

WHAT'S YOUR BRAND?

LOOKING AFTER YOUR DIGITAL REPUTATION

Creating a brand

Companies and organisations spend a lot of time, money and effort to create a brand. Colours, slogans and symbols contribute to the creation of a brand. These elements feed into an organisation's reputation. Even your school has a brand and a reputation in the community.

Your digital brand

Everything you post online is a piece of the puzzle that makes up your digital brand or reputation. This includes:

- * social media posts
- * text messages
- * photos
- * groups you have joined.

The importance of a good personal brand

Employers, recruitment agencies, sporting organisations and educational institutions are going to check what you post online.

Some celebrities and sporting stars take action to positively represent themselves online by creating motivating and engaging content. Emma Watson (Harry Potter actress) and LeBron James (NBL star) Instagram accounts are excellent examples of positive digital brands.

Damaging your own brand

Sometimes brands are damaged when things go wrong. It can take a company or an individual a long time to recover from a damaged reputation.

Your online brand or reputation may be damaged by swearing, posting hateful comments, sending pictures of other people without their consent, cyberbullying or by liking or following posts that are not positive.

Jeff Bezos, the founder of Amazon.com said
“Your brand is what people say about you when you're not in the room”.

Strategies to control your online information include:

- * choose your online contacts carefully
- * check your privacy settings and enable two factor authentication
- * be considerate about what you post about yourself and others
- * check who can see your stuff
- * post positive images or examples of your own work
- * keep passwords and passcodes secret
- * read and understand what information sharing you are agreeing to
- * untag yourself.

Seek support

When things don't go according to plan, seek support from trusted and informed adults. Help is available from [Kids Helpline](#), [eHeadspace](#) and the [Office of the Children's eSafety Commissioner](#).

Complementary resources

- * Identify 2 celebrities/sports stars that are sponsored by a company. Research their social media presence and suggest why the company would choose the association. Research a celebrity who has been dropped by their sponsors. Why did this happen?
- * Watch “[Connor's and Cal's Story](#)” and take the interactive quiz www.esafety.gov.au/RYS
- * Watch the video “[The Interview](#)” and “[Digital DNA](#)” and see how your digital reputation can affect your future.