

IMPROVING YOUR DIGITAL FOOTPRINT



1. Google yourself

This is where recruiters will start. Use speech marks around your name when searching to narrow the results. Don't forget to check images, video, news and more.



2. Check your privacy settings

Make sure that you know exactly what people can and can't see on your social media and other profiles. Be aware of phone apps as well - make sure you know what data they could be storing and sharing



3. Do a social media audit

Think of your online persona as an extension of your CV. Go through your posts, photos and videos and make sure that they portray you in the way that you want to be seen. Keep a list of all your online profiles, if there are any you haven't used for a while, delete them. You may not want employers to see those embarrassing Myspace photos from 10 years ago.



4. Build yourself an identity

Create a personal website with the URL firstnamelastname.com (or similar), so that your site shows up high in search engines. Likewise, set your social media URLs and handles to your name as it will build a more professional repertoire.



5. Have a second email

Similar to website and social media, your primary and/or professional e-mail should use your name. However, it is a good idea to keep a secondary, less identifiable email address for trying out new websites and apps that could send you a lot of spam, or pass your details on to third parties. This way, you know that your professional contact stays just that.



6. Keep your security software up-to-date

This will help prevent viruses and malware from mining your digital footprint.



7. Get a browser extension

There are a number of browser extensions and app add-ons that can block tracking cookies and limit which of your online data is captured. [Ghostery](#), [Albine](#) and [Disconnect Me](#) are a few good ones to try out.