

# DIGITAL LITERACY CURRICULUM



**STUDENT'S WORKSHOP**  
ONLINE REPUTATION  
MANAGEMENT



# Online Reputation Management– Workshop Objectives?



- Reputation definition.
- Online reputation definition.
- Measure your online reputation.
- Manage your online reputation.
- Real example!
- Being unknown!
- Who's interested ( ACT – Group Work ).
- Its Impact on Our Lives.
- So, what you can do?
- Wrap Up ( ACT – Mind Mapping ).

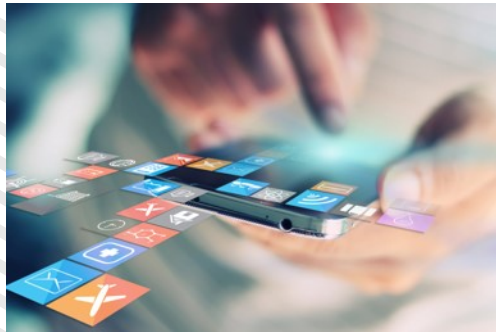
# Online Reputation Management – Definitions



## Reputation

- Anything that has to do with **you...**
- Anything you're accountable of...
- People's opinion about **you...**
- Your behavior and attitude reflects your reputation.

# Online Reputation Management – Definitions



## Online Reputation

- Anything you do online that could have an impact on your reputation whether positive or negative!

# Online Reputation Management – How Reputation is Created?



- Negative or Positive talk about someone or something.
- General Behavior within a social community.
- Commitments and Responsibilities a person had or can have.
- Number of Social contacts.

# Online Reputation Management – Impact of Reputation

Good Online Reputation	Bad Online Reputation
<ul style="list-style-type: none"> <li>● Help you get accepted for a school or university admission.</li> <li>● Help you get more connections.</li> <li>● Help you have a positive online presence.</li> <li>● Help you be a successful person and highly recommended by others.</li> </ul>	<ul style="list-style-type: none"> <li>● Exclude you from being a potential candidate at schools or universities.</li> <li>● Increases the negative energy around you.</li> <li>● Increases bad publicity.</li> <li>● Decreases your winning chances in life.</li> <li>● Increase the chances of people ignoring you.</li> <li>● Could have an impact on your school grades.</li> <li>● Increases enemies.</li> </ul>

# Online Reputation Management – How To Find Out about Yourself Online?



1. Type your first and last name into several popular search engines **i.e. Google, Yahoo, etc..**
2. Be specific to increase your search effectiveness and results.
3. Avoid searching using your Qatari ID – not recommended.
4. Search blogs and social networking sites.
5. Search all variations of your name.
6. Check sites you frequently visit if they have any information about you.



# Online Reputation Management – How to Manage and Protect Your Online Presence



1. Create and optimize your **Google** profile.
  - Define what you want people to see (i.e. Bio, Picture, Occupation, etc).
2. Regularly monitor your online presence.
3. Remove unwanted content and the associated search results.
  - Keeping personal information out of Google.
  - Remove a page or site from Google's search results.



# Online Reputation Management – How to Manage and Protect Your Online Presence



4. Get notified when your personal data appears on the web.
  - **“Me on the Web” feature**
5. Create and optimize your account on ethosU “platform that allows young people to build and preserve their reputations, putting them at a distinct advantage to progress positively into their future.” – <https://www.ethosu.com/login.php>

## Online Reputation Management – Example



A real example on how to remove **personal information** from **Google!**

- Google Yourself and highlight the un-needed Content!
- Activity - Check Your Online Presence!

# Online Reputation Management – Who's Interested? (ACT 2)



## Activity 2 ( Group Work )

- List everyone who might be interested to know information about you.

# Online Reputation Management – Wrap up (ACT 3)



## Activity 3 (Mind mapping) – Brainstorm Online Reputation. (10 min)

- What is reputation & online reputation ?
- How to measure and manage it?
- What we can do?

# Online Reputation Management - Any Questions?





# Thank you

For more information,  
please contact us at [info@safespace.qa](mailto:info@safespace.qa)

