Pinterest is based on placing our images on different boards. These can be arranged according to our needs in these collections to report events, hobbies and much more.

Instagram was acquired by Facebook when it became leader in uploading photos segment. It is more oriented to the personal ego, with the selfie fashion. This network has been a great market niche in showing personal photos of our day to day.

And finally the most important social network of online video distribution and dissemination of advertising is Youtube, which was acquired by Google in 2006. It allows you to upload audiovisual content and play them anywhere in the world. It has created a phenomena related to broadcasting live shows by streaming specific to this medium. Youtubers are people that create videoblogs aiming to become famous or at least influencers of a segment of the population, in order to live thanks to the publicity generated by visits. Our professional profile should have a channel with our videocurriculum and outstanding works that we have done to make them well known.

4.3. soloMo (Mobile)

We have turned into ubiquitous people, we want to be connected at anytime from anywhere. Mobile devices have provided us a way to achieve this goal.

4.3.1 Smartphones/tablets

These devices have opened the road to be connected 24/7. SOMO hybrid people longer than what we live in real life, share almost immediately in virtual life.

With the arrival of Apple's iphone in 2007, everything started to change. We went from having desktops to pocket computers. We can telephone as usual, but at the same time we can manage our agenda, consult weather, install all types of specific applications and be connected with our social networks partners. Mostly of more personal like Whatsapp or others like that have been emerging.

Tablets were another element that we needed: halfway between smartphones and desktop computers. They allow us to continue interacting with Internet when in need of larger screens (among 8 "and 13"). Being tactile devices, tablets allow us to use them to write our notes which can be enriched with multimedia elements.

4.3.2 Wearables

Another fad that is being introduced is to record additional information from us. This trend is known as the Internet of things. An infinite number of even smaller devices that allow us to track our health markers are

beginning to emerge. And others devices are being transformed to be interconnected to our mobile devices, as for example watches linked by bluetooth or other specific technology. The industry is in full expansion of micro or nano devices that we will also be carrying implanted in clothing, either in any element of our home or work. Let's not forget early prototypes of Google Glasses.
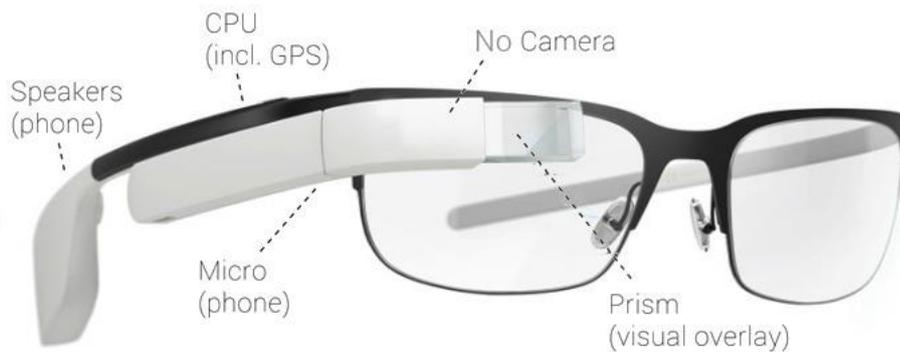
https://c1.staticflickr.com/9/8782/17383574431_f9f1434704_b.jpg

5. Control

It's a content change detection and notification service provided by Google. To control your digital identity is important to know what is being said about you online. There are some internet services that make it easy to control our digital identity. These services are:

5.1. Alerts

5.1.1 Google alerts

Google alerts are emails sent to you when Google finds new results -- such as web pages, newspaper articles, or blogs -- that match your search term. You can use Google Alerts to monitor anything on your name in the web.

It's important to create an alert with your name in order to know everything is said about you on internet.

After visiting the Google Alerts home page, here's what to do:

- Type: Everything/the most relevant
- How Often: As-it-happens (if this sends too many emails, choose once per day)
- Volume: All Results -This option will show you everything. If this sends you too many alerts, choose "only the best result" and Google will send only results that Google deems to have some quality.
- Deliver to: Your email
- You can always go back and edit your alerts later if any of them become too noisy by sending too many/too frequent results.

5.1.2   Youtube insight

Youtube insight is YouTube's analytics and reporting tool that enables anyone with a YouTube account to view detailed statistics about the audience for the videos that they upload to the site. YouTube Insight provides you with information that helps you better understand your audience: who they are, where they come from, what they watch, and when. This information helps you analyze your profile and determine how best to optimize. The current version of YouTube Insight provides you the next information:

1. Number of views/relative popularity over an interactive timeline
2. Information on how people came to discover your video
3. Demographic information of those watching your videos
4. How the community is engaging with your video
5. Relative audience attention as they watch your video

5.1.3   Facebook insight

Facebook Insights is a powerful tool for those wanting to track user interaction on their Facebook Fan Page. Facebook Insights can be seen by all the admins of your page and it can help you track the number of active users to better understand page performance.

By using Facebook Insights you'll be able to determine the best time of day to post, the best day of the week to post and what type of content is most popular.

This is the main Insights dashboard and here you'll see the total number of likes the number of friends, how many people are actively talking about your page as well as your total weekly reach. With Facebook insight it's possible to see your latest posts and learn about their virality. This is especially useful to see which posts were the most successful and search for new likes

5.2.   How sociable

HowSociable has been providing a simple way for you to begin measuring your brand's impact on the social media. It requires zero configuration from our users and only a few seconds wait time while it analyzes a profile presence to calculate initial scores.

HowSociable provides an indication of the level of activity around a brand during a given week. The range is from 0 to 10. A score of zero means there is zero or near zero activity in your profile. A score of 10 means the profile has practically saturated the social web and will likely be recognized by everyone that uses it.

This tool will allow allow you to identify your profile strengths and weaknesses, set goals and measure improvements.

5.3.   Tweetreach

Tweetreach provides you with a set of metrics to help you understand an idea's reach on Twitter. Twitter is a lot more than how many followers you have or even how often you are retweeted. The analytics can help you understand how many people are seeing tweets about your profile and exactly who's talking about it.

TweetReach measure the number of different people who saw tweets about something, as well as how many total impressions were generated. It will also provide you with more

information about the tweets themselves, and the people who tweeted about the topic of interest.

6. How to improve

If you thought that the creation of your digital identity and your online reputation was the most difficult part of your effort, this is not true. Now comes into play the record, you have to keep improving and maintaining virtually every day all built up to that time. It will be a cyclic process, every day you will have to strive to give your best so the rest of the world can be able to see your personal brand (accompanied by your CV and portfolio) as the ideal one to get the job offer that company is offering.

http://hotelperunews.com/wp-content/uploads/2015/08/HS_reputacion_online.jpg

We will show you tools for improving and keeping up all your accounts on different social networks you've decided to participate in an active way. It is not worth signing up to leave the account idle afterwards, it is preferable to reserve the option to register on social media or new services because if we know what use we are going to make of them, we will be able to feed the signup form with interesting content adding value to the community.

6.1.   Hootsuite

Hootsuite (https://hootsuite.com) is a social media management dashboard. You can use Hootsuite to manage all of your social networks from one place.
Users can save precious time by connecting their Twitter, Facebook, Google+, LinkedIn, Foursquare, WordPress accounts under the HootSuite umbrella, and taking advantage of its convenient scheduling feature.

6.2. Tweetdeck

TweetDeck is designed to let users create new things they cannot do in the Twitter interface, such as sending the same message to multiple accounts, tracking their recent hashtags, and manage multiple social networking accounts, including Facebook, Foursquare, and of course, Twitter). TweetDeck is an excellent tool for companies. It is particularly useful for managing and organizing Twitter accounts. The possibility of pre-posting is also useful because constant updates are important to build a brand through social networks.

These are some TweetDeck features that improve Twitter as a more efficient business tool:
1. Multiple messages to one message: It's perfect for small and medium enterprises (SMEs) because it enables them to constantly update their account (without manual updating).
2. Tweet-shrinking: It is useful for people who usually write long comments. TweetDeck help people not to exceed the 140 character limit by substituting words for numbers, shortening words, etc.
3. TweetDeck Translation: this is a useful tool especially if you do business transactions with other countries.
4. Keyword Filtering: The TweetDeck search options are better than Twitter functions. You can filter tweets by keyword as well as by source, name and time.
5. Integrating Social Media: This is one TweetDeck feature that Twitter must keep. This service lets users manage multiple social networking accounts - such as Facebook and LinkedIn, o n the same site. If Twitter removes this option users will complain.
6. Desktop Client: The desktop client TweetDeck is attractive, organized and clean.

7. Examples

Using the list of the The 30 Most Influential People on the Internet we will explore 4 professional profiles

Barack Obama

It's easy to cite facts about the President's virtual influence: he's the most-liked world leader on Facebook; the most-followed world leader on Twitter; and he did the most-visited "Ask Me Anything"in Reddit history. But more impressively, Obama is able to meme himself to push an agenda. Last month, for example, he mugged for BuzzFeed cameras with a selfie stick—among other props—to remind millennials to sign up for health insurance under the Affordable Care Act; within days, the video had been viewed more than 50 million times.—Olivia B. Waxman

Joy Cho

The 35-year-old blogger has parlayed her design expertise into an "Oh Joy!" lifestyle empire, spanning Pinterest (where she holds a record 13 million followers),YouTube (where she posts DIY design tutorials), Instagram, Facebook, Twitter and yes, even old-fashioned books. More recently, the L.A. resident has started to produce products with brands such as Land of Nod and Target, where many items from her party décor line quickly sold out. In May, she'll release a line of patterned Band-Aids for Johnson & Johnson.—S.B.

Shakira

She may not be as personally engaged on social media as some of her contemporaries, but there's no denying Shakira's social capital. The two-time Grammy winner touts 107 million Facebook fans—more than any other person on the site, including President Obama and Taylor Swift—giving her an unparalleled platform to promote her work and her causes. A 2013 post asking people to donate money for UNICEF's "World Baby Shower," for example, tallied 1.3 million likes, nearly 90,000 shares, and helped raise enough money to provide 80,000 polio vaccines and four tons of food to children worldwide.—S.G.

Neil Gaiman

Neil Gaiman is a best-selling author, award winning screenwriter, and a producer. He represents his novels, along with the different films he supports. This page is both personal and professional, which is what his main audience looks for. He appeals to the sense of never wanting to grow up and makes a sarcastic joke that one day he will find a real job. This greatly appeals to his audience, as many feel similar. His profile photo may seem personal, but it is, in fact, branded to his latest publication, "Fortunately, the Milk."

8. Resuming and Planning

Social networks reveal your personality and your professional attitude, but they can be the success of your career, or rather, the end of it. This requires not making colossal mistakes…

1. Not having a plan, or, being in networks without purpose;
2. Despite being free, social networks can cost time and money both for everyday users and businesses not using them properly. The most important step is to determine what is your goal and who you want to reach with this tool;
3. Getting everything at once - after a strategic plan, it is natural to want to implement all actions at the same time, which ultimately become an overload. Prior to that, do a search to determine which networks that will best achieve your objectives;
4. Do not measure the return that the investment should return - before you start using, and which will be your goals and how you can monitor traffic on social networks. Most of them have tools to determine the scope of demographic regions and monitor where are the visitors of your profile from and how many hits you're getting;
5. Failure to put essential information in the profiles - it is important to complete all information fields in the profiles because they are what define who is found in searches over the Internet. Profiles on social networks often provide several fields to include information about the user, photos and logo, etc.. Many users tend to fill only the most important parts and end up leaving the profile incomplete. The more complete your profile is, the greater the chances of being found;
6. Neglecting the opinions of others - seek to interact with your contacts. If you've been in a situation where only one person talks and gives no opportunity for others to express themselves, you already know that it is annoying not having the proper attention. In social networks the dynamics are the same: if a user only promotes and does not interact with others, may end up losing followers . So if someone makes a comment on your profile or post something, do not forget to respond;
7. Remove negative comments or critics - there are users who use social networks to complain on or critics some action or attitude. In most cases, the first reaction is to delete the comment and not let

the remaining contacts see it. However, when you delete a message, users may understand that's trying to hide something and pretend to have always show a positive image. Instead of deleting the posts, try to answer them politely and wait also for the defense of other contacts;

8. If used incorrectly, the networks can also destroy your career - do not delete messages with criticism about yourself, instead try to understand who criticized and why they criticized. Convince them to make a post saying exactly the opposite;

9. Do not worry about the profiles that already exist - do constant searches on the Internet to see where information about you is disclosed. Did you know that many of the information about you are already on the Internet without you knowing? A simple search can show you Google profile Places, telephone companies and websites with information to contact you. The important thing is to keep these profiles up to date, because even without a website or a profile on social networks, an employer will find it through search engines;

10. Not having time to update the profiles - building a brand on the Internet takes time and dedication. To expand your network of contacts online, you must be prepared to devote a few minutes of your day to update all profiles. If you think you will not have time to update social networks on an ongoing basis, the best thing to do is not start with that strategy now;