

# Protecting your digital footprint.

In an increasingly digitised world employers no longer rely solely on what's written in your CV to decide if they want to give you an interview or offer you a job. A growing number of hiring managers turn to social media and the internet to check out potential employees.

If you're about to start looking for a new job, or have already, then the first thing you should do is drop everything and Google yourself!

What does the search throw up? Is it something you want a potential employer to see?

If not then your digital footprint is in need of a spring clean. The good news is that not only is it quick and easy to do but it will also give you a chance make sure that you are presenting the best possible digital profile.

The best place to start is your social media profiles and the first thing you need to do is decide what privacy levels to set.

Think of Facebook as the weekend, something you share with family and friends. Chats with your Auntie Paula and pictures of nights out with your uni mates aren't really something to share with your boss - so only allow people you are 'friends' with on the site access to your profile.

The other thing to check during your Facebook tidy is your photo stream – particularly photos put up by other people – because they can be seen even if your account is set to private. So if there are any you wouldn't want a new boss to see make sure you untag yourself.

LinkedIn however, should be viewed as part of your working week. It's essentially an interactive online Cv. It should be where you connect with other people in the digital space who share the same professional interests as you. It's also the place where it is most important to make sure that your contact and career information is up to date so that the right people can find you. Especially if you are looking for a new digital job.

Twitter is a bit more complicated – it really depends on what you are using your account for. If you tweets are relevant to what you do for a living or about a specialised subject, then having it linked to your name or LinkedIn Profile is fine. However, if it's a feed you use to talk to family and friends it's probably better to use a pseudonym . The same applies to blogs that you write for, either as the owner or as a contributor.

Other things to check:

So far you've tidied up the parts of your digital footprint that you have control over, but you are probably mentioned in other places too. The most likely places are your university alumni website and former employers. A quick email to should be enough to get your uni to update their records and for past employers to make sure that you are taken off their sites where appropriate.