



DOUGLAS DEMOCRATS

COUNTY COMMITTEE OF THE DEMOCRATIC PARTY OF GEORGIA

Protecting Your Reputation: Be Digitally Savvy

- I. Live as though your mother is watching.

Homework: Google yourself. What do you see?

www.google.com/webmasters/tools/removals

- II. Simplify your digital stamp

Digital Compass Exercise: What do you want people to find about you when they search Google? (keep it short, 140 characters)

- III. Be “FLAWsome”

It is how you respond that counts!

- IV. Measure twice, post once

Three second rule

- V. Your legacy = Digital Footprints + Digital Shadows

Footprint = what you post

Shadow = what others post about you

Stamp = Summary of Footprint + Shadow

Source: *What Happens in Vegas Stays on YouTube: Privacy is Dead. The NEW Rules for business, personal, and family reputation.* Erik Qualman. 2014