



Pupil eSafety FOCUS

Welcome to the Digital Footprint edition of the St Cenydd E-safety newsletter...

In this edition we'll look at how online reputation is formed and how your life online can have both a positive and negative effect on how others view you. You'll also learn some simple ways to look after your online reputation, so it stays positive and keeps yourself and others safe.

Online reputation

Did you know that all the things you do and share online build up a picture of who you are as a person?

Have you ever thought about how your online behaviour might affect what you do in the future?

Do you know how to look after your online identity and activities to build a positive online reputation?

What is 'online reputation' and why is it important to be aware of it?

Your online reputation is the opinion or view that others have of you based on what you say and do online. It's something that you should take seriously as people will take it into account when making decisions about you.

What does your online profile say about you? Employers often turn to the internet to find out more about people applying for jobs and people who already work for them. It means that what you post online can have a real impact offline, especially if your online reputation is poor. It can also negatively impact your relationships with friends and family.

How is your online reputation formed?

Every time you post something online, whether sharing content, playing a game or simply visiting a website, you create something called a 'digital footprint'. This footprint is also created when you:

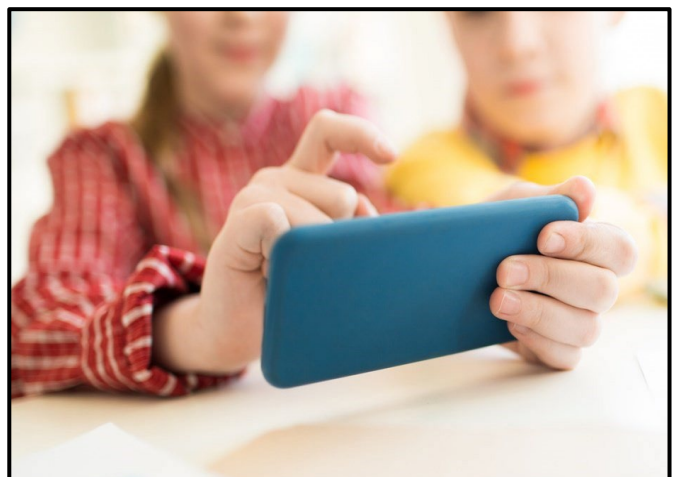
- send emails and text messages
- post or share images, photos, videos, comments, likes and dislikes

- become members of online groups
- buy things online and
- build up a search history.

But it's not just what you post. Your digital footprint is also made up of things that others post about you, either as comments or in the form of pictures.

Others can see that content, and databases can track information that people then use to make a judgement about the kind of person you are.

You began to build your online reputation the moment you start using the internet.



How your online reputation is built:

You begin to build your online reputation the moment you start using the internet. If you started to use it as a child, your parents/carers might have made sure you were using it securely so that you stay safe by, for example, using imaginary profile names for privacy.

As you get older, you may think more about how you want to be seen online. This can be exciting, as it can make you feel more independent. But it also means taking full responsibility for your online reputation and managing it properly. Some types of online behaviour could have a negative impact on your reputation. It's very important you know what's acceptable or not, so that you can continue to build a positive reputation.

Sharing pictures

The images you share tell a story

Sharing pictures of yourself and others is one way to connect with people online. But remember, nothing online is temporary. It's easy for others to copy, save and forward your information. A lot of what you share can be seen, even if you delete it later.

Different people can also interpret pictures in different ways by sometimes misinterpreting them when they're removed from their original context. Things that seem funny or cool right now might not seem so in the future, or when a parent or carer, teacher or potential employer sees them.

Memes!

Memes are very popular and spread quickly online, mainly via social networks. Though many memes are only intended to be funny, some memes can be upsetting or inappropriate. Some young people create them to gain online popularity but sometimes don't always consider the impact a hurtful or offensive meme can have.

Managing your online reputation

Follow these top tips to ensure it stays positive.

Search yourself

Enter your name into several search engines and see what comes up. Are the results positive? Do they show you in a positive light? If not, take the steps you need to remove the content.

Double-check your privacy settings

Privacy settings on social media allow you to control who sees your posts on your social media streams. Most of the time they are set to 'public'. Check that the accounts you use with friends are set to 'private' and what permissions you're giving them to tag you

in content.

Keep your profile pictures positive

Your profile pictures should show you in a positive light and in a way that others would not find inappropriate or offensive. Make sure your email address is also professional-sounding. You can also update your profile pictures as you get older, so they're an accurate representation of who you are.

Advice and Support

If you regret posting something, remove it as soon as possible. If someone else has posted something that might harm your reputation, ask them to remove it immediately. **Speak to your Head of Year, IT teacher or Mr Dickinson if you need help or advice.**

To find out more, visit [Report Harmful Content](#) :



<https://reportharmfulcontent.com/>
<https://reportharmfulcontent.com/child/>

If you need someone to talk to out of school, you can also call **Meic**, which offers free information, advocacy and advice for children and young people in Wales up to the age of 25-years-old. Call **Meic** for free on 080880 23456, text on 84001 or send instant messages at www.meic.cymru. They're open from 8am to midnight, seven days a week.

Remember that **Childline** is another safe place that you can turn for help.

Find out more at: <https://www.childline.org.uk/info-advice/bullying-abuse-safety/online-mobile-safety/taking-care-your-digital-footprint/>

