Resource 9
Protecting my Digital Footprint
Student Handout

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Unlocking the Potential of Female Migrants as Entrepreneurs in the Digital Age

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Resource title:	**Resource 9 Protecting my Digital Footprint**
Introduction to the Activity:	It is impossible to be a successful business in the 21st century without an effective online presence and social media platforms are an excellent way to network and promote businesses. However, every time someone goes online, their activity is recorded and added to a digital footprint that offers insight into individual behaviours. Digital footprints are clearly useful to companies selling goods or services who wish to target particular people, but they can also be used in negative ways. For examples, historic posts can be used to damage your reputation or revealing too many personal details can lead to identity fraud.

This self-reflection exercise encourages you to think about your own experience of using social media platforms, to audit your online presence to date and identify whether you have posted anything historically that needs to be removed to protect you in future. Use this exercise in conjunction with the student handbook to ensure you know what to do to resolve issues if you identify any during this activity. |
| **What will you achieve through this self-reflection?** | ▪ Audit of digital footprint on social media platforms.
▪ Identification of issues with historic use of social media platforms.
▪ Develop plan to help you resolve issues. |
| **Questions to ask Myself:** | *Question 1:* How many social media accounts do I have?
In addition:
a) How many of these accounts are for personal use?
b) How many of these accounts are for business use?
c) Do I have any accounts that I use both personally and for business?

Question 2: When did I join each platform and what I have posted since I first set up the account?

Question 3: Have I posted anything that could be seen to be offensive or controversial? (you'll need to check all posts back to the date you joined the site)

Question 4: Have I posted anything that reveals too much information about me, such as personal details?

Question 5: What would someone I don't know think about me if they read the posts I've made on a social media platform? |

Checklist

1. Review every social media account you know you have.
2. Remember to check alternative email addresses you may have used.
3. Make a comprehensive list of any issues.
4. Using the student handbook, create an action plan to resolve issues.

Follow-up Activities

▪ Review your social media posting practice if necessary: once you have audited your historic posts, you may need to change your approach to posting online.

▪ As part of your action plan, ensure you delete unwanted or duplicate social media accounts so you have more control over your online life.

Take-away Notes - Next Steps:

● Use the audit to begin to reflect on the way you present yourself to the world online. Think about question 5 in more detail and be honest with yourself. Do you present yourself as someone who is trustworthy and reasonable? If not, why do you think this is? What steps can you take to change this?

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