Maintaining a positive online presence

What does this mean?

How important is this to you?

Watch the following video. Do you know of any examples where an individuals online behaviour has had a negative impact on their life

When past tweets have come back to haunt them

There are many cautionary tales where posts from the past have come back to haunt the individual who posted them

An example of this was Kevin Hart when in 2018 tweets from 2011 resurfaced and he was slammed for being homophobic. This ended up with him having to step down as host of the Oscars

Jack Maynard pulled out of I'm A Celebrity….Get Me Out Of Here! In 2017 after just 3 days in the jungle due to a series of Tweets he posted between 2011 to 2013.

Maynard later apologised saying he was 'young' and 'careless' when he sent the posts, adding: 'Don't put anything online you wouldn't say to your mum.'

There are many cases where this has happened over the years as people have easier and quicker access to the internet.

Things that could be seen as funny at the time, may not be so funny in the future. Think about how much has changed in the past 50 years, even what is seen as comedy on TV has adapted. What was funny then is most likely offensive now!


Twitter was created in 2006

Facebook was created in 2004

How online platforms have evolved

Twitter was originally created as an alternative to SMS text messages as a form of free social networking.

It wasn't until 2009 that the power of Twitter was realised and Twitter was transformed from something that was regarded as an idle hobby for an increasingly wired world into an up-to-the-second news source that transcended political borders.

Now the platform has become a tool for amateur journalists.
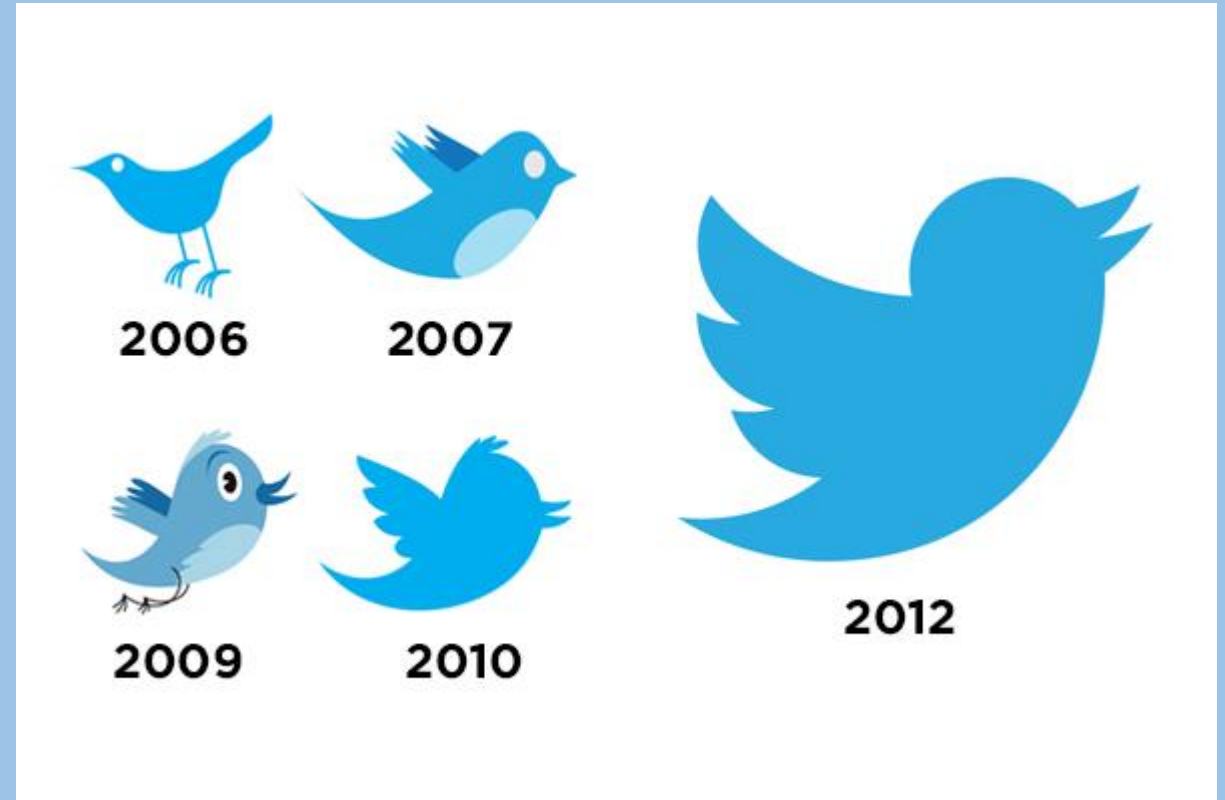
Are we ready for the next digital evolution?

Looking at our online presence now and how TikTok has taken over the world…..

Are we ready for the next step in digital evolution??

So many social networking sites have moved away from their intended purpose. This was not seen at the time

Will we be ready for the next shift??
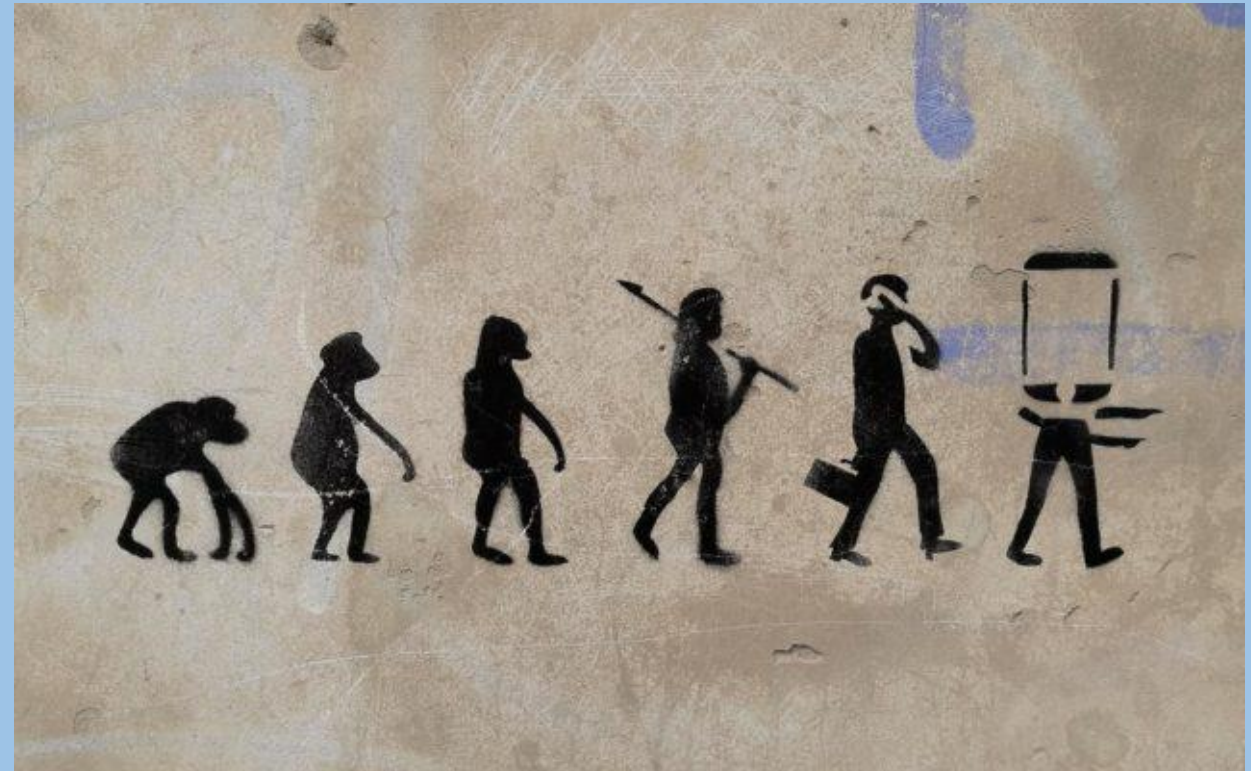
Understanding the law regarding social media

Social media has made its way into almost every area of student life. The 18 to 25 age group is the most active demographic on social media and graduate recruitment teams often use Twitter to find new talent.

But are we fully aware of the laws the surround social media??

Ignorance is not a defence in court….

It's easy to post an opinion or joke online. But that one tweet or Facebook status can reach an audience far beyond what is expected, or intended. And if you say the wrong thing, you could face severe legal consequences.

Libel: many young people are unaware that they could be sued for tweeting an unsubstantiated rumour about another person.

But if the false statement causes 'serious harm' to a person's reputation, it may be libellous under the Defamation Act 2013

What's more, you don't have to have posted the original allegation to get in trouble. Simply retweeting someone else's comments can potentially be regarded as an endorsement, significant enough to trigger legal action.

The person does not need to be directly named, as long as they can be identified from what is posted.

And deleting the post does not prevent a claim as it may have been posted elsewhere. The length of time the post was live will only affect the amount of damages paid out

Don't steal photos

Copyright law supports the idea that if a person created something, they can decide who else has access to it. This applies to the online world just as it does the real world. The use of a photo or video posted online without the permission of the creator could be a breach of copyright.

Alamy

The right to privacy is protected by the European convention on human rights.

However, there are a number of exceptions to these rules that allow interventions if breaching your privacy is deemed necessary to society, such as when certain policing operations are concerned.

Also, a recent case ruled that employers could read workers' private messages sent via chat software, such as Facebook Messenger, during working hours. Students with part-time jobs should take note!

Trolling is now rife and in 2015 25% of 13 to 18 year olds were victims of online abuse, and five internet trolls are now convicted every day.

Guidelines issued by the Crown Prosecution Service require the passing of a 'high threshold' before the law will intervene, such as making grossly offensive or threatening remarks or a 'campaign of harassment specifically targeting an individual'.
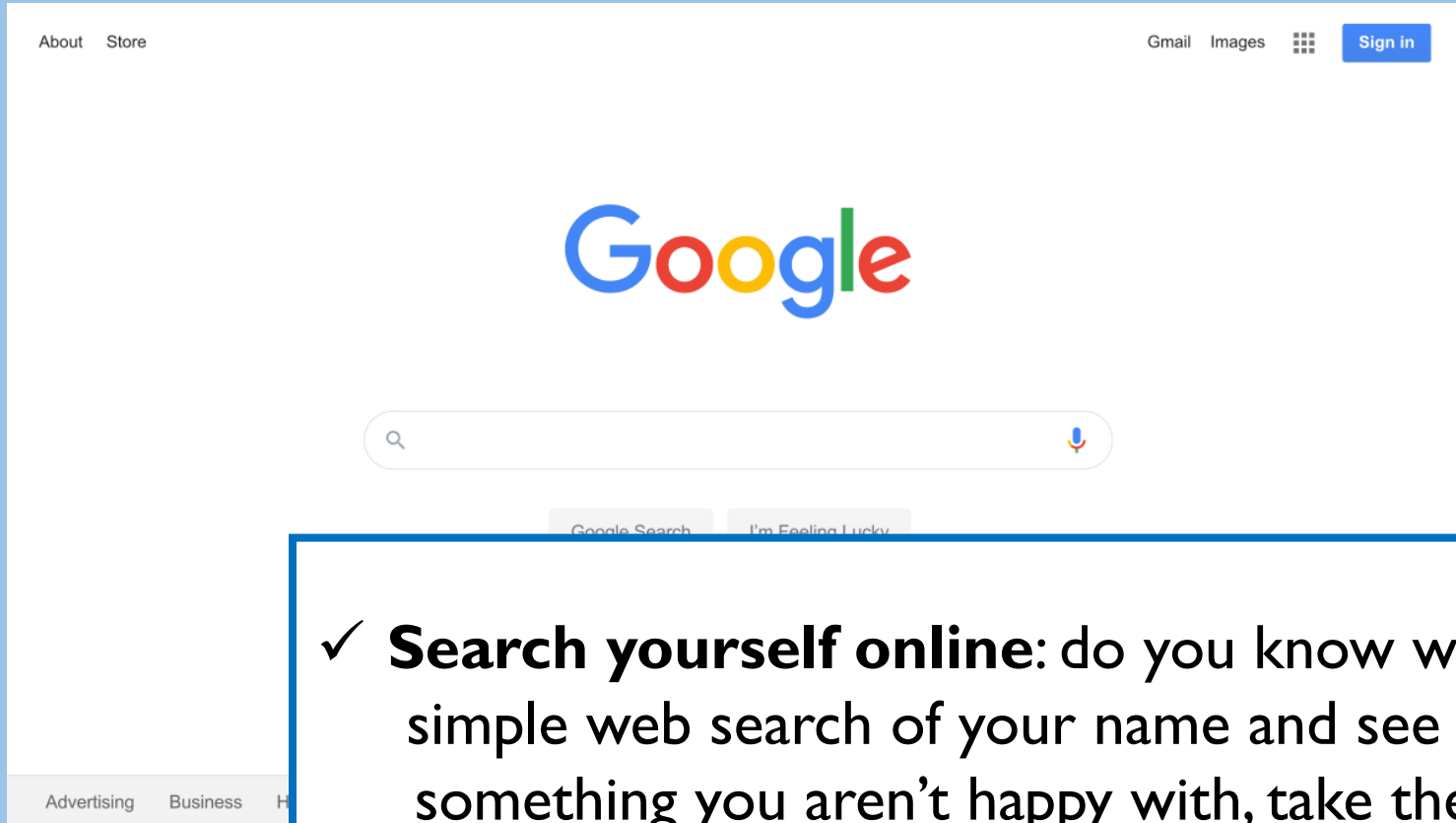
Watch the following video…..could this be you?

Your digital footprint is the mark that you leave behind when using the internet and can shape your online reputation. Your digital footprints can be positive or negative and shape how people see you now or in the future

Use this simple checklist to help manage and maintain your online reputation

✓ **Search yourself online**: do you know what is online about you? Do a simple web search of your name and see what you can find. If you find something you aren't happy with, take the necessary steps to get that content removed. Remember, if your Facebook or Twitter pages appear you can change this by adjusting your privacy settings.

✓ **Check privacy settings**: make sure you know what information you are sharing on the websites you use, in particular social networking sites. Most social networking sites have privacy settings to help you manage the content you share and who you share it with; you can decide if you want your posts to be shared with your online friends and followers or with the public. Keep in mind that your friend's content and their settings can also affect your digital footprint

✓ **Think before you post**: before you post that funny picture of your friend, or make that joke about someone on Twitter, ask yourself do you want everyone to see it: friends, family, grandparents, future employers? Would you be happy for others to post that type of content about you? You should be proud of everything you post online, remember once it is online it could potentially be there forever!

✓ **Deactivate and delete**: when you stop using a social networking profile or website, it's a good idea to deactivate or delete your account. This will mean the content is no longer live and should not e searchable online: it will also remove the risk of these accounts being hacked without you knowing

✓ **Make a positive footprint:** we hear a lot about the negative footprints left behind online. The best way to keep your online reputation in check is to use your time online to get creative and create a positive footprint. For example why not write a blog to promote all the great things you are doing, fundraise for a charity using an online sponsorship page or create a video to teach others something new?