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-- Begin Transmission --

## Managing Your Personal E-Reputation – Part 2

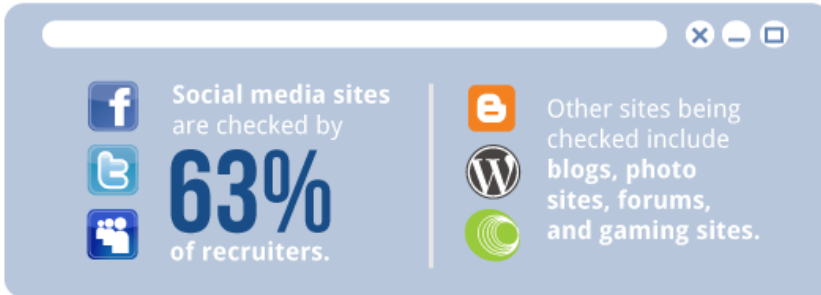
### 2 Why Online Reputations Matter



You might not care much about what people think of you in real life, so why worry about it online? Unfortunately, the Internet has a far longer reach than small town gossip.

#### ▶ Future Jobs

**78%** of recruiters **check search engines** to find out more about potential employees.




**f** Social media sites are checked by **63%** of recruiters.

**e** Other sites being checked include **blogs, photo sites, forums, and gaming sites.**


Who you hang out with, the associations you keep, and the companies you've worked for may affect whether or not you get the job.




#### ▶ Current Jobs




Your digital life is the mirror of your professional success, even internally. Digital behavior is followed by employers, and abusing it can be bad for you.

**8%** 

of companies have **fired someone** for abusing social media.

**Like** 



#### ▶ Potential Wins

##### A good presence


online can win you business, promotions, and respect.



Good digital branding. Good digital biography.

##### A bad presence

can influence people and change their opinions (for the worse) about you.



Bad presentation. Negative or no presence online.

To be continued...What Potential Employers are Watching for...

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Information Security: It's a Shared Responsibility

REFERENCE(S): <http://www.information-management.com>

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