



## Digital Footprints

### **Assembly objectives:**

- What is a digital footprint?
- How it can digital footprints affect your future opportunities?
- How can you build a positive online reputation that reflects who you truly are?

# What is a digital footprint?

**A digital footprint is the trail of information and data that is created when you use the internet or digital devices.**

**There are two types:**

**1 Active - what you post**

**2 Passive - what is collected about you**



# Your Digital Footprint: What It Is



- Ever thought about all the things you do online?
- Every search, every post, every like, every picture you share – it all leaves a mark.
- This isn't just about your internet history; it's your permanent record of your online activity.



**Think, pair, share** - what does your digital footprint look like?



**What would happen if your entire digital footprint was printed out and shown to a future employer?**

# Active Footprint



What impression does your active footprint give?



**Posts**



**Comments**



**Likes**



**Shares**

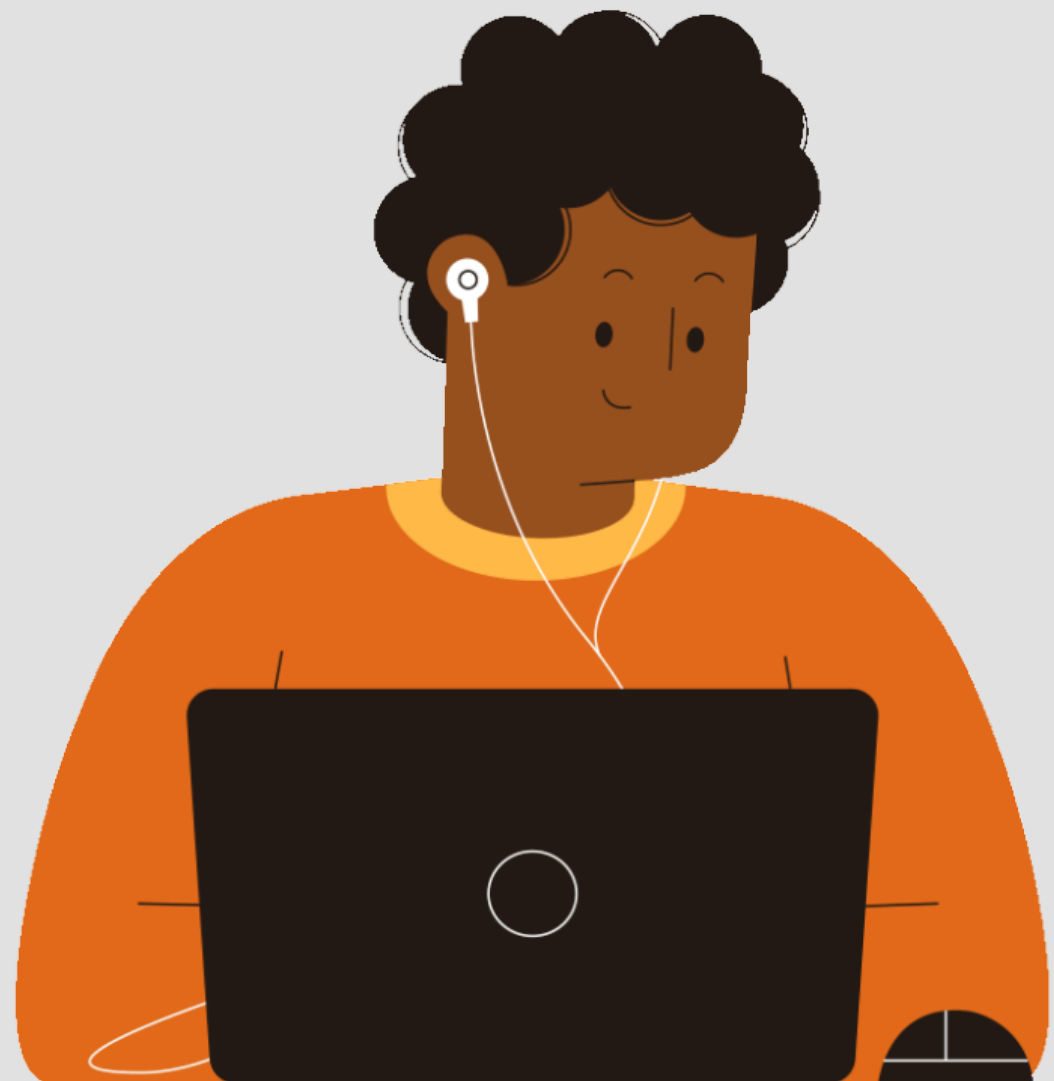


**Chat rooms**

# Passive Footprint



Have you ever thought about your passive footprint?



**Search history**



**Location tracking**



**Apps tracking behaviour**



**Scrolling**



**Cookies**

# Why it matters

Your online activity can be seen by:



**Remember:**

Always check your privacy settings to see what data is being collected



**Universities**



**Employers**

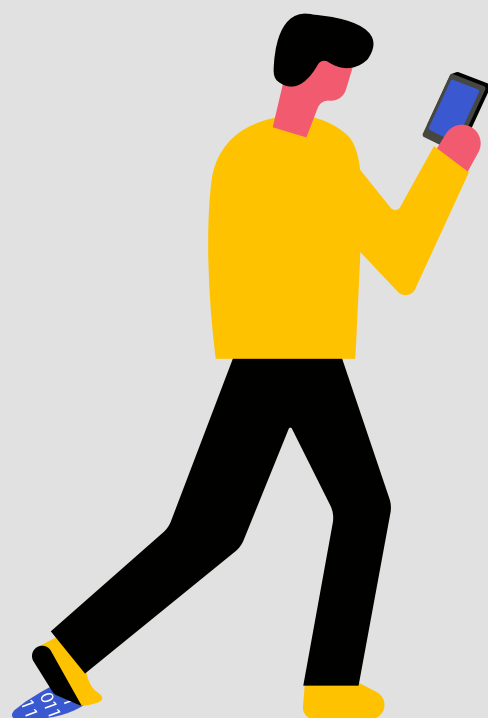


**Coaches**



**Future opportunities**

**Your online activity is not private. It can be seen by tech companies, and can be used against you, e.g. scams.**





# Real consequences

The following examples show how digital footprints have shaped people's futures in real and lasting ways.

## Internship Denied Due to Unprofessional Photos

- A college student applied for a competitive internship.
- The recruiter searched the applicant's name and found public party photos and inappropriate captions.
- Despite strong academic qualifications, the recruiter chose another candidate.

## College Offer Taken Back Over Old Posts

- A student was accepted to a prestigious university.
- Before final enrollment, the admissions office reviewed publicly available social media content and found racist and offensive posts made two years earlier.
- The university withdrew the offer, citing violations of its community standards.

## Student endangering others

- A student posted a video on TikTok in their school uniform
- Strangers watching that video then found out what school they attended.
- This raised serious safeguarding issues, and the student put themselves and their peers in school at risk.

# Gone but not forgotten

Even if you delete something:

- **Someone may have saved it.**
- **Someone may have shared it.**
- **It can resurface years later.**



**Offensive jokes**



**Sharing private images**



**Arguments online**



**Hurtful comments**



# Digital footprints can be positive

Digital footprints aren't always negative! A positive digital footprint may open up many opportunities, creatively and socially!



**Creative projects**



**Achievements**



**Positive activism**



**Skills and talents**

# Thank you for listening!

- Your digital footprint is everything you leave behind online and deleted does not always mean gone.
- Universities and employers may check online profiles.
- You can build a positive digital reputation.
- Always ask: "Would future me be proud of this?"



Do you understand what a digital footprint and the effects it could have?

