



Work Skills:

Digital Citizenship

Online reputation



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Activity One: What is online reputation?

Contents

- OR1.1 Definitions: online reputation and digital footprint
- OR1.2 Social networks
- OR1.3 Social networks and sharing

Definitions: online reputation and digital footprint



Online reputation

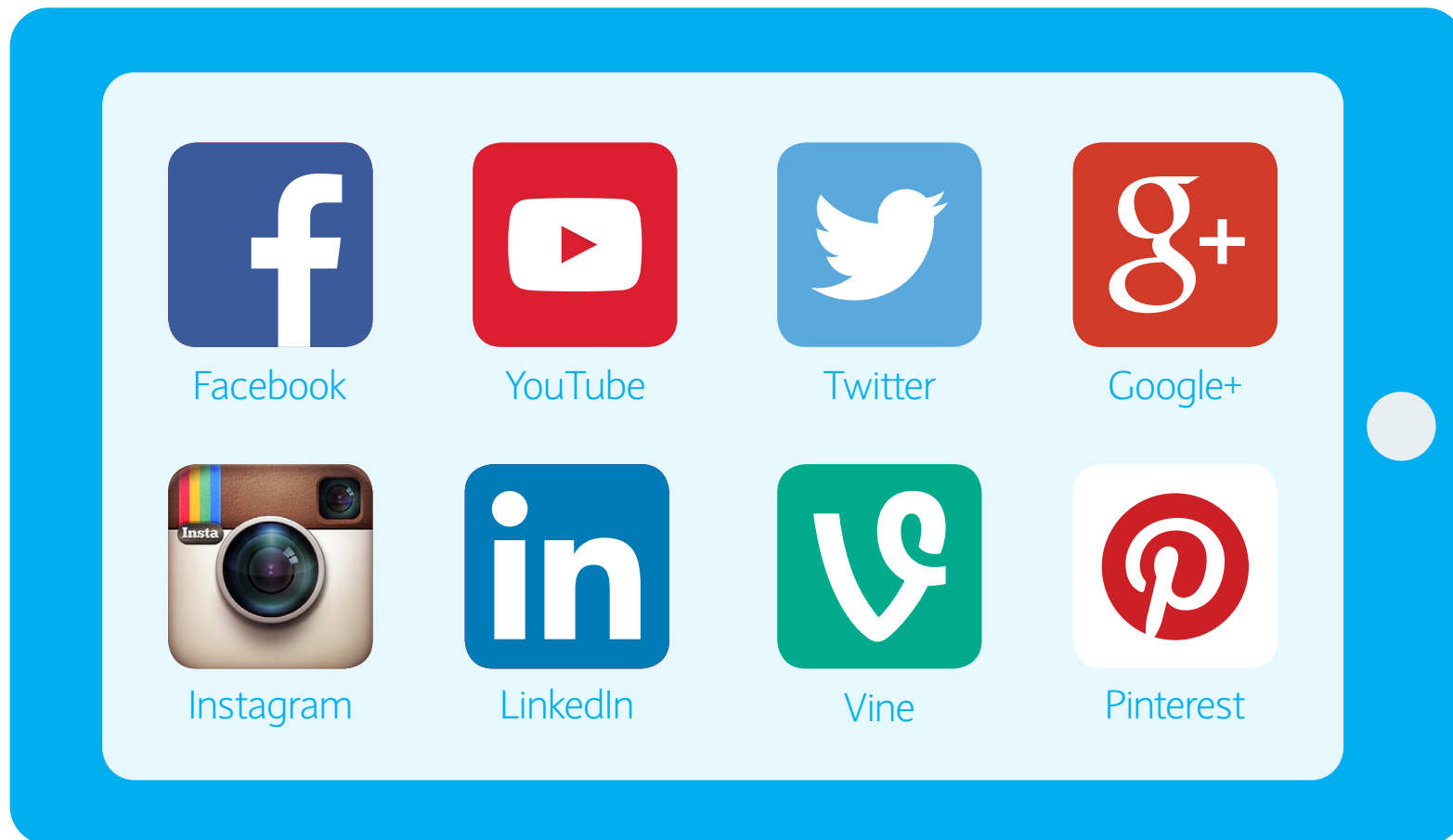
The opinion people have of you based on the digital information shared by you or other people online. This information could be photos, videos, your social media presence, blogs or anything else published online










Digital footprint

The digital trail you make when using websites, sharing information online and using social networks

Social networks



Social networks and sharing

 Facebook	 YouTube	 Twitter	 Google+
<ul style="list-style-type: none"> • Posts • Images • Links to websites • Videos • 'About' section • Groups 	<ul style="list-style-type: none"> • Videos • Annotated videos • Links and information on profile page • Live streaming • Biography 	<ul style="list-style-type: none"> • Tweets under 140 characters • Links to websites • Videos • Biography • Images • Use hash tags 	<ul style="list-style-type: none"> • Posts • Images • Links to websites • Videos • 'About' section • Google Hangouts linked to YouTube
 Instagram	 LinkedIn	Blog	 Pinterest
<ul style="list-style-type: none"> • Images • Short videos • Biography 	<ul style="list-style-type: none"> • Posts • Images • Links to websites • Videos • Work experience • Groups • Published work 	<ul style="list-style-type: none"> • Posts • Images • Videos • 'About' page • Files • Links to websites and files 	<ul style="list-style-type: none"> • Images • Videos • Pinned web links • Biography

How can some of what you share give you a positive online reputation? How could you use the facilities listed above?

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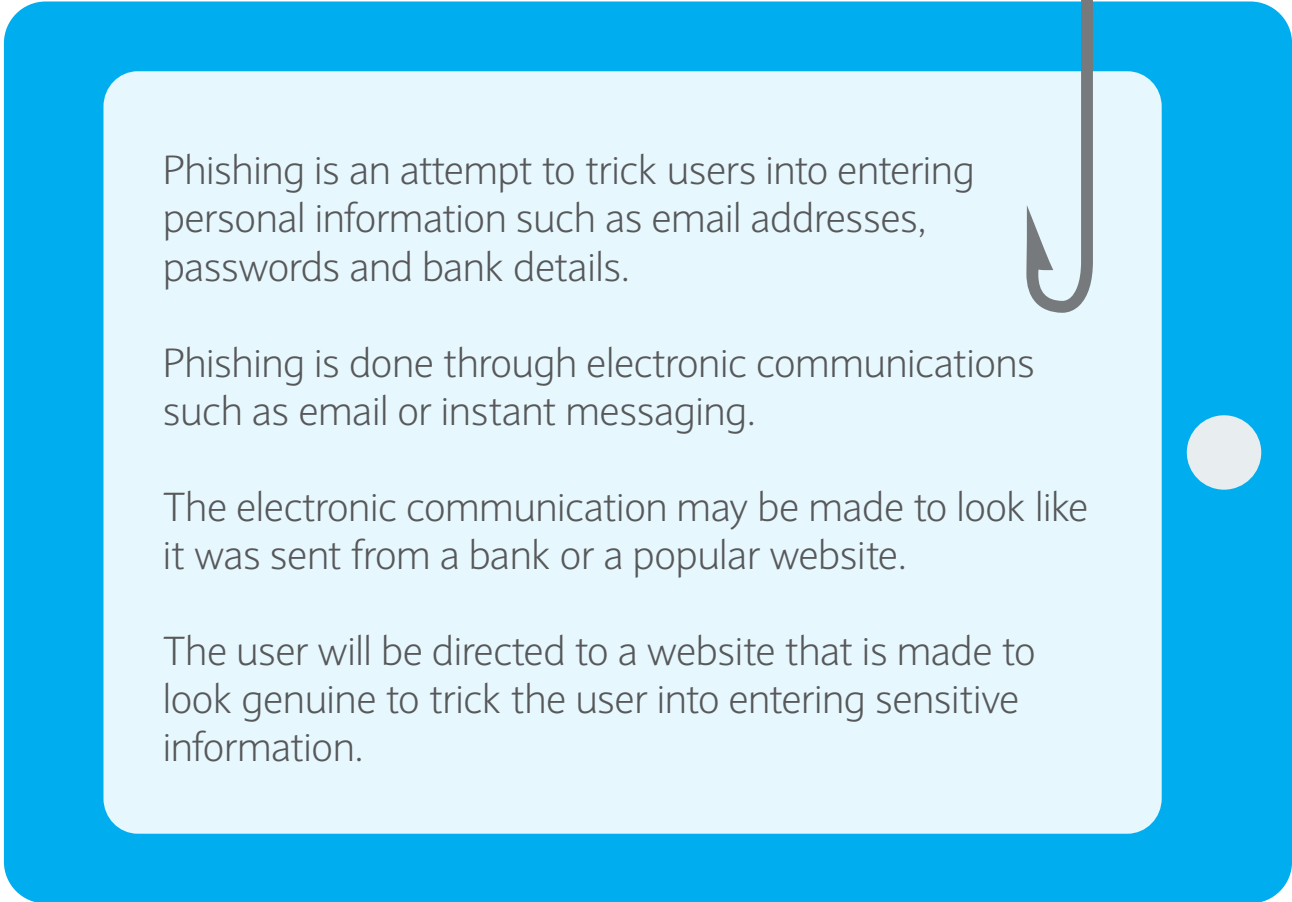
Activity Two: Privacy

Contents

OR2.1 Phishing

OR2.2 Stealing data

Phishing



Phishing is an attempt to trick users into entering personal information such as email addresses, passwords and bank details.

Phishing is done through electronic communications such as email or instant messaging.

The electronic communication may be made to look like it was sent from a bank or a popular website.

The user will be directed to a website that is made to look genuine to trick the user into entering sensitive information.

Stealing data

Popular websites sometimes suffer data security breaches. These tend to be carried out by people hacking into websites and other digital services.

In these breaches users' emails, passwords and other sensitive information may be stolen.

This highlights the importance of having different passwords for each online service you use. If you hear that a service you use has had a security breach, it is very important that you change your password for that service straight away.

If you do not, the hackers could use the your information to access your account or other accounts for which you use the same email and password. They may then be able to access private information such as bank details.

