TEACHING STUDENTS HOW TO MANAGE THEIR ONLINE PRESENCE

MegaResource
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Instruction Librarian
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Do students know that “Googling” is becoming increasingly commonplace when it comes to college applications and the job market? What does their online presence say about them? In this hands-on session, learn how to equip students with the tools to protect their privacy and build credibility for their unique, personal brand.
IT'S ALL ABOUT IDENTITY
**WHO’S LOOKING ANYWAY?**

Only 4% of recruiters DON’T use social media in the recruiting process. 4% aren’t sure, but the **92%** of recruiters that do use social media cast a wider net than ever:

<table>
<thead>
<tr>
<th>Social Media</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>LinkedIn (in)</td>
<td>87%</td>
</tr>
<tr>
<td>Facebook (f)</td>
<td>55%</td>
</tr>
<tr>
<td>Twitter (twitter)</td>
<td>47%</td>
</tr>
<tr>
<td>Dribbble (d)</td>
<td>38%</td>
</tr>
<tr>
<td>YouTube (youtube)</td>
<td>21%</td>
</tr>
<tr>
<td>GitHub (github)</td>
<td>14%</td>
</tr>
<tr>
<td>Instagram (instagram)</td>
<td>13%</td>
</tr>
<tr>
<td>Tumblr (tumblr)</td>
<td>3%</td>
</tr>
</tbody>
</table>

Other networks and apps recruiters are using to evaluate and engage talent include Vimeo, Tumblr, Pinterest, and even Periscope!
55% of recruiters have reconsidered a candidate based on their social profile, with 61% of those reconsiderations being negative.

<table>
<thead>
<tr>
<th></th>
<th>POSITIVE</th>
<th>NEUTRAL</th>
<th>NEGATIVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Profanity</td>
<td>5%</td>
<td>22%</td>
<td>63%</td>
</tr>
<tr>
<td>Spelling/grammar</td>
<td>3%</td>
<td>24%</td>
<td>66%</td>
</tr>
<tr>
<td>Illegal drug references</td>
<td>2%</td>
<td>7%</td>
<td>83%</td>
</tr>
<tr>
<td>Sexual posts</td>
<td>1%</td>
<td>17%</td>
<td>70%</td>
</tr>
<tr>
<td>Volunteering/donations to charity</td>
<td>65%</td>
<td>25%</td>
<td>2%</td>
</tr>
<tr>
<td>Political affiliation</td>
<td>2%</td>
<td>69%</td>
<td>17%</td>
</tr>
<tr>
<td>Alcohol</td>
<td>2%</td>
<td>43%</td>
<td>44%</td>
</tr>
<tr>
<td>Guns</td>
<td>2%</td>
<td>32%</td>
<td>51%</td>
</tr>
</tbody>
</table>
What My Landlord Learned About Me From Twitter

By HALEY MLOTEK JULY 20, 2015

Haley Mlolek (@haleymlotek)

if you ever need to know about me

Could Your Social Media Footprint Step On Your Credit History?

NOVEMBER 04, 2015 4:38 PM ET

The Guardian

Harvard University

Harvard rescinds admissions offers over offensive memes on Facebook - report

At least 10 students admitted to college have lost their chance to matriculate after posts in private group joked about race, child abuse and sexual assault
What every football recruit should have in his Twitter profile

Don’t let these common mistakes cause a college coach to miss you.

By Bud Elliott | Jan 31, 2018, 6:00pm EST

Coach Chris 99
@Coach_Chris99

"Never let a 140 character tweet cost you a $140,000 scholarship!" #sports

❤ 96 1:35 PM - Jul 8, 2017

💬 58 people are talking about this
IF THEY CAN’T FIND YOU...

Fifty-seven percent of employers are less likely to call someone in for an interview if they can’t find a job candidate online.
WHERE DO YOU START?
1. Why do you use social networks?
2. How do you decide who to add to your friends list?
3. Do you ever check into places? Do you share your location with your friends online?
4. How private is your profile?
5. Do your parents or guardians know what you’re doing online?
6. Do you think posting personal information and pictures can affect your future?
7. Can using social networks be dangerous? What are the possible dangers?
Teens are more likely to say social media makes them feel more included and confident rather than excluded or insecure.

- Excluded: 71% Included
- Insecure: 69% Confident
- Fake: 64% Authentic
- Reserved: 61% Outgoing

Note: Respondents who did not give an answer are not shown.
Source: Survey conducted March 7–April 10, 2018.
“Teens’ Social Media Habits and Experiences”
PEW RESEARCH CENTER
Among teens, deleting or restricting their social media posts is relatively uncommon

% of U.S. teens who say they ever do the following on social media

- **Organize their feed to only see certain content**
  - Often: 15
  - Sometimes: 31
  - Rarely: 22
  - Never: 29

- **Delete/restrict access to their posts because it could negatively impact them later**
  - Often: 9
  - Sometimes: 23
  - Rarely: 26
  - Never: 37

- **Delete/restrict posts because they don’t want their parents to see**
  - Often: 9
  - Sometimes: 20
  - Rarely: 25
  - Never: 42

Note: Respondents who did not give an answer are not shown.
Source: Survey conducted March 7–April 10, 2018.
“Teens’ Social Media Habits and Experiences”

PEW RESEARCH CENTER
ACTIVITY: GOOGLE YOURSELF
Remove information from Google

You can ask Google to remove your sensitive personal information, like your bank account number, or an image of your handwritten signature, or a nude or sexually explicit image or video of you that's been shared without your consent, from Google search results.

What Google will remove

See our Removals Policies to learn what information Google will remove.

If you want to remove a photo, profile link, or webpage from Google Search results, you usually need to ask the website owner (webmaster) to remove the information.

Why contact the webmaster?

Even if Google deletes the site or image from our search results, the webpage still exists and can be found through the URL to the site, social media sharing, or other search engines. This is why your best option is to contact the webmaster, who can remove the page entirely.

If a photo or information shows up in Google search results, it just means that the information exists on the Internet and it doesn't mean that Google endorses it.

What do you want to do?

- Remove information you see in Google Search
- Prevent information from showing in Google Search
ACTIVITY: FACEBOOK PRIVACY

1. Check your “Public View” using the “View As” feature (this has been temporarily disabled due to a security issue).

2. Check who can see certain posts; you may see a small icon with a drop down like this:
## Privacy Settings and Tools

### Your Activity

<table>
<thead>
<tr>
<th>Activity</th>
<th>Setting</th>
<th>Edit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Who can see your future posts?</td>
<td>Friends</td>
<td></td>
</tr>
<tr>
<td>Review all your posts and things you’re tagged in</td>
<td>Use Activity Log</td>
<td></td>
</tr>
<tr>
<td>Limit the audience for posts you’ve shared with friends of friends or Public?</td>
<td>Limit Past Posts</td>
<td></td>
</tr>
</tbody>
</table>

### How People Find and Contact You

<table>
<thead>
<tr>
<th>Find and Contact You</th>
<th>Setting</th>
<th>Edit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Who can send you friend requests?</td>
<td>Friends of friends</td>
<td>Edit</td>
</tr>
<tr>
<td>Who can see your friends list?</td>
<td>Friends of friends</td>
<td>Edit</td>
</tr>
<tr>
<td>Who can look you up using the email address you provided?</td>
<td>Friends</td>
<td>Edit</td>
</tr>
<tr>
<td>Who can look you up using the phone number you provided?</td>
<td>Friends</td>
<td>Edit</td>
</tr>
<tr>
<td>Do you want search engines outside of Facebook to link to your profile?</td>
<td>No</td>
<td>Edit</td>
</tr>
</tbody>
</table>
Elizabeth Downey
@MSUCmLib

Instruction Librarian at Mississippi State University. Liaison to the Department of Communication. Popular culture, comics, and academic integrity specialist.

Starkville, MS
Joined June 2016

90 Photos and videos

Tweets
765
Following
115
Followers
153
Likes
912
Lists
0
Moments
0

Tweets

Quiz one is in 30 and a Twitter session is in the books! Til next time... #MSUPR

Media

GIF
ACTIVITY: PROTECT YOUR TWEETS

Privacy and safety

Privacy

Tweet privacy
- Protect your Tweets
  If selected, only those you approve will receive your Tweets. Your future Tweets will not be available publicly. Tweets posted previously may still be publicly visible in some places. Learn more.

Tweet location
- Tweet with a location
  If selected, you can add a location to your Tweets, such as your city or precise location, from the web and via third-party applications. This setting does not affect Twitter for iOS or Android. Learn more.

  Delete location information

Photo tagging
- Allow anyone to tag you in photos
- Only allow people you follow to tag you in photos
- Do not allow anyone to tag you in photos

Discoverability
- Let others find you by your email address
- Let others find you by your phone number

This setting will take effect once you add a phone number. Add now

Learn more about how this data is used to connect you with people.
… BUT WHAT ABOUT SNAPCHAT?

- Educate teens that no photo or chat is really invisible.
- On the internet, it’s safe to assume that every piece of information is forever.
- Instruct students to tell an adult if they receive an image or message that makes them uncomfortable.
Change your privacy settings

By default, only ‘friends’ you’ve added on Snapchat can contact you directly or view your Story. If you’d like to change your privacy settings, here’s how:

1. Tap 📞 in the top right-hand corner of the Profile screen.
2. Scroll down to the ‘Who Can...’ section and tap an option.
3. Choose an option, then tap the back button to save your choice.

Your options include...

- **Who Can Contact Me**: Choose who can contact you directly with Snaps, Chats, calls, etc.
- **Who Can View My Story**: Choose who can view your Story. Tap ‘Custom’ if you’d like to block specific friends from seeing your Story.
- **Who Can See Me In Quick Add**: Choose who can see you in Quick Add, a feature that appears around Snapchat which makes it easier to add friends.
NEW TO SOCIAL MEDIA, OR OLD HAT?

- What social media options suit you best? Are you more verbal or visual, or a mix of both?
  - What options will still be around in 5-10 years (how many of us had a MySpace)?
- Is the account you started at 13 reflective of the person you are now? The person you will be after high school or college?
  - DON’T: be ashamed of your One Direction fangirling online...
  - DO: check for past posts that can be viewed as racist, sexist, homophobic, anti-Semitic, etc.
PRIVACY TIPS:

- Check privacy settings frequently; terms and conditions can change!
- Change passwords monthly and don’t use auto-login.
- Remember that posts on one app may link to another!
- Turn off GPS/location settings.
- Beware of “quizzes” (what’s your leprechaun name, Star Wars character name, etc.) that could be fishing for information. Answers often mirror common password reminders!
THINK SMART!

▪ Be nice.
▪ Think twice before hitting "enter."
▪ Follow the "WWGS?" rule (What Would Grandma Say?)
▪ Know and use advanced privacy settings.
▪ Don't "friend" strangers.
What about YOU?

- Are you on social media?
- What do you post, and how public is it?
- Do you have a distinct line drawn between your professional and personal social media presence?
- Do your students have viewing access to your social media? What about parents, administrators, fellow educators?
ACTIVITY: START A LINKEDIN PROFILE

Elizabeth Downey
Associate Professor and Instruction Librarian
at Mississippi State University
Tuscaloosa, Alabama Area | Higher Education
Current: Mississippi State University
Education: The University of Alabama
8 connections
LINKEDIN TIPS

▪ Completely fill out your profile
▪ Start finding connections
▪ Keep it up-to-date
▪ Join groups
▪ Congratulate and endorse people
▪ Let it sit!
TODAY’S BRAVE NEW WORLD: YOU NEED TO...

• Learn how to **protect** and **manage** your online information and relationships
• Develop a safe and professional online identity
• Network professionally online
• Find social tools that do good work for you
LESSON PLANS & RESOURCES

- BBC Stay Safe on Social Media
- Disney’s Parent Guide to Internet Safety
- Edutopia Lesson for Elementary Students
- NetSmartz Workshop (National Center for Missing & Exploited Children)
- Common Sense Education, By Age Group
- A Student’s Guide to Using Social Media Safely
QUESTIONS?

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