



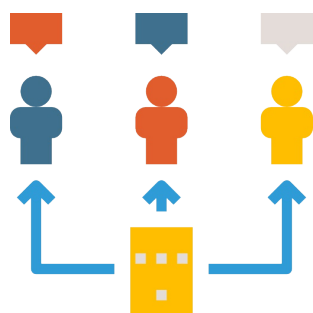
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HOW TO PROTECT YOUR REPUTATION ON SOCIAL MEDIA

Digital citizenship and etiquette

Digital citizenship, also known as digital ethics, covers the way we interact with resources and the online community, as well as how we manage the impact of technology on our lives. Digital etiquette is super important because the way we communicate in person and the way we communicate online tends to be completely different.

Digital etiquette is an important part of being a responsible digital citizen.

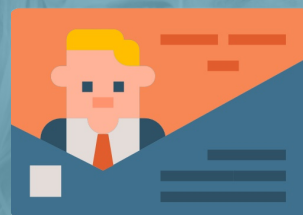


Professional or personal

Believe me, nowadays, it is increasingly difficult to separate your activities, but even so it is recommended to separate and make it clear which opinions and posts are professional and which are personal.

If possible, use separate accounts for each activity, or post a disclaimer on the post, and never share company matters without proper authorization.

Find what your company's recommendations and limits are, what should or should not be published, and follow the laws and standards defined in your industry.



Caution when sharing

You must have already been tagged in a post where you did not agree with the content, so we must be careful about what we share, when and with whom we interact on social media.

Know the privacy settings for the services and applications you use and adjust them to share only with the people you trust.

Another point is to check the need and approve the other information of your post, such as the location of the photo, application, and other non-essential details.



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Interaction leaves tracks

Your digital presence on social media can have years of relevant information about you, which increases your exposure in our digital society. It has now become widespread practice for interviewers to analyze your candidates' content and digital posture, so you should avoid decreasing your chances with some unwanted content. Always have your profile updated and engage in discussion groups relevant to your professional goals.



Understand the guidelines

No matter if it is an online or face-to-face conversation, some principles of etiquette and courtesy are recommended to be followed.

In addition to these, others may exist depending on the service or application used, such as who can send a direct message or the best way to contact that professional contact.

Before becoming an even more active user, read the guidelines, and recommended good practices, reviewing them every month to keep up to date with changes.

Find the best moment and be an example

Maybe it was a long day, a lot of coffee, or you may have slept little, to avoid breaking some rules and good social practices, always analyze if it will not be better to reflect and return to the subject when you are in a better time.

Do not be on impulse and avoid saying anything that could damage your personal or professional reputation.

Your behavior and example help to determine the level of the discussion, avoiding creating a vicious and negative circle.



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