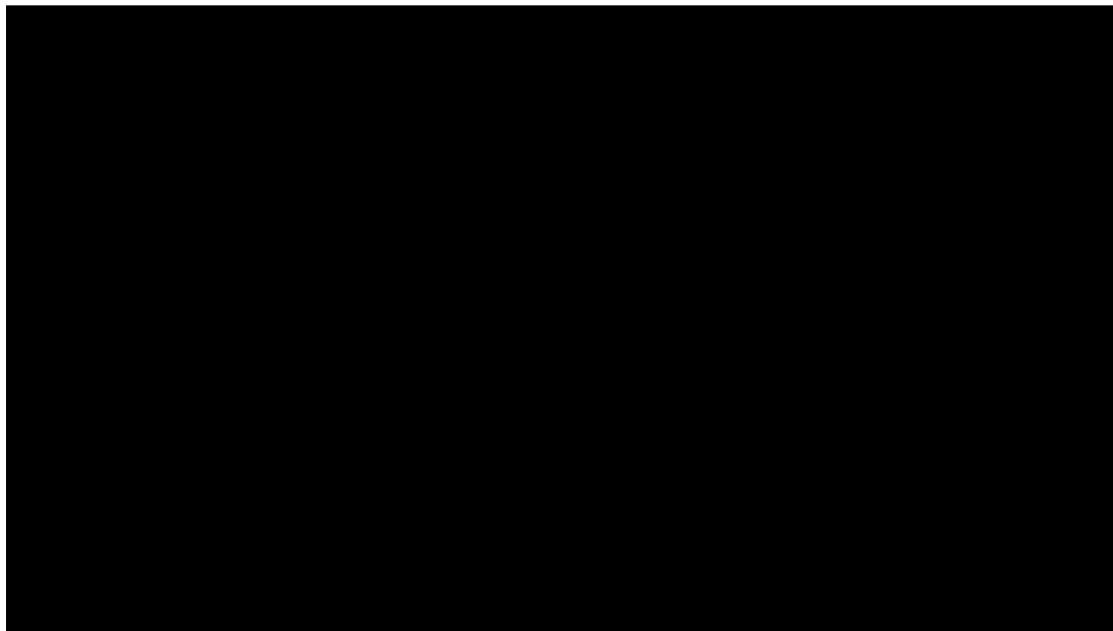


Coaching Clients to Create a Positive Digital Footprint

Copyright EPC Peterborough 2019. All rights reserved.

About



THIS Panda is dancing

Source: Time Well Spent: <https://youtu.be/tf9ZhU7zF8s>

What Platforms are you on?



Texts & emails

CBCnews | British Columbia

Home World Canada Politics Business Health Arts & Entertainment Technology

Canada BC

B.C. teacher fired over text messages

Daphne Anne Neal admits she was intoxicated when she texted the Grade 11 boy

CBC News Posted: Feb 17, 2016 8:24 AM PT | Last Updated: Feb 17, 2016 10:30 AM PT



A B.C. teacher was fired for sending inappropriate text message to a Grade 11 boy while she was intoxicated. (Aaron Amat/Shutterstock)

189 shares

- Facebook
- Twitter
- Reddit
- Google
- Share
- Email

Related Stories

- B.C. teacher's 'I'm gay' sticker prank led to 2 suspensions

A B.C. high school teacher has lost her teaching licence for sending inappropriate text messages to a Grade 11 boy while she was intoxicated.

Daphne Anne Neal was also fired from the Rocky Mountain School District in 2013 after the incident came to light, according to a consent resolution agreement reached with the B.C. Commissioner for Teacher Regulation last month.

According to the statement Neal admitted she was intoxicated and "failed to maintain appropriate professional boundaries" when she sent the student text messages saying she saw him "as an adult not a student."

On one particular evening in December 2012, Neal sent the student roughly 50 text messages saying she was attracted to him.

The next day she wrote again to say, "I really need to remember you are just a kid, my apologies."

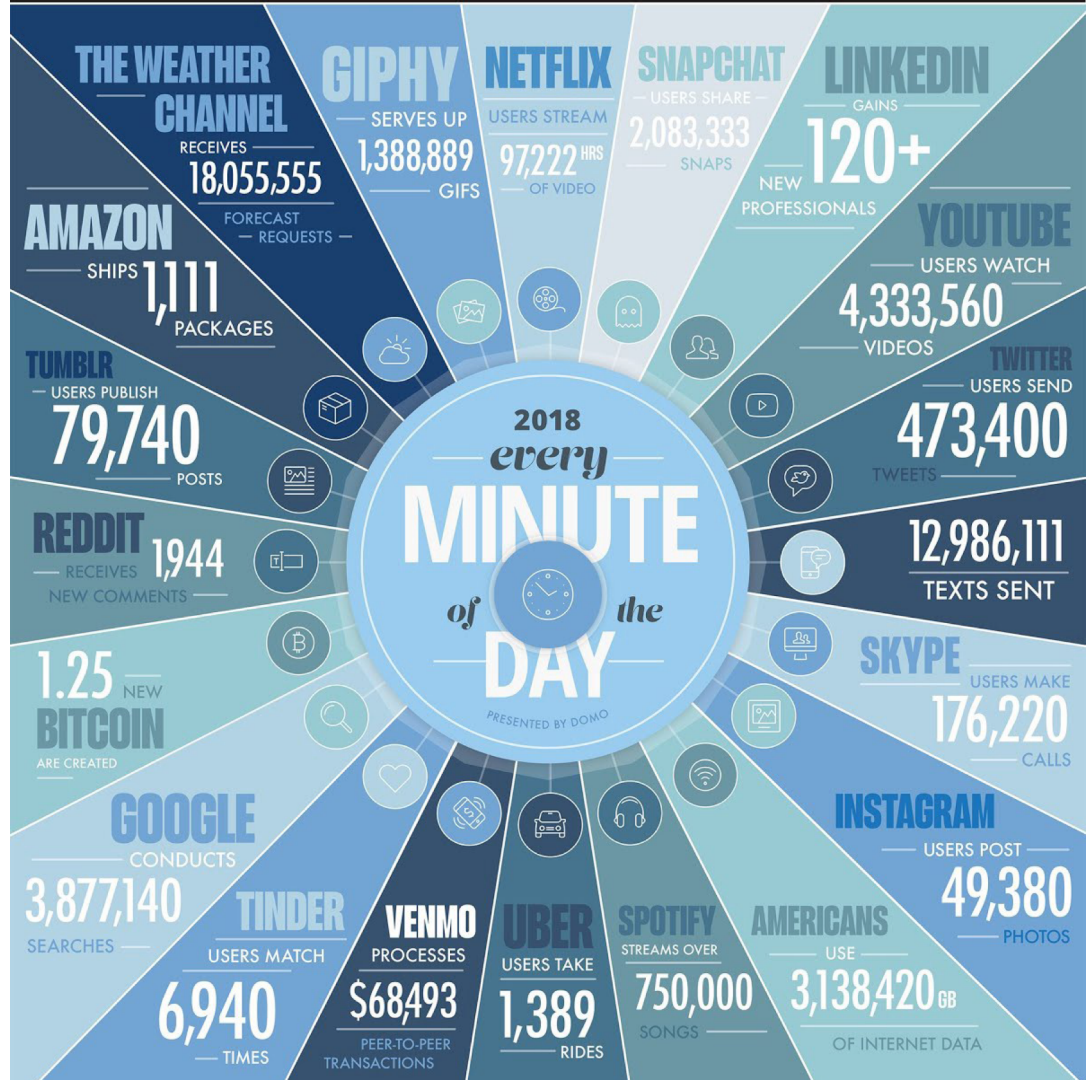
Later she asked him to keep the messages secret, saying the situation could "go bad" for her. She also failed to mark him absent when he later failed to show up for class.

When the school district, which is located in the East Kootenay region of

What happens online every 60 seconds

Source: <https://datavizblog.com/2018/06/17/infographic-how-much-data-is-generated-every-minute-of-the-day/>

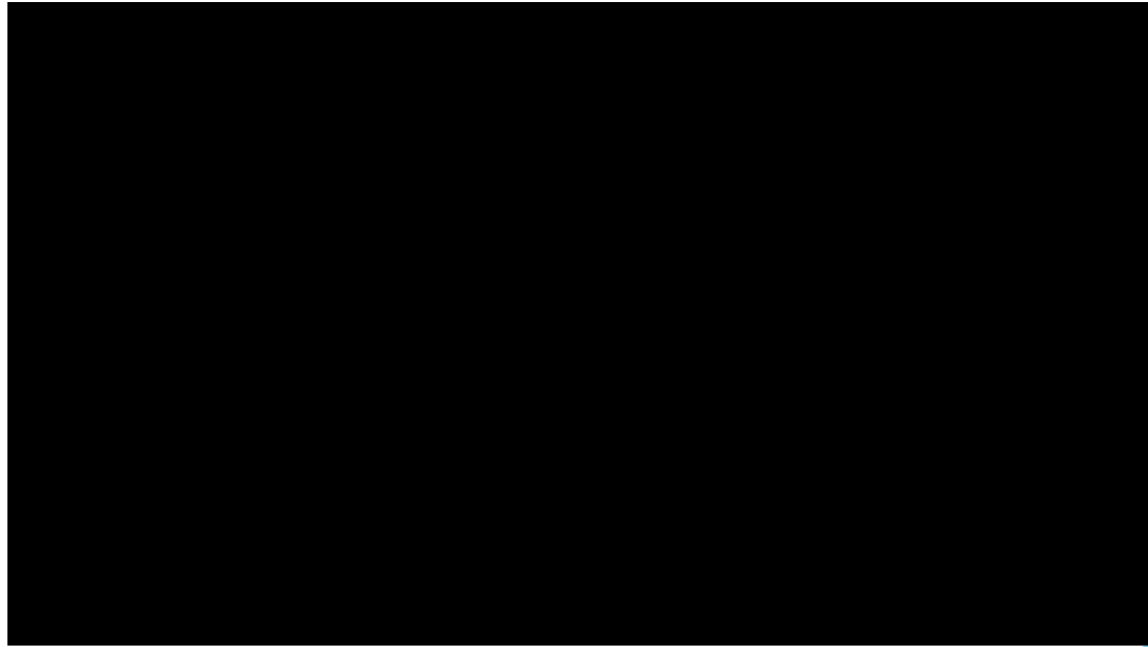
Copyright EPC Peterborough 2019. All rights reserved.



CASE STUDIES

+ The THINK Acronym

Copyright EPC Peterborough 2019. All rights reserved.



10 Questions

Source: Blimey Cow: <https://www.youtube.com/watch?v=CgEY6V5Xu1Q>



Copyright EPC Peterborough 2019. All rights reserved.





Before you speak:

THINK

T = Is it True?

H = Is it Helpful?

I = Is it Inspiring?

N = Is it Necessary?

K = Is it Kind?

THINK
before you post.



CASE STUDY



Adam Smith (2012)



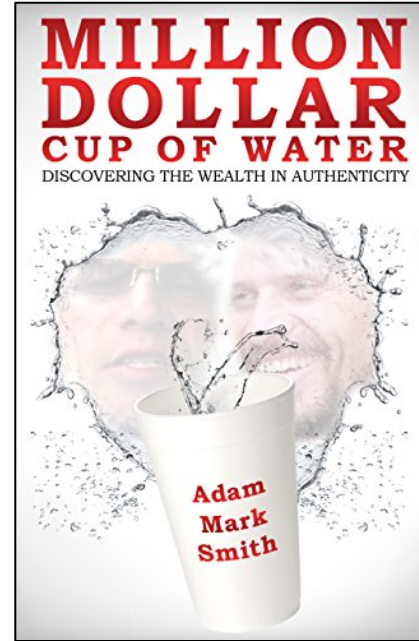
Source: <http://abcnews.go.com/Business/cfo-food-stamps-controversial-viral-video/story?id=29533695>

Copyright EPC Peterborough 2019. All rights reserved.



CASE STUDY

“Smith removed the video and posted an apology video in its place several days later. But the damage was already done.”



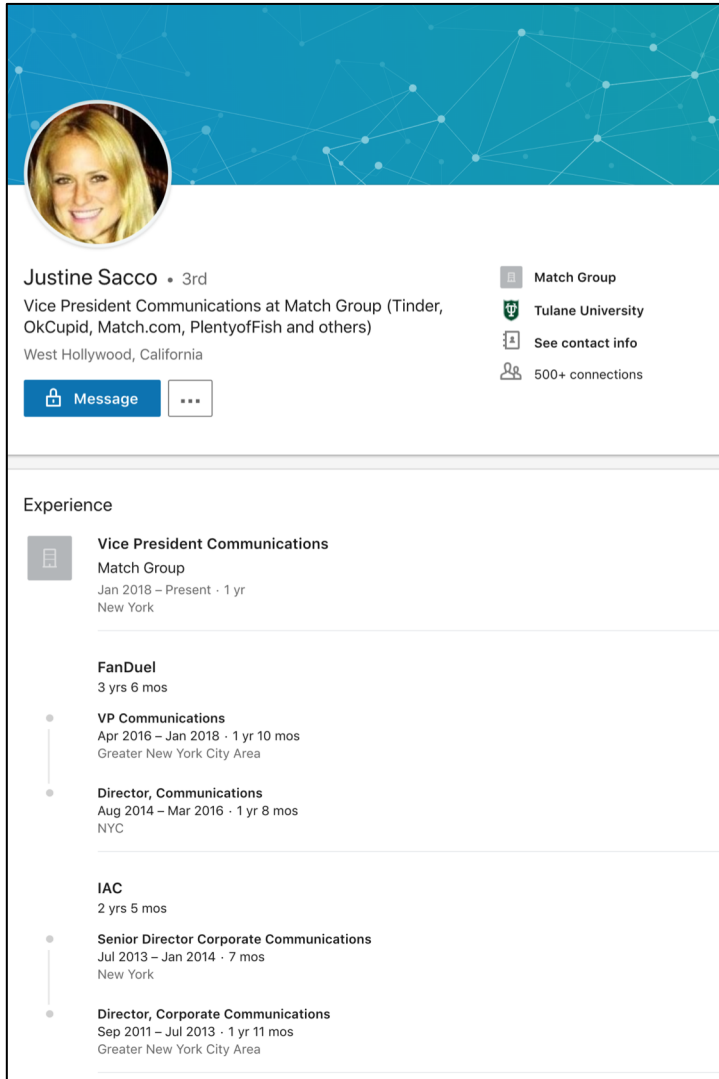
Adam Smith (2012)

Source: Kara Pendleton (April 2015) – JL Review <http://www.ijreview.com/2015/03/281770-3-years-after-bullying-this-chick-fil-a-employee-mans-life-has-taken-a-surprising-turn/>

CASE STUDY

Justine Sacco (2013)

Copyright EPC Peterborough 2019. All rights reserved.



The image shows a LinkedIn profile for Justine Sacco. The profile picture is a circular headshot of a blonde woman smiling. The background of the profile header is a teal color with a white network diagram. The profile information includes her name, current role at Match Group, education at Tulane University, location in West Hollywood, California, and a list of skills including Match Group, Tulane University, and 500+ connections. Below the profile information is a section for Experience, which lists several roles: Vice President Communications at Match Group (Jan 2018 - Present), FanDuel (3 yrs 6 mos), VP Communications (Apr 2016 - Jan 2018), Director, Communications (Aug 2014 - Mar 2016), IAC (2 yrs 5 mos), Senior Director Corporate Communications (Jul 2013 - Jan 2014), and Director, Corporate Communications (Sep 2011 - Jul 2013).

Justine Sacco • 3rd

Vice President Communications at Match Group (Tinder, OkCupid, Match.com, PlentyofFish and others)

West Hollywood, California

[Message](#) [...](#)

[Match Group](#)

[Tulane University](#)

[See contact info](#)

[500+ connections](#)

Experience

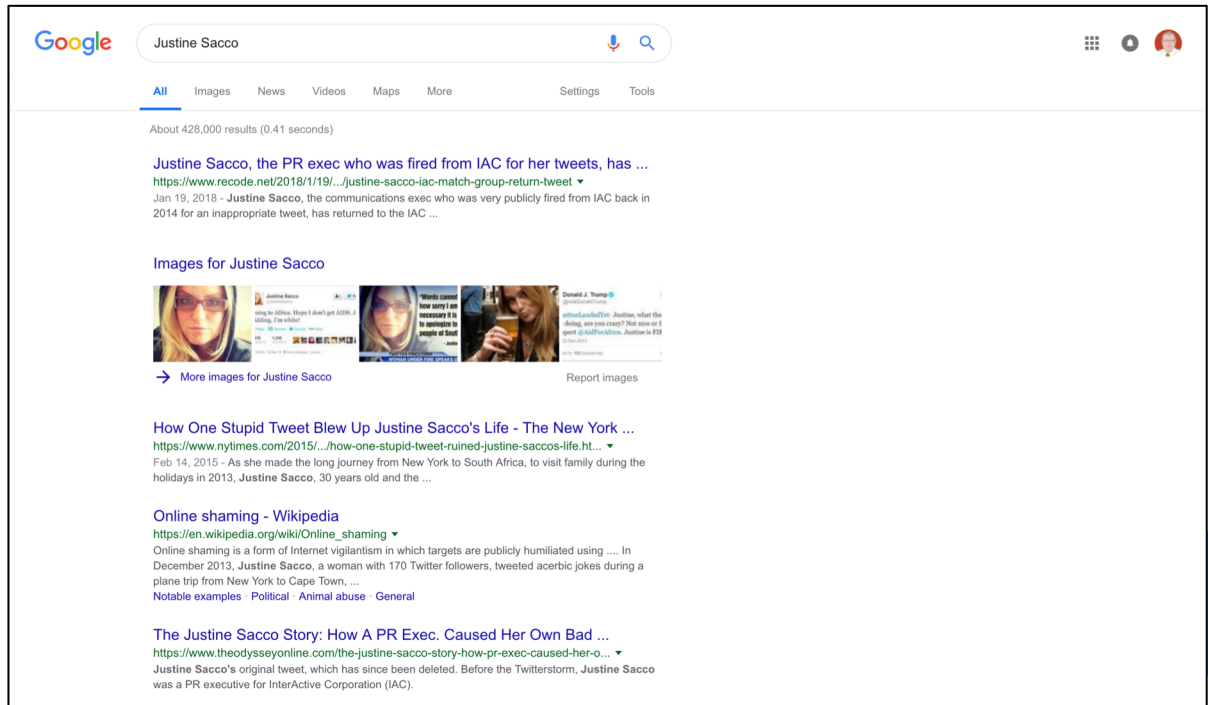
- Vice President Communications**
Match Group
Jan 2018 – Present · 1 yr
New York
- FanDuel**
3 yrs 6 mos
- VP Communications**
Apr 2016 – Jan 2018 · 1 yr 10 mos
Greater New York City Area
- Director, Communications**
Aug 2014 – Mar 2016 · 1 yr 8 mos
NYC
- IAC**
2 yrs 5 mos
- Senior Director Corporate Communications**
Jul 2013 – Jan 2014 · 7 mos
New York
- Director, Corporate Communications**
Sep 2011 – Jul 2013 · 1 yr 11 mos
Greater New York City Area



employment parenting & counselling

CASE STUDY

Justine Sacco (2013)




Google Justine Sacco

All Images News Videos Maps More Settings Tools

About 428,000 results (0.41 seconds)

Justine Sacco, the PR exec who was fired from IAC for her tweets, has ...
<https://www.recode.net/2018/1/19/...justine-sacco-iac-match-group-return-tweet>
Jan 19, 2018 - Justine Sacco, the communications exec who was very publicly fired from IAC back in 2014 for an inappropriate tweet, has returned to the IAC ...

Images for Justine Sacco



→ More images for Justine Sacco Report images

How One Stupid Tweet Blew Up Justine Sacco's Life - The New York ...
<https://www.nytimes.com/2015/.../how-one-stupid-tweet-ruined-justine-saccos-life.ht...>
Feb 14, 2015 - As she made the long journey from New York to South Africa, to visit family during the holidays in 2013, Justine Sacco, 30 years old and the ...

Online shaming - Wikipedia
https://en.wikipedia.org/wiki/Online_shaming
Online shaming is a form of Internet vigilantism in which targets are publicly humiliated using In December 2013, Justine Sacco, a woman with 170 Twitter followers, tweeted acerbic jokes during a plane trip from New York to Cape Town, ...
Notable examples · Political · Animal abuse · General

The Justine Sacco Story: How A PR Exec. Caused Her Own Bad ...
<https://www.theodysseyonline.com/the-justine-sacco-story-how-pr-exec-caused-her-o...>
Justine Sacco's original tweet, which has since been deleted. Before the Twitterstorm, Justine Sacco was a PR executive for InterActive Corporation (IAC).

eReputation

+ damage control

Copyright EPC Peterborough 2019. All rights reserved.

e-Reputation damage control

NeedHelpNow.ca

How can we help you today?

- I need help removing a sexual picture/video from the internet
- I need help with cyberbullying and dealing with my peers
- I need help on how to talk to and support a youth in crisis
- I need tips for helping a friend I am worried about

LEARN MORE ABOUT:

REMOVING PICTURES/VIDEOS	DEALING WITH PEERS	GETTING EMOTIONAL SUPPORT	THE LAW AND REPORTING
FADS	INFORMATION FOR PARENTS	HELPING A FRIEND	RESPONDING TO YOUTH IN CRISIS

VIEW DOWNLOADABLE RESOURCES

Needhelpnow.ca

As seen on

Scrubber

Clean Up Your Social Media History!

“Such a great day out with friends that I’ll never forget.”

“That strip club was crazy, I smoked so much ...”

My boss was a real ... him and his dog too.

“The food at that place was amazing, I can’t recommend it enough.”

In 60 seconds, find embarrassing posts, pictures, and statuses

Get Started FREE

Scrubber.social



e-Reputation

damage control

1. Only you should have access to your accounts.
2. Real name on social media channels that you want to be found on.
3. Professional profile photos.
4. Moderate social media activity.
5. Don't talk about work.
6. Post positive things.

Source: Careerealism – Jessica Holbrook Hernandez 2013



e-Reputation

damage control

70%+

Of employers will search for your online footprint

This study was based on surveys of 2,300 hiring managers and human resource professionals across a variety of industries and company sizes in the private sector. Resource: Keep It Clean: Social Media Screenings Gain in Popularity, by Saige Driver, Business News Daily, April 3, 2018.



e-Reputation

damage control

60%+

Won't call for an interview if you don't have a digital footprint.

This study was based on surveys of 2,300 hiring managers and human resource professionals across a variety of industries and company sizes in the private sector. Resource: Keep It Clean: Social Media Screenings Gain in Popularity, by Saige Driver, Business News Daily, April 3, 2018.

e-Reputation

damage control

50%+

More than half of those surveyed said they have found something during their social screenings that led them to not hire someone.

This study was based on surveys of 2,300 hiring managers and human resource professionals across a variety of industries and company sizes in the private sector. Resource: Keep It Clean: Social Media Screenings Gain in Popularity, by Saige Driver, Business News Daily, April 3, 2018.

e-Reputation

damage control

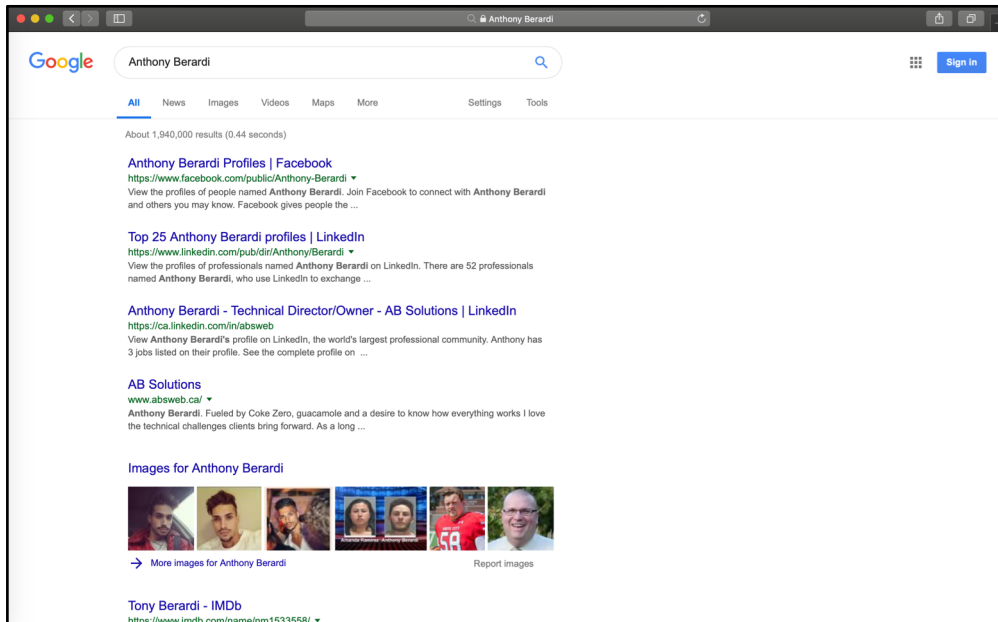
20%+

Most employers are trying to find reasons to hire someone.
Just 24 percent of those surveyed check social media to
search for reasons not to hire someone.

This study was based on surveys of 2,300 hiring managers and human resource professionals across a variety of industries and company sizes in the private sector. Resource: Keep It Clean: Social Media Screenings Gain in Popularity, by Saige Driver, Business News Daily, April 3, 2018.

e-Reputation

damage control



Make time to Google yourself.

Who Is Walter Palmer?

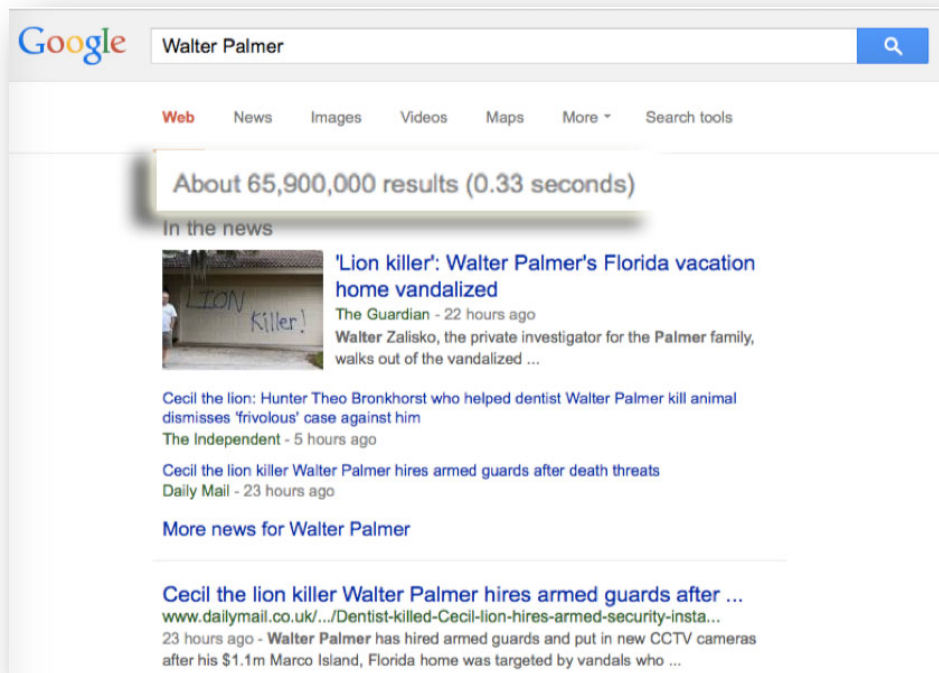
personal brand



Walter Palmer (2015)

Source: https://www.youtube.com/watch?feature=player_embedded&v=_LzXpE1mjQ

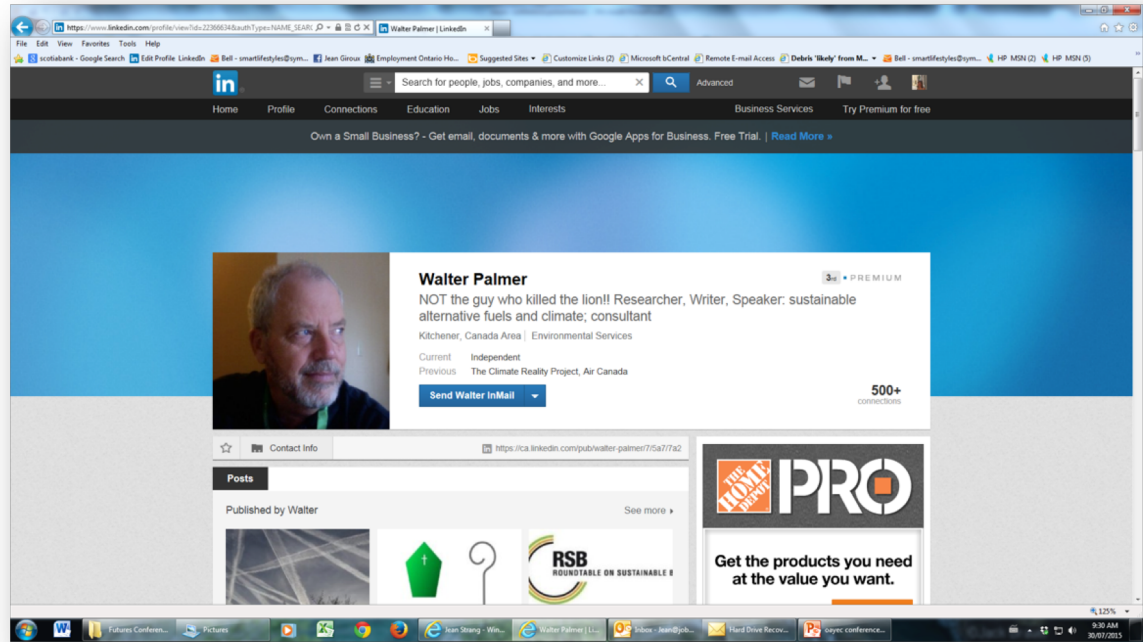
What if this was
your personal
brand?



Walter Palmer (2015)

Source: https://www.youtube.com/watch?feature=player_embedded&v=_LzXpE1mjQ4

Distinguish Yourself From Others

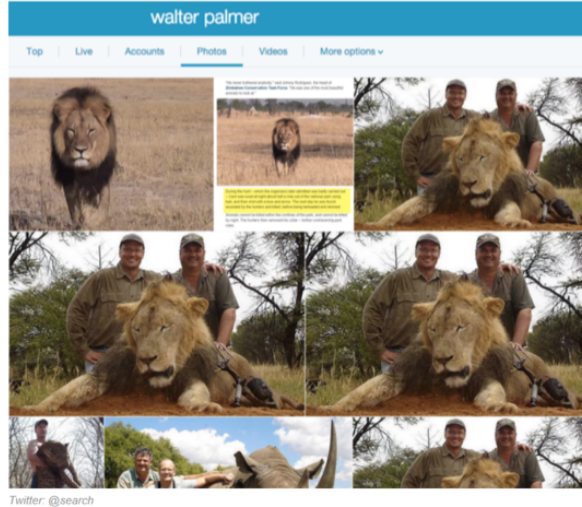


Walter Palmer (2015)

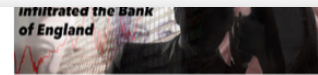
Source: https://www.youtube.com/watch?feature=player_embedded&v=_LzXpE1mjqA

Results From Twitter

After *The Telegraph*'s report that Palmer was responsible for Cecil's death, Palmer's name quickly started **trending worldwide on Twitter**.



Twitter: @search



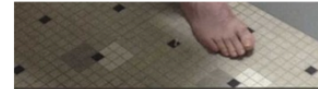
How A Powerful Criminal Network Infiltrated The Bank Of England



Ultra Orthodox Jewish Man Stabs Six People At Jerusalem Gay Pride Parade

MORE NEWS >

Now Buzzing



19 People Who Need To Seriously Reconsider Their Priorities In Life

Walter Palmer (2015)

Source: https://www.youtube.com/watch?feature=player_embedded&v=_LzXpE1mjQ4

Don't jump on
the bandwagon.



Walter Palmer (2015)

Source: https://www.youtube.com/watch?feature=player_embedded&v=_LzXpE1mjQ4

Creating A Positive Digital Footprint

through personal brand



Determining your personal brand

- What kind of attention do you draw to yourself online?
- How do others view?
- Will this image be embraced by potential employers, educational institutions, volunteer agencies, peers or strangers?
- How will you take responsibility if you make a mistake online?

Determining your personal brand

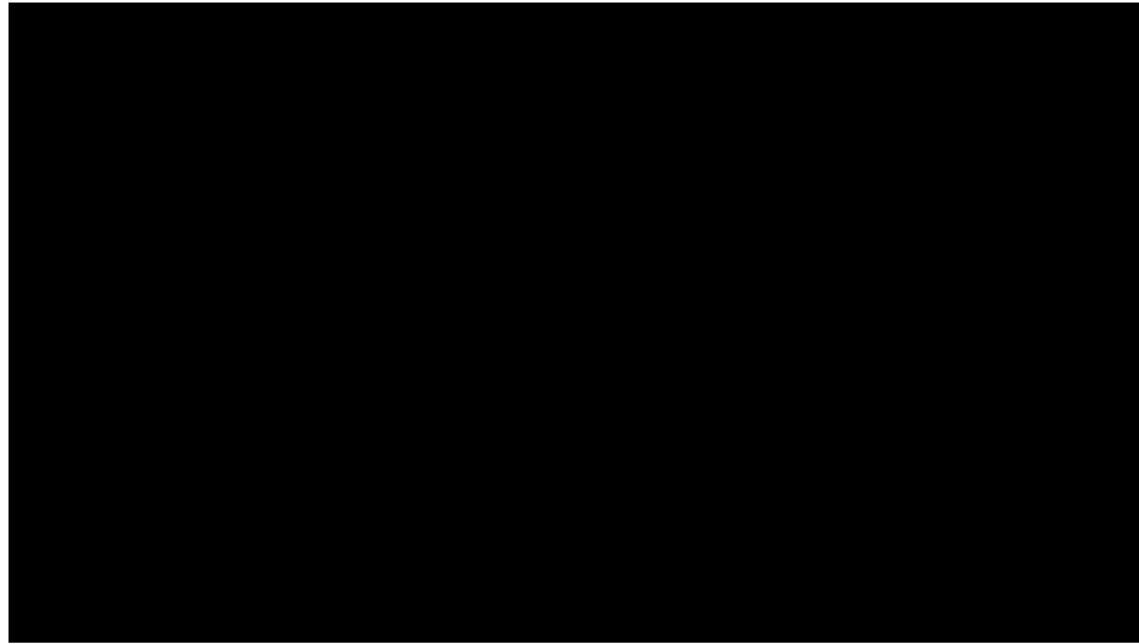
- Interests
- Values
- Talents
- Activities



- Creative
- Innovative
- Family
- Vision
- Collaborative
- Positive



Personal Branding



Laura Bennett (2016)

Source: <https://www.youtube.com/watch?v=pnXY1KXcN-E>

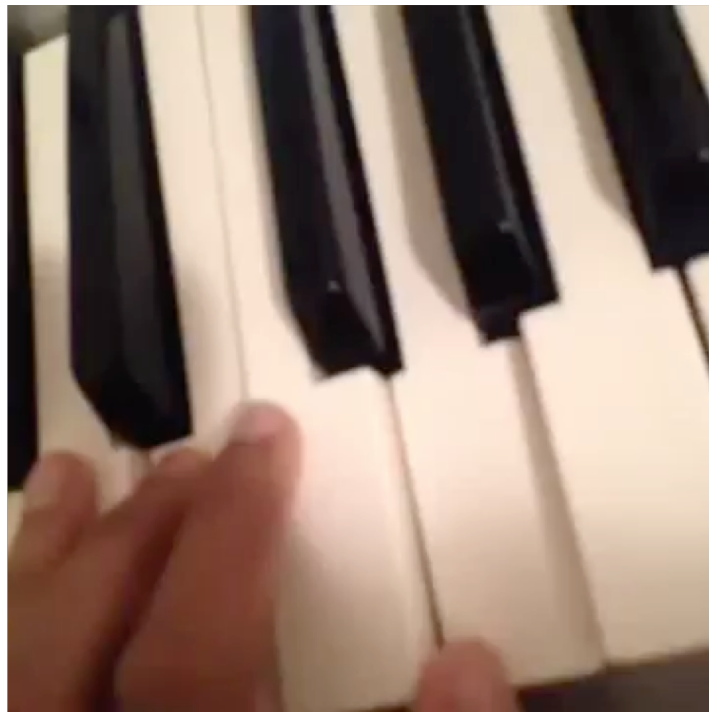


Personal
Branding:
6 second

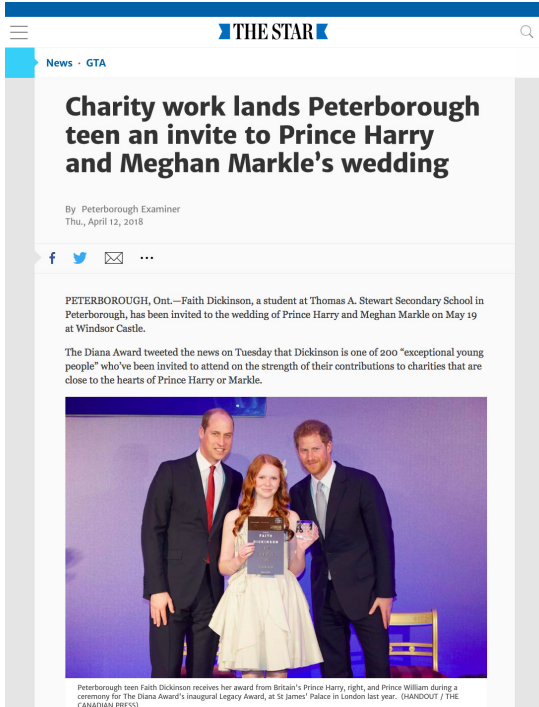
Vine

Ruth B (2013)

Source: <https://www.youtube.com/watch?v=pnXY1KXcN-E>



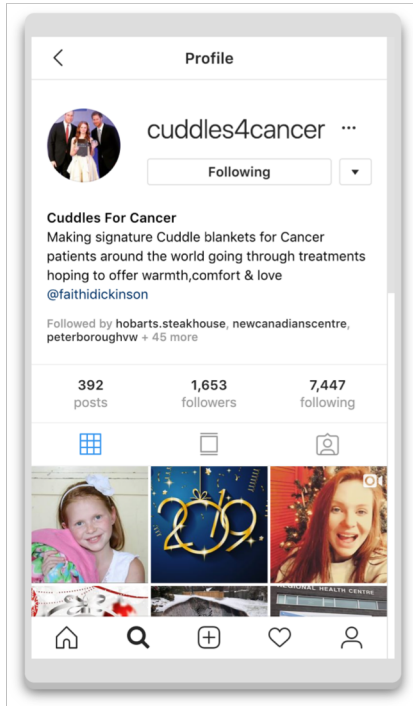
Determining your personal brand



Fifteen year old Peterborough student, Faith Dickinson, makes blankets for cancer patients and veterans living with post-traumatic stress disorder.

Source: <https://www.thestar.com/news/gta/2018/04/12/charity-work-lands-peterborough-teen-an-invite-to-prince-harry-and-meghan-markles-wedding.html>

Determining your personal brand





Helping Clients

Navigate the social media highway

1. Create and maintain a professional social media account for yourself.
2. Develop a greater awareness of and comfort level with social media.
3. Have a candid conversation with your clients about their current digital footprint
4. Assist clients in finding the best medium to tell their story.
5. Encourage clients to dedicate at least one social media platform for career purposes.
6. Educate clients about the value of developing an online network.
7. Help your clients identify relevant positive role models, companies and groups to follow online.

Source: The Role of Career Practitioners Changes as Recruiters Turn to Social Media, Jean Giroux, CAREERWISE by CERIC, November 2018



Questions


Creating a positive digital footprint



Download

Our social media tips handout

epcjobs.ca | 705.748.9110



Ways to Utilize
Social Media to Meet
Your Employment Goals

1. Determine your brand including who you are and what you stand for. Find your voice. Tell your story, and in addition to qualifications, highlight personality, values, interest and passions.
2. Determine if you are searchable online and if you are portraying the image you want recruiters and customers to see.
3. Assess how much time you have to spend online and pursue the platforms that are the most manageable and best suited to you.
4. Review the THINK (True, Helpful, Inspiring, Necessary and Kind) concept before you post.
When assessing if it is appropriate content determine if you would be proud for EVERYONE to see your post today and ten years from now.
5. Post with passion, purpose and humility.
6. If unsure of your vocational goal, initial posts can reflect personal beliefs and interests.
7. When receiving requests to connect from strangers go with your gut before connecting with them.
8. Maintain a level of personal privacy regarding the private details you disclose online.
9. Be street smart and set clear boundaries if receiving inappropriate online advances.
10. Connect with companies in your field of interest to follow trends, news and job opportunities.
11. Incorporate the element of strategy by utilizing keywords and industry terminology.
12. Be present – post / share/ like / comment at least once a week on each platform.
13. Demonstrate your value and highlight the problems you can resolve for the employer.
14. Portray your positive online image and social media savvy by becoming a brand ambassador.
15. Monitor etiquette for the platform or groups that you join to ensure proper online behaviour.
16. Get started now! Immerse yourself in your field of interest by connecting with target companies, industry specific groups and trailblazers. Fake it until you make it.
17. Embrace the spirit of social media – share, endorse, like and comment on the content of others.

Copyright EPC Peterborough 2019. All rights reserved.

Visit

social.epcjobs.ca/workshops
and click the “resources” tab at the bottom of page.

We Offer Social Media workshops & certifications

EMP LOGIN

Find your fresh start.

Home SOCIAL MEDIA WORKSHOPS SOCIAL MEDIA CERTIFICATIONS CONFERENCE CALENDAR FAQS TESTIMONIALS GALLERY ABOUT CONTACT

Social Media Certification, Training & Workshops

1962 Workshop Participants

432 Conference Participants

63 Certification Participants

ontrac Employment Resource Services

Futures Encouraging Youth Prosperity

Our Mission

Employment Planning & Counselling-Peterborough is a not-for-profit, charitable organization that aims to provide superior career development and employment related programs and services.

418 Sheridan Street, Peterborough, Ontario K7H 2J9

Monday 8:45am-4:45pm
Tuesday 8:45am-4:45pm
Wednesday 8:45am-4:45pm
Thursday 8:45am-4:00pm
Friday 8:45am-4:45pm

705.748.9110

EMPLOYMENT ONTARIO
Your job is our focus. We'll help you find it.

This Employment Ontario project is funded in part by the Government of Canada and the Government of Ontario.

Visit
social.epcjobs.ca