

# Social Media

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- Jo Norman, MPM, PMP
  - 23 years in Internet and Software Technologies
  - Career includes:
    - Technical Trainer
    - Web Developer
    - Project Manager
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    - Engagement Manager
    - Consultant
    - SQL Programmer
    - DBA
    - Technical Author
    - Technical Editor



# Social Media

## Agenda

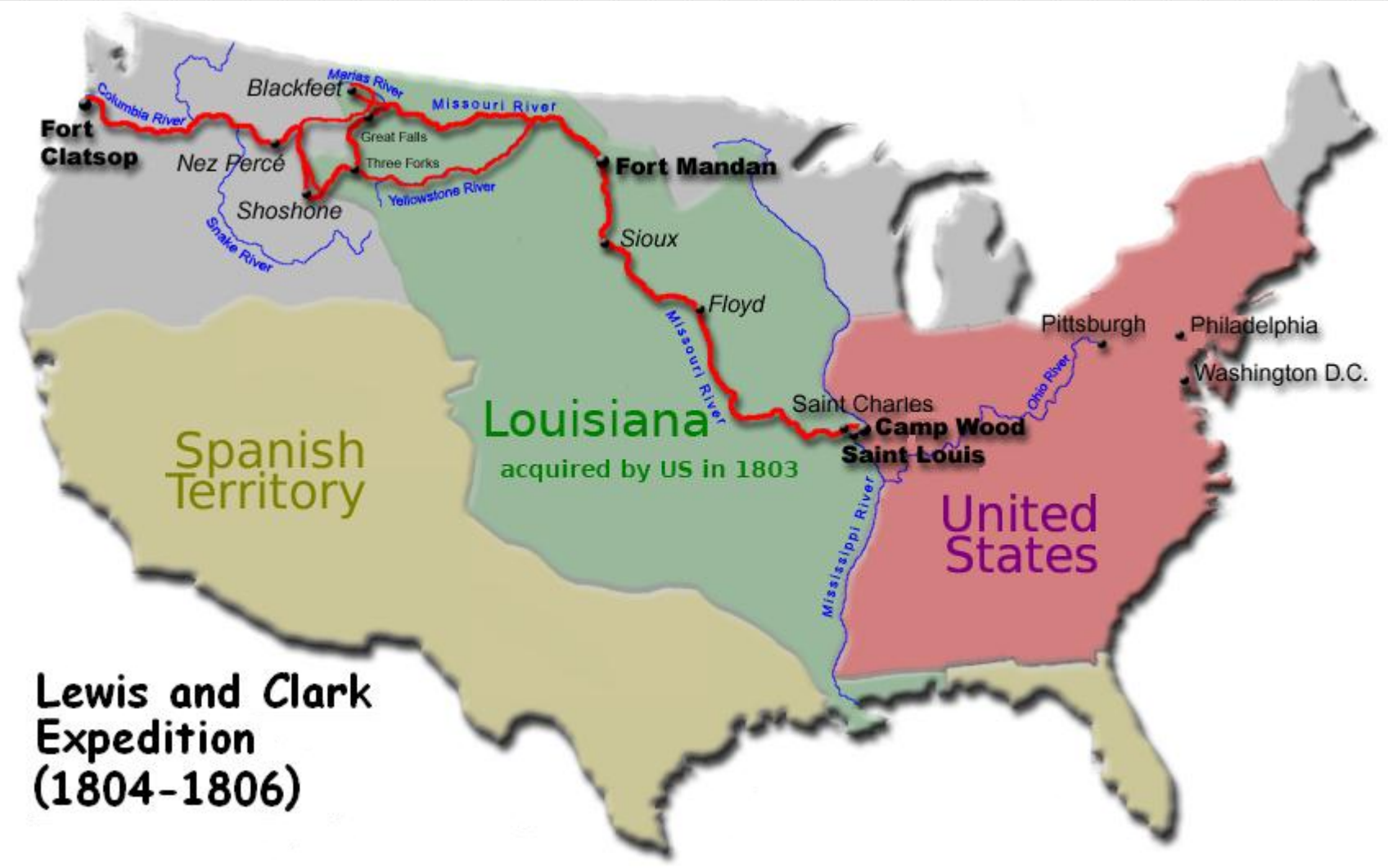
- Analogy
- Timeline
- Evolution of Social Media
- Today's Social Media
- Hic Sunt Dracones
- Protect Your Intellectual Property
- Protect Your Corporate Reputation
- Protect Your Personal Reputation
- Protect Your Identity



# Analogy

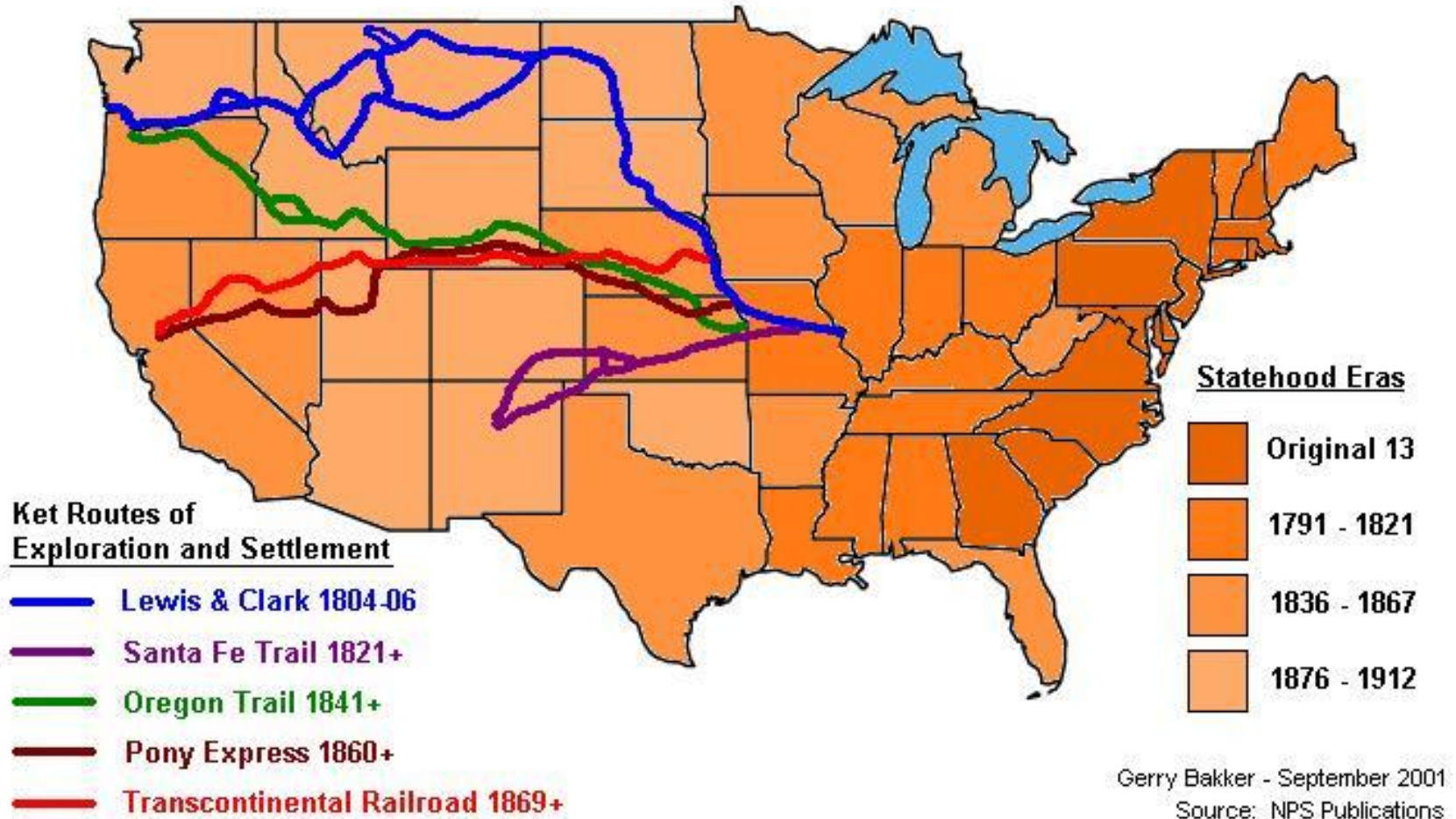


# Social Media Analogy

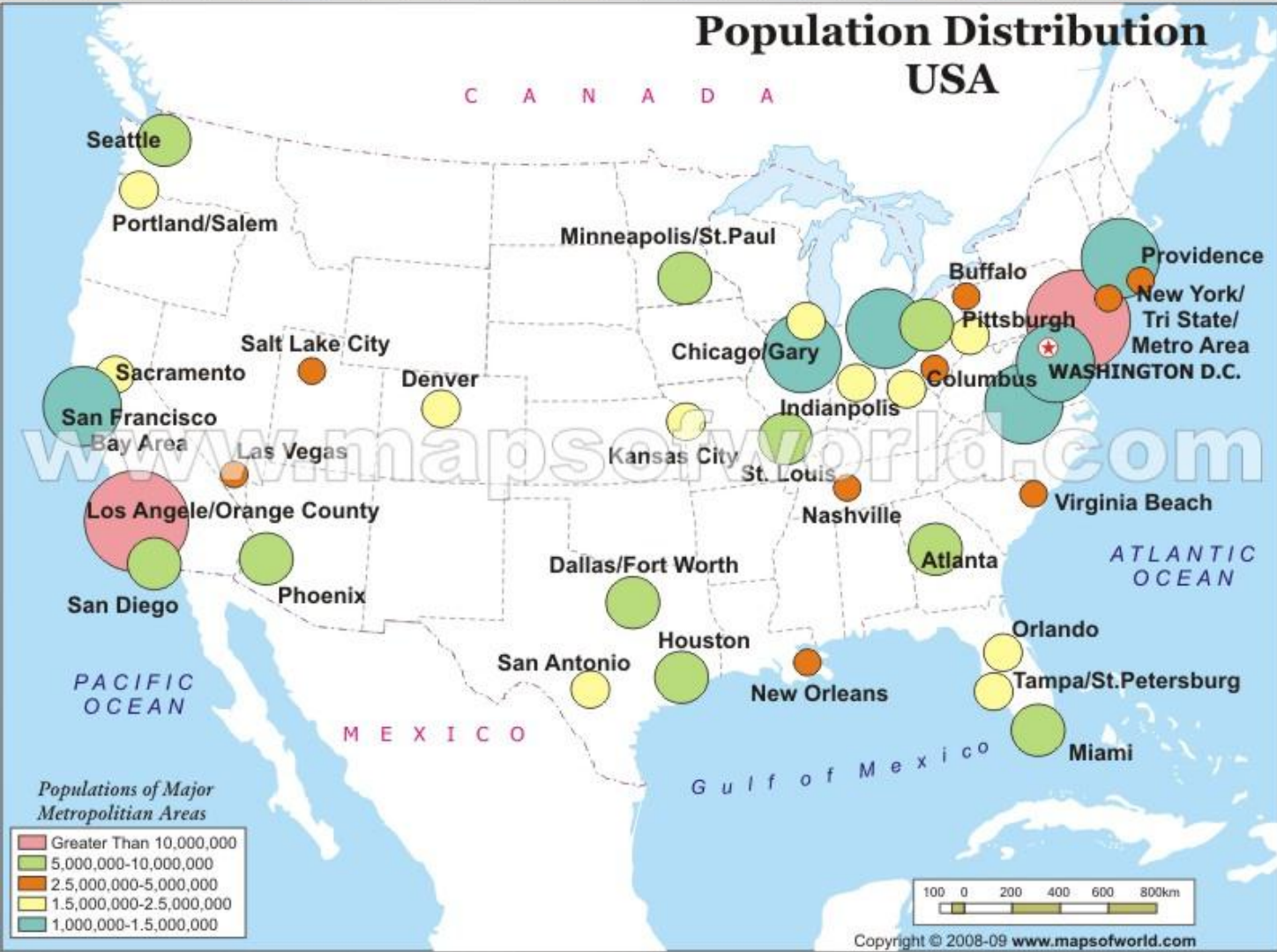


# Social Media Analogy

## Westward Expansion of the United States



# Social Media Analogy



# Social Media

## Analogy

- As populations moved West, opportunists took advantage of the lack of laws, and lawmen, to prey on individual and businesses.
- Criminals hid in plain sight by assuming new identities.
- As goods were shipped West from the East and Midwest, criminals would hijack supplies rather than purchase what they needed.
- Peddlers would go door to door selling potions and powders that were often worthless. Known as snake oil salesmen, many were itinerant travelers and con men.
- As wealth was accumulated in the growing communities, more of the criminal element found a way to take advantage of trusting people.
- Eventually people began to lock their doors and grew wary of strangers.
- This was a time when communities communicated by gathering together at socials, town halls, barns and churches.



# Timeline



# Social Media

## Timeline

- Fast forward into a time where communication no longer requires you to leave your home – it now can occur remotely.
- The telegraph and telephone were launch pads to where we are today.
- Like the Westward pioneers, there were also pioneers in technology that headed into the unknown territory of the Internet.
- Even before the term ‘social media’ was coined, there were social media sites where people gathered to chat online.
- Starting back in the 1980’s, people used Bulletin Board Service sites, Undernet and UUNet communication sites, and Lynx, a mainframe-based text chat.
- Through the 1980s into early 1990s there were forays into public internet subscription services, i.e. America Online and CompuServe.



# Social Media

## Timeline

- With the advent of hypertext transfer protocol (HTTP) in 1990 and web browsers through which to access the HTTP sites, the World Wide Web was officially born.
- In 1994 internet browser Netscape Navigator 1.0 launched, followed in 1995 by Internet Explorer, and the world as we knew it began to change.
- By 1994 the Internet was at about the same stage of development mentioned earlier in the analogy of Westward expansion where we saw the completion of the railways coast to coast in 1869.
- However, like the large unexplored territories of the western US in the mid-1800's, the world wide web was still sparsely populated and its use and purpose still yet to be defined.
- A new language was developing for communicating online, and suddenly we were learning 'chat etiquette.'



# Social Media

## Timeline

- As the World Wide Web began to define itself, developers created ways to communicate and share their vision for online communities.
- Chat software began an iterative development process that resulted in much of what we see today.
- Ideas were launched and fine tuned, often with training or online educational use in mind as they did shake-own user testing as online chat rooms.
- At the Informix Worldwide User Conference in San Jose in 1995 people were searching high and low for chat software secure enough to use for virtual classroom applications.
- In 1996 NBC broke online chat records (over 50,000 participants) with the Kerri Strug chat session on their Olympics Chat Site.
- That same site had to have its database tables pruned nightly to remove the 'graffiti'.



# Social Media

## Timeline

- Along with the developers, there were people looking for ways to use the anonymity of the internet to commit crimes and benefit from the lack of laws to control their internet activities.
- As with the crooks and con-men that stalked the Westward-bound settlers of the old West, the criminal element also exploited the flaws of the internet to prey on early adopters of the technology.
- Chat site regulars used pseudonyms and avatars, and could be anyone they wanted to be in the anonymous world of online chats.
- Predators began looking for prey in chat halls, often swearing their victims to secrecy then luring them into dangerous liaisons.
- Unsuspecting victims gave out too much information about themselves, their lives and their jobs to people they felt they 'knew and could trust' in chat rooms.



# Social Media

## Timeline

- "The modern thief can steal more with a computer than with a gun. Tomorrow's terrorist may be able to do more damage with a keyboard than with a bomb." National Research Council, *Computers at Risk* (1991).
- By 1995 there were cases of cyber-stalking reported with no laws to prosecute the criminals.
- By 1999 many states extended their stalking laws to include cyber-stalking, however there was no Federal cyber-stalking law until 2008.
  - US Code 18 Section 2261A was amended to include the Internet
  - Under 18 U.S.C. 875(c), it is a federal crime, punishable by up to five years in prison and a fine of up to \$250,000, to transmit any communication in interstate or foreign commerce containing a threat to injure the person of another. Section 875(c) applies to any communication actually transmitted in interstate or foreign commerce - thus it includes threats transmitted in interstate or foreign commerce via the telephone, e-mail, beepers, or the Internet.



# Social Media

## Timeline

- **United States**
- The current US Federal Anti-Cyber-Stalking law is found at 47 USC sec. 223.
- The first U.S. cyber stalking law went into effect in 1999 in [California](#). Other states include prohibition against cyber stalking in their harassment or stalking legislation.
- In [Florida](#), HB 479 was introduced in 2003 to ban cyber stalking. This was signed into law on October 2003.
- Some states in the U.S. have begun to address the issue of cyber stalking:
- [Alabama](#), [Arizona](#), [Connecticut](#), [Hawaii](#), [Illinois](#), [New Hampshire](#), and [New York](#) have included prohibitions against harassing electronic, computer or e-mail communications in their harassment legislation.
- [Alaska](#), [Florida](#), [Oklahoma](#), [Wyoming](#), and [California](#), have incorporated electronically communicated statements as conduct constituting stalking in their anti-stalking laws.
- [Texas](#) enacted the *Stalking by Electronic Communications Act*, 2001.



# Social Media

## Timeline

- [Missouri](#) revised its state harassment statutes to include stalking and harassment by telephone and electronic communications (as well as [cyber-bullying](#)) after the [Megan Meier suicide case of 2006](#).
- Other states have laws other than harassment or anti-stalking statutes that prohibit misuse of computer communications and e-mail, while others have passed laws containing broad language that can be interpreted to include cyber stalking behaviors
- The [Violence Against Women Act](#), passed in 2000, made cyber-stalking a part of the federal interstate stalking statute.
- Online identity stealth blurs the line on infringement of the rights of would-be victims to identify their perpetrators. There is a debate on how internet use can be traced without infringing on protected civil liberties.



# Social Media

## Timeline

- **Australia**

The Stalking Amendment Act (1999) in [Australia](#) includes the use of any form of technology to harass a target as a way of "criminal stalking."

- **United Kingdom**

The Malicious Communications Act (1998) classified cyber stalking as a criminal offense.

- **Spain**

In Spain, it is possible to provide information about cyber-crime in an anonymous way to four safety bodies:

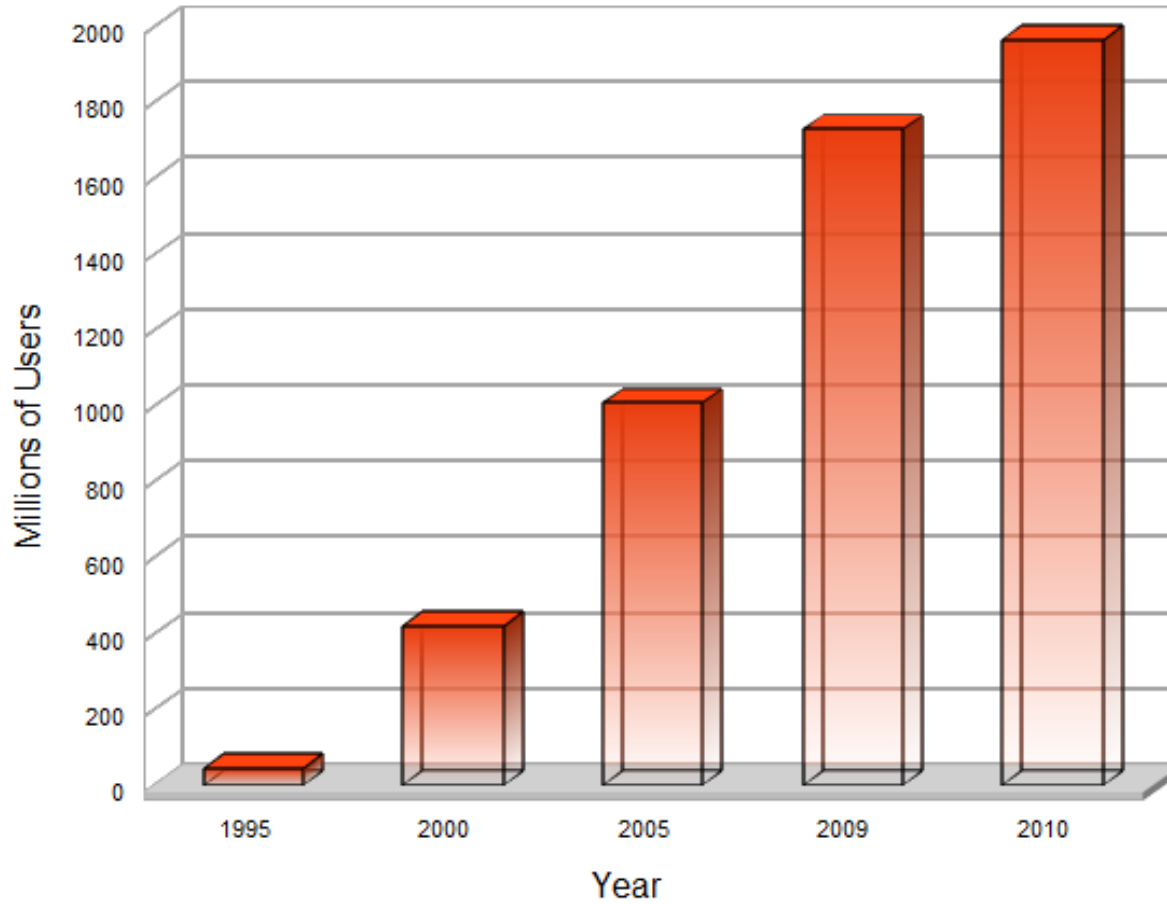
- [Grupo de Delitos Telemáticos](#) of the [Civil Guard \(Spain\)](#)
- [Brigada de Investigación Tecnológica](#) of the [National Police Corps of Spain](#)
- [Mossos d'Esquadra](#) in [Catalonia](#)
- [Ertzaintza](#) in [Euskadi](#)
- It is also possible to provide information to an [NGO](#).



# Social Media Timeline

## Internet User Growth

1995 - 2010



# Evolution of Social Media



# Social Media

## Evolution of Social Media

- Social media is the method or tool that facilitates social networking on the Internet. The media may be instant, interactive or bulletin-board based.
- Social networking occurs via an online service, platform, or site designed to build social relations or communities, or reflect social networks among people with shared interests.
- A social network service requires a representation (or avatar) of each user, and in most cases information about the user, supplied by the user.
- Social networks are a means for users to interact over the Internet, using bulletin boards, chat sites, e-mail and instant messaging.
- Social network services are typically individual-centered whereas online community services are group-centered.
- 'Social Networking' and 'Social Media' began before the web browser!



# Social Media

## Evolution of Social Media



Welcome  
to the  
**State of Insanity**  
...*The true alternative online community*....

Citizenship  
includes web  
space, Hyperchat  
Software™ chat  
rooms, e-mail and  
total anonymous  
web surfing!!!!

~\*~ Enter your handle and press the button ~\*~

*(If you have never been here before then this is your first time.)*

[Conditions of Use](#)

[Intellectual Property Policy](#)

[SOI Home Pages](#) ... [SOI Room Pages](#) ... [SOI Chronicle](#)

### *Other Citizen Chat Sites*

[GOR at SOI](#)

[State of Enchantment](#)

[The Castle Beware](#)

[The Mansion](#)

[Justice Alliance of GOR](#)

[The Isle of Pain and Pleasure](#)

[Night Sky](#)

[The Rainbow Resort](#)

[Medieval Yore](#)

[Warrior's Adventure Realm](#)

Copyright©1995-2008 by [Cyber Help, Inc.](#) All Rights Reserved.  
HyperChat Software is Registered in U.S. Pat. Off.



# Social Media

## Evolution of Social Media

- From the early chats evolved instant messaging, community chat rooms, special interest chats, e-zines, and eventually blogs.
- The term 'chat room' took on a negative connotation because of the press regarding chat room addiction, cyber-stalkers, pedophiles misrepresenting themselves in chat rooms to gain access to children, and committed partners having virtual trysts online, sometimes even leaving their partners for the unknown person on the other end of the chat.
- Whether to get away from the stigma associated with the term 'chat' or simply as the result of normal evolution, as online communication became more mainstream chat sites were relabeled Social Media or Social Networking.



# Today's Social Media



# Social Media

## Today's Social Media



# Social Media

## Today's Social Media

- Social media is a term of uncertain origin, but there are two sources most likely to have coined the term.
- A December 2010 Forbes.com article says it may have been Tina Sharkey, CEO of Babycenter.com and a former executive at iVillage and AOL or it may have been Ted Leonsis, former executive at AOL.
- Either way, there is probably an AOL connection to the use of the terminology.
- Regardless of which one said it first, both agree that it means “places where they can be entertained, communicate, and participate in a social environment.”
- The evolution of social media has taken it out of the darkness and into the light of day, making it a tool for business as well as for personal interaction with friends and family near and far.



# Social Media

## Today's Social Media

- Today's social media has created the tools that foster interactive communication in a safer, more secure way.
- The same tools used for chat with friends and family are now used for chatting with help desks and support people in every manner of business imaginable.
- Instant messaging has also made its way into business communications within companies.
- Comment boxes, blogs, chat sites, and other free form discussion areas allow 'word of mouth' to market businesses and services to a broader audience without the expense of a national or international marketing campaign.
- Social media offers environments where targeted marketing can appear on the page in relation to the topics discussed through the use of ad targeting engines such as those used by MSN since the late 1990's.



# Social Media

## Today's Social Media

- Today's social media also has an instant-ness, and an anywhere-ness, to it that was not possible before the advent of the multimedia phone.
- Software designed for mobile phone platforms that allow you to send pictures and videos to YouTube instantly, or Tweet your latest thoughts, or post to your Facebook or MySpace account from wherever you are, has us sharing our lives down to the most minute details with broad and unseen audiences.
- The simplicity of the tools, coupled with mainstream acceptance of these methods of communication, has broadened our worlds and opened us all up to incredible risk if we do not understand how to manage our business and personal data.



# Social Media

## Today's Social Media

- Criminals have also familiarized themselves with today's social media tools and take advantage of the public's lack of understanding of the tools to steal personal and financial information.
- There was a rash of home burglaries traced back to posts by people on Facebook who let everyone know when they would be out of town. The personal information they had in their accounts telling about where they lived made it really easy for criminals trolling the internet for their next victim to find them and rip them off.
- Individuals have also exposed themselves to lawsuits for slander over posts online (Ampex, MyBizHome Page and Yale Law School, for example), as well as physically exposing themselves (Brett Favre and NY Rep. Weiner, for example).
- Corporations have exposed themselves to loss of revenue with lax protection of their corporate intellectual property online.
- Employees have exposed themselves to termination for their posts.



# Hic Sunt Dracones!



# Social Media

## Hic Sunt Dracones

- What we know is that a certain breed of lawless people will go to where there are no laws and lie in wait for unsuspecting victims – these are called opportunists.
- Opportunists will set up shop and pick the low hanging fruit; they will target the easy marks in the strange new frontiers where the unexpected is poised to happen.
- Because what lies beyond the known can be terrifying to imagine, English mapmakers formerly placed the phrase “Hic Sunt Dracones” (Latin for “here be dragons”) at the edges of their known world.
- When online social networking and social media was an unexplored world, Hic Sunt Dracones certainly applied in the early years of its development.
- Now that we know more about who the inhabitants of this strange new world are, we can become dragon slayers with a little knowledge and a few simple steps.



# Protect Your Intellectual Property



# Social Media

## Protecting Your Intellectual Property

- You might think that threat of lawsuit would be enough to deter a would be thief from stealing your intellectual property, but that is clearly not the case.
- You, as the owner of that intellectual property, must take steps to safeguard it that stops the crime before it occurs.
- Knowing the law helps, but also take steps to secure your property.
- Copyright your work! And update your website copyright notice each year so that it stays current.
- Post your copyright fair use policy if you are willing to share but want to be credited for your original work.
- Have code developed for your website that stops visitors from copying any text, or downloading any images, from your site.
- Make sure you have registered your trademarks and filed patents for your inventions before exposing them to billions of web surfers.



# Social Media

## Protect Your Intellectual Property

- Watermark your images. Watermarks can be visible or invisible, but both will serve to identify the image as your original work.
- Store copies of your original work, with dates of origination, in a safe place so you can prove it is your original work should you pursue legal action after it is stolen. This includes the original code used to develop your website.
- Keep your best stuff password protected and share it only with your customers or friends who you trust to respect your right to ownership.
- Know what your current and former employees are sharing on social media sites. If it is your corporate intellectual property, take immediate action.
- You can set up alerts on search engines to let you know when your intellectual property has been used inappropriately.



# Protect Your Corporate Reputation



# Social Media

## Protect Your Corporate Reputation

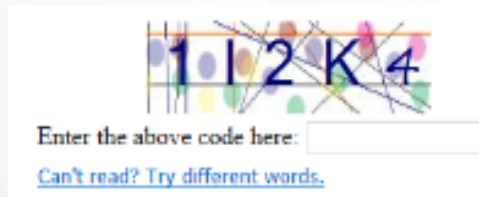
- Slander and misrepresentation can hurt your business. The most common form of this is word of mouth.
- Online your reputation can be sullied with negative reviews and posts.
- Online reputation can be hurt by disgruntled employees.
- The first step is to know what people are saying about your company and where.
- Corporate reputation management firms now offer online reputation management services to look for those negative reviews and work to eradicate or offset them.
- Search Engine Optimization (SEO) techniques will help keep the positive image links rising to the top while the less favorable can be pushed to the bottom of the search results rankings.
- Periodically search for companies using the same name as your company and make sure none are pretending to be you to rip people off.



# Social Media

## Protect Your Corporate Reputation

- Make sure you manage your corporate e-zine or blog so that bots cannot fill up your site with porn links. Tools to manage this range from an Admin reviewing and vetting each post before it is published on your mediated site, to using software like reCaptcha or Captcha.
- Captcha and reCaptcha are challenge/response test tools to force manual entry of the response before allowing the post to go through. This is done by presenting an image with letters and numbers that must match the image before the post can be submitted.
- Challenge/response tests are the images of oddly presented letters and numbers that must be entered and match before you can proceed.



# Social Media

## Protect Your Corporate Reputation

- Blogs like WordPress manage what is displayed on the page by allowing you to moderate all posts and not publish until the content is reviewed.

### Discussion Settings

#### Default article settings

- Attempt to notify any blogs linked to from the article.
- Allow link notifications from other blogs (pingbacks and trackbacks.)
- Allow people to post comments on new articles

*(These settings may be overridden for individual articles.)*

#### Other comment settings

- Comment author must fill out name and e-mail
  - Users must be registered and logged in to comment
  - Automatically close comments on articles older than  days
  - Enable threaded (nested) comments  levels deep
  - Break comments into pages with  top level comments per page and the  page displayed by default
- Comments should be displayed with the  comments at the top of each page

#### E-mail me whenever

- Anyone posts a comment
- A comment is held for moderation

#### Before a comment appears

- An administrator must always approve the comment
- Comment author must have a previously approved comment

#### Comment Moderation

Hold a comment in the queue if it contains  or more links. (A common characteristic of comment spam is a large number of hyperlinks.)

When a comment contains any of these words in its content, name, URL, e-mail, or IP, it will be held in the [moderation queue](#). One word or IP per line. It will match inside words, so "press" will match "WordPress".



# Social Media

## Protect Your Corporate Reputation

- Rather than moderate the site, WordPress also offers you the option to select against, or blacklist, certain words getting through and being posted on your website.
- You can also set appropriate audience ratings so that typical offensive language is not allowed to be posted.

### Comment Blacklist

When a comment contains any of these words in its content, name, URL, e-mail, or IP, it will be marked as spam. One word or IP per line. It will match inside words, so "press" will match "WordPress".

### Avatars

An avatar is an image that follows you from weblog to weblog appearing beside your name when you comment on avatar enabled sites. Here you can enable the display of avatars for people who comment on your site.

#### Avatar Display

- Don't show Avatars  
 Show Avatars

#### Maximum Rating

- G — Suitable for all audiences  
 PG — Possibly offensive, usually for audiences 13 and above  
 R — Intended for adult audiences above 17  
 X — Even more mature than above



# Social Media

Protect Your Corporate Reputation

- Set up Google Alerts!
- Go to <http://www.google.com/alerts>, fill in the blanks and wait for your alerts to roll in!

+You Web Images Videos Maps News Gmail More ▾

Google alerts  
beta

Preview results

Type: Everything ▾

How often: Once a day ▾

Volume: Only the best results ▾

Your email:

CREATE ALERT

## Monitor the Web for interesting new content

Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your choice of query or topic.

Enter the topic you wish to monitor, then click preview to see the type of results you'll receive. Some handy uses of Google Alerts include:

- monitoring a developing news story
- keeping current on a competitor or industry
- getting the latest on a celebrity or event
- keeping tabs on your favorite sports teams

You can also [sign in to manage your alerts](#)

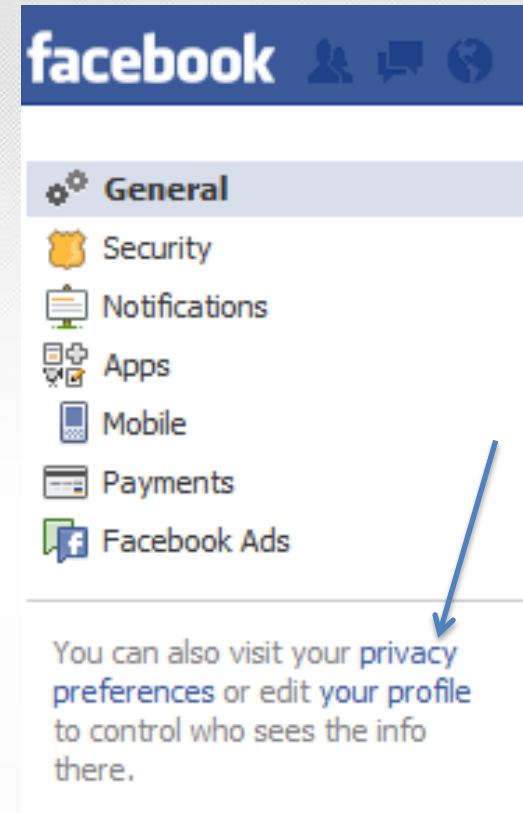
[Manage your alerts](#) - [Google Alerts Help](#) - [Terms of Use](#) - [Privacy Policy](#) - [Google Home](#) - © 2011 Google



# Social Media

## Protect Your Corporate Reputation

- When you create your business on Facebook you will want it open to the public for better exposure to potential clients. However, you should set your Privacy Settings in a way that protects you from unwanted and embarrassing posts.
- Facebook does not make Privacy preference settings easy to locate.
- Rather than including links to Privacy settings, or to edit your profile, in the obvious navigation links, Facebook included them in what appears to be the fine print.



# Social Media

## Protect Your Corporate Reputation

- As a business you want to keep your site Public, however you may want to restrict certain individuals from posting to your site. (This also applies to your personal Facebook page.)
- You can do this in your Privacy Settings by using the following options:

### Add friends to your Restricted list

When you add friends to your Restricted list they can only see the information and posts that you make public. Facebook does not notify your friends when you add them to your Restricted list. [Edit List](#)

### Block users

Once you block someone, that person can no longer be your friend on Facebook or interact with you (except within apps and games you both use and groups you are both a member of).

Name:

Email:

You haven't added anyone to your block list.



# Social Media

## Protect Your Corporate Reputation

- If you Tweet, watch your Followers, as their tweets may reflect on you as well. Anyone can follow you. There are no barriers or protections unless you do due diligence to manage those Followers you do not want following you.

**Tweet Media** By default, you automatically see images and videos only from people you follow. Additionally, you can choose to:

- Display media from people I don't follow
- Display media that may contain sensitive content

Mark my media as containing sensitive content

If you tweet images or videos that may contain sensitive content, please check this box so that people can be warned before they see it. [Learn more](#)

**Tweet Privacy**  Protect my Tweets

Only let people whom I approve follow my Tweets.  
If this is checked, your future Tweets will not be available publicly. Tweets posted previously may still be publicly visible in some places.

**HTTPS Only**  Always use HTTPS

Use a secure connection where possible to encrypt your account information.



# Social Media

## Protect Your Corporate Reputation

- With business there is more at stake than just a few disgruntled employees posting nasty-grams on your social media site.
- Some of the biggest risks include:
  - Failure to plan before launching a social media presence.
  - Not understanding the target audience and how best to reach them.
  - No plan to handle issues related to the social media presence, if they arise.
  - Lack of top down understanding and investment in the effort.
  - Abandoned social media sites.
- Because social media sites stay out there 'forever', even if you walk away from them, you leave all the good, bad and ugly to be found by search engines, thereby affecting your corporate reputation even after you no longer choose to participate.



# Protect Your Personal Reputation



# Social Media

## Protect Your Personal Reputation

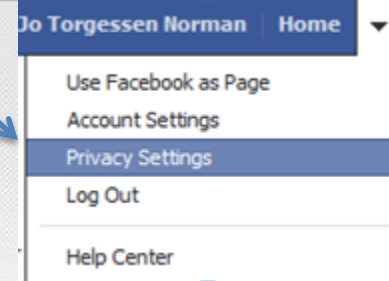
- If you are going to Tweet or Facebook, do it responsibly.
- The protections you take advantage of on social media sites protect you from losing employment opportunities from something your prospective employer read on Twitter or Facebook.
- On November 2 this year Apple fired an employee over a Facebook post.
- In August of 2009 it was reported by Facebook that 8% of US companies have fired an employee over a Facebook post.
- You have a right to your opinion, and to post it online, however make sure you manage your account settings so that everything you say is not in plain sight.
- Facebook, Twitter and most other social media sites have options for securing who sees what you say on the internet.



# Social Media

## Protect Your Personal Reputation

- In Facebook, select Privacy Settings from the Home link.
- Select Custom and check out the options in the pick list.



### Privacy Settings

#### Control Privacy When You Post

You can manage the privacy of your status updates, photos and information using the inline audience selector — when you share information with others.

What's on...



#### Custom Privacy

✔ **Make this visible to** \_\_\_\_\_

**These people or lists:**

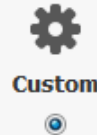
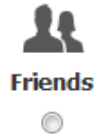
- Friends
- Friends of Friends
- Friends
- Specific People or Lists...
- Only Me

✘ **Hide this from** \_\_\_\_\_

**These people or lists:**

#### Control Your Default Privacy

This setting will apply to... doesn't have the inline a...



# Social Media

## Protecting Your Personal Reputation

- Don't be shy about blocking specific people if it protects you. Both Twitter and Facebook have options for selecting specific people to block.



- Set up alerts to notify you if someone other than yourself is logging into your Facebook account. Getting hacked has more serious consequences than you can imagine, such as identity theft!

A screenshot of the Facebook 'Security Settings' page. On the left is a navigation menu with options: General, Security (highlighted), Notifications, Apps, Mobile, Payments, and Facebook Ads. Below the menu is a note about privacy preferences. The main content area is titled 'Security Settings' and contains a list of settings with their current status and an 'Edit' link for each.

Setting	Status	Action
Secure Browsing	Secure browsing is currently <b>disabled</b> .	Edit
Login Notifications	Text message notifications are <b>enabled</b> .	Edit
Login Approvals	Approval is <b>not required</b> when logging in from an unrecognized device.	Edit
App Passwords	You haven't created App Passwords.	Edit
Recognized Devices	You have <b>7</b> recognized devices.	Edit
Active Sessions	Logged in from <b>Houston, TX, US</b> and 1 other location.	Edit





# Social Media


## Protect Your Personal Reputation

- You can do something about it if you find a slanderous post about you on a search engine.
- Go to Help and look for ways to contact the search engine customer care people, who will work with you to rectify the situation.

Google web search  Search Web Search Help

### Help forum


[Help articles](#)  
[Help forum](#)   
[Post a question](#) 

 Welcome to the Google Web Search Community! Share your suggestions, ask questions, and connect with Google Search users from around the world. For more information on how to get the most out of Google Search, check out these resources:

[Web Search Help Center](#)  
[Inside Search blog](#)

[Help forum](#) > [Web Search](#) > [Unexpected Search Results](#) > I found a linkedin message regarding my name that is totally false. It is identity theft. Help!

★ **I found a linkedin message regarding my name that is totally false. It is identity theft. Help!!** [Report abuse](#)

 [mmfreides](#)  
Level 1  
9/12/10

There is an individual by the name of Andranik Macrdechian who claims on linkedin that he owns my architectural firm by the name of Marcel Freides Architects. This is appearing on Google search. I have been in touch with linkedin without much success. Whenever clients or potential clients google my name, it appears I have sold my company. Please help.  
Marcel Freides (818) 883 3420  
Google lover



# Protect Your Identity



# Social Media

## Protect Your Identity

- An online resume is like winning the lottery for an identity thief if you put too much personal information in your resume, or if the identity thief can get you to provide that additional information through a cleverly worded recruiter email.
- Resumes can provide identity thieves with your identifying information, such as your name, address, telephone number, date of birth, schools attended with dates. Some even include references and their contact information.
- The use of professional social networking sites, like LinkedIn, by both employers and potential employees is becoming an increasingly more common practice.
- There have been cases of identities being assumed based on information posted on LinkedIn, the most popular professional social networking site



# Social Media

## Protect Your Identity

- Be cautious how much personal detail you put in your online resume.
- Give enough information to assure potential employers you have the right skills, but do not give it all away online.
- Also skip the details on LinkedIn, if you can. There was a case reported about 6 years ago of a person who felt their identity had been stolen from their LinkedIn profile and someone had acquired a position posing as them.
- Don't leave your credit card number as a default in any of the social media sites you frequent. Classmates.com used to require you leave your card number there so they could auto-renew you each year. A lawsuit stopped them from continuing that practice.



# Social Media

Do's and Don'ts from Reputation.com

## Top 11 dos and don'ts of online reputation management

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don't

### 1 Don't post compromising photos on your Facebook page.

It should go without saying, but don't tweet them or post them on Flickr or "DM" them or email them... You may think that only your recipient will see the pics. Think again.

### 2 Don't make hasty comments in online forums or on other people's blog posts.

Although some online groups and forums let you edit your post for a (very) short period of time before it goes live, once it's up there, you can't take it back. Sometimes there's no way to pull the foot out of your virtual mouth.

### 3 Don't try to confront an obviously intentional online attacker/detractor directly.

If someone really wants to get at you, anything you do might provoke him further. And the more he puts out there about you, the more people will see it, and link to it, and spread it around, and the higher up it goes in the search engine rankings.

### 4 Don't underestimate the number of people searching for you online.

According to a Microsoft poll from 2010, 79% of recruiters and hiring managers in the US have used social networking sites and blogs to screen job candidates. From the UK's dailymail.com: 70% of women and 63% of men use Google and other online tools to screen potential dates. Overall, according to Pew, 7 in 10 adults have searched for information about someone online.

### 5 Don't assume that everyone shares your sense of humor.

It's not just that different people respond — and take offense — to different types of humor. You yourself may look back on something you thought was hilarious months or years ago and not find it so funny anymore.



do

### 1 Establish a presence on social networks.

LinkedIn, Facebook and Twitter are the most popular, and each serves a different purpose. If you want to jump in with both feet, there are plenty of others to explore and engage in. And be sure to keep them all updated: Search engines favor more recent content.

### 2 Take up blogging.

Start a blog, or two or three, on personal or professional topics. Use a different blogging platform or network for each, and link between them. Update them frequently, with stories, tips or relevant news items. And make (carefully considered) comments on other blogs with topics similar to yours.

### 3 Regularly monitor your online reputation.

You can set up a Google alert to let you know whenever a new mention of you pops up online. And other services, like Reputation.com, offer more sophisticated tools to help you track and control what shows up.

### 4 Try to get inaccurate information changed or removed.

If someone inadvertently says something about you that's misleading or just wrong — in a Facebook or blog post, for example — ask them nicely to correct their mistake or take the content down.

### 5 Keep your social networks healthy.

Make a conscious choice about which friend and connection requests you accept — and initiate. Your friends, and their online presence, can reflect on you. Parse and pare down your networks. While it may look impressive to have hundreds of LinkedIn connections and thousands of Facebook friends, when it comes to your online reputation, focus on quality over quantity.

### 6 Remember: the Internet never forgets.

You can take the old frat party photos down, but you can't delete them from everywhere. You never know when nostalgia might hit, impelling an old friend to send them on to all the other guys, who might forward the pics to their pals at work, and so on. Assume that anything you ever post or email or tweet will live on somewhere, forever.

# Social Media Questions



# Social Media

Veterans Day, 11/11/11

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# Thank you!

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