WHAT'S YOUR · BRAND?

Looking after your digital reputation
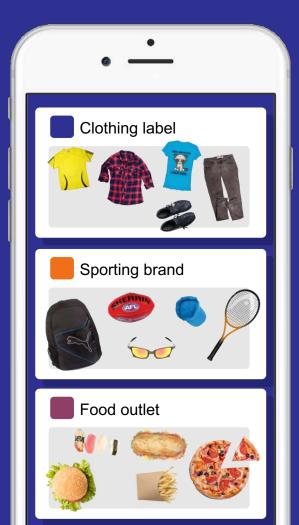
Think of three of your favourite brands (companies)

Clothing label

Sporting brand

Food outlet

Discussion

Clothing label

Sporting brand

Food outlet

THINK
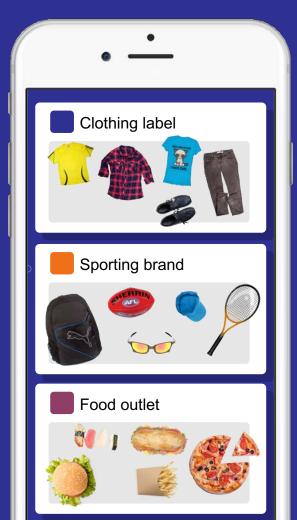
of one of the brands mentioned

Clothing label

Sporting brand

Food outlet

What are the elements that make that brand

RECOGNISABLE OR POPULAR?

Colour

Reputation for good quality

GoPro

History

Recognisable logo

McDonald's

What are the elements that make that brand RECOGNISABLE OR POPULAR?

Ads
Catchy slogan

NIKE *JUST DO IT.*

Cool factor

 iPhone

Value for money

H&M

Celebrity endorsement

FiTea
28 Day D...

What are the elements that make that brand

RECOGNISABLE OR POPULAR?

YOUR SCHOOL'S
BRAND AND REPUTATION

YOUR SCHOOL'S BRAND AND REPUTATION

How others in your community see your school

YOUR SCHOOL'S BRAND AND REPUTATION

How others in your community see your school

How well known your school is

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Whether your school has a long history

YOUR SCHOOL'S BRAND AND REPUTATION

How others in your community see your school

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Whether your school has a long history

The successes your school is known for

YOUR SCHOOL'S BRAND AND REPUTATION
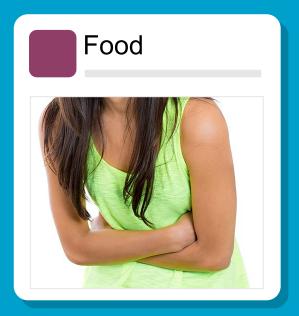
How others in your community see your school

How your school is represented – uniform, grounds

How well known your school is
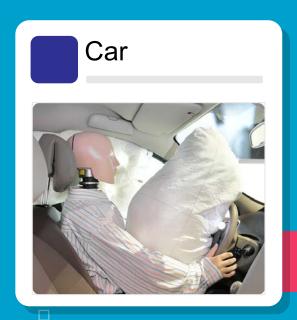
Whether your school has a long history

The successes your school is known for

Sometimes a brand or a company's reputation can be damaged

Food

Sports person

Car
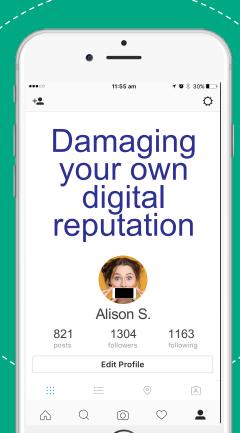
Discussion

Discuss with a partner
3 ways you can damage
your own digital reputation

Sending inappropriate pictures/photos
of yourself to others

Sending other's
pictures without
their consent

Using a profile picture
that sends the wrong
message

Posting hateful
comments

**Damaging
your own
digital
reputation**

Following posts
that are not
positive or nice

Swearing

Alison S.

821
posts

1304
followers

1163
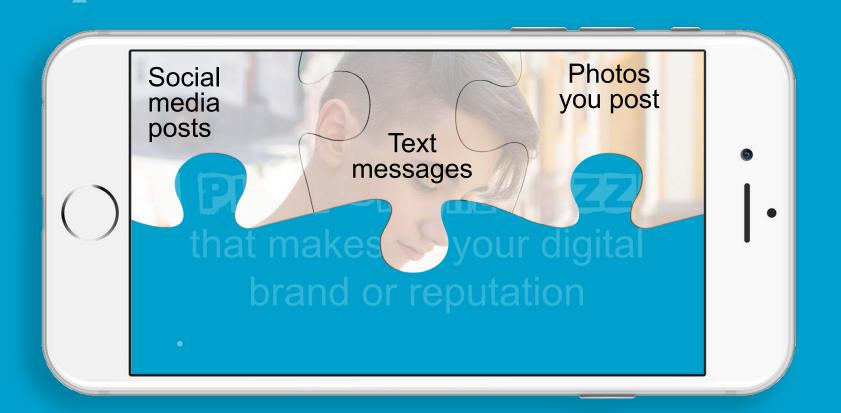following

Edit Profile

Cyberbullying

Everything you post is **A PIECE OF THE PUZZLE** that makes up your digital brand or reputation
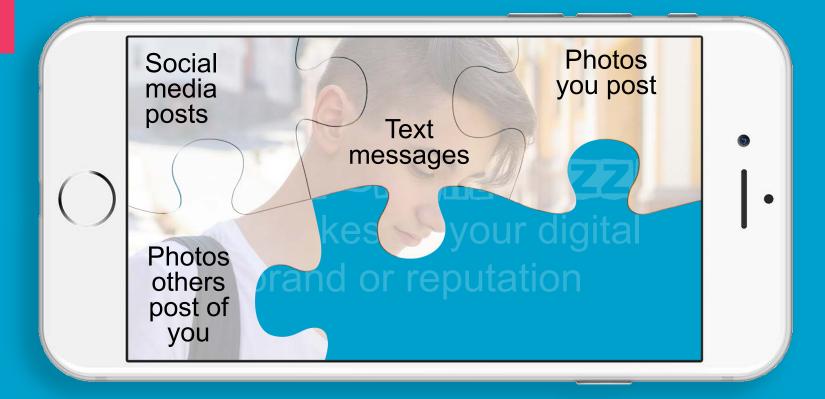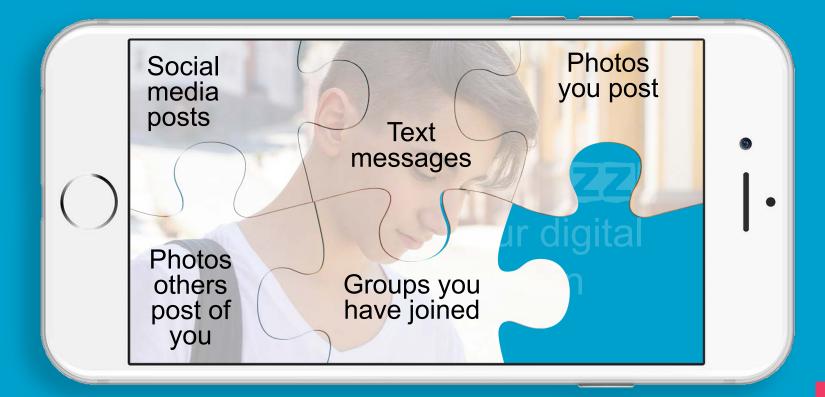
WHO WILL SEE AND JUDGE YOUR BRAND?

Employers

Recruitment agencies

Sporting organisations

YOUR BRAND

Educational institutions

Future partners

Real estate agents

Your children and family members

Ask yourself

Are they going to like what they see?

Ask yourself

Are they going to like what they see?

Will the university or company offer that opportunity, scholarship or job?
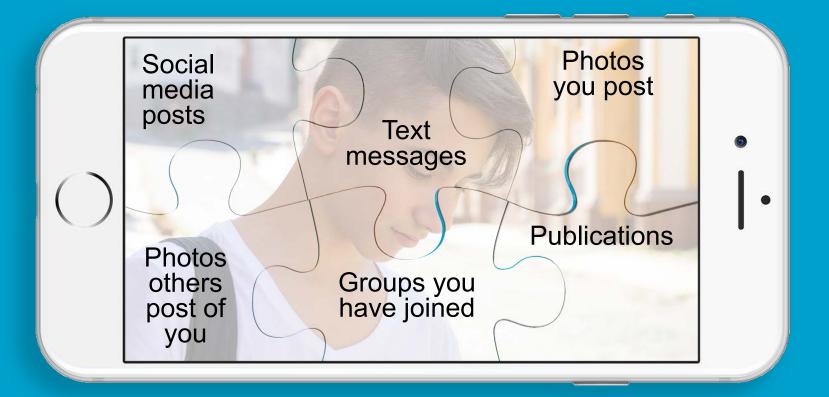
Ask yourself

Are they going to like what they see?

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What impression would a friend/girlfriend/boyfriend get from what you post online?

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Are they going to like what they see?

Will the university or company offer that opportunity, scholarship or job?

What impression would a friend/girlfriend/boyfriend get from what you post online?

Do your posts reflect how you would like others to see you?

Ask yourself

Are they going to like what they see?

Will the university or company offer that opportunity, scholarship or job?

What impression would a friend/girlfriend/boyfriend get from what you post online?

Do your posts reflect how you would like others to see you?

Would you be proud to show future children/grandchildren your digital footprint??

Poll question:

If a future employer, an educational institution or sporting organisation did an advanced search on you – would they find:

A
100% positive posts

B
Mostly positive posts

C
Some posts might not be positive

Building a positive digital brand

EMMA WATSON

Female lead in the Harry Potter films

Shares posts about gender equality
and women's rights

Building a positive digital brand

LeBRON JAMES

Professional basketball player

Shares posts that are entertaining, inspiring, motivating and educational

Building and maintaining a strong

BRAND

Building and maintaining a strong

BRAND

Personal strengths
What you're good at

Building and maintaining a strong

BRAND

Values
What you believe in and think is important

Building and maintaining a strong

BRAND

Personal standards
Expectations you have of yourself
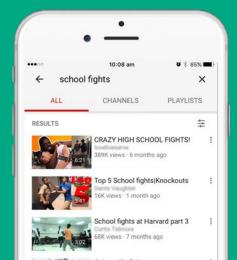
Building and maintaining a strong

BRAND

Being an advocate and positive influencer of others
e.g. actively standing up for others who may need support
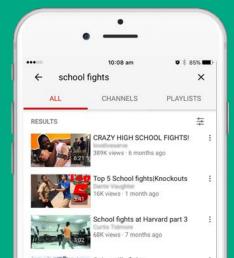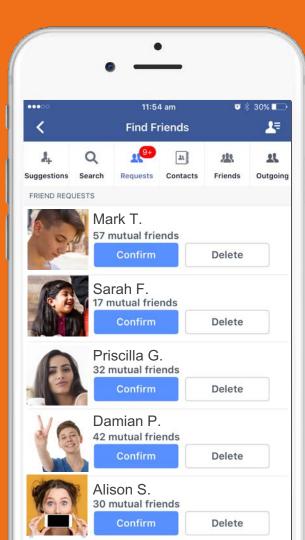
Your online brand can influence your

FUTURE

Discuss as a class, some things you might be able to do to control your information and images

Strategies to control your information and images
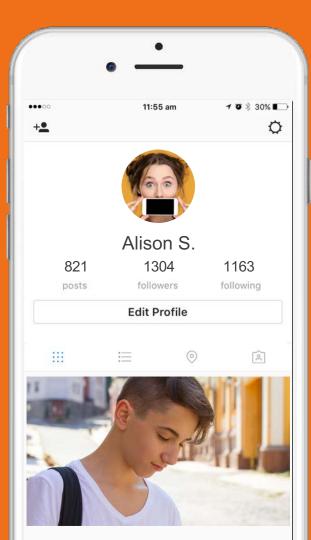
1

Be careful when choosing your online contacts

Strategies to control your information and images

2

Limit your contacts

Strategies to control your information and images

3

Do a stocktake of privacy settings and use two factor authentication

Strategies to control your information and images

4

Being considerate about what you say about yourself and others

Strategies to control your information and images

5

Check who can see your stuff

Strategies to control your information and images
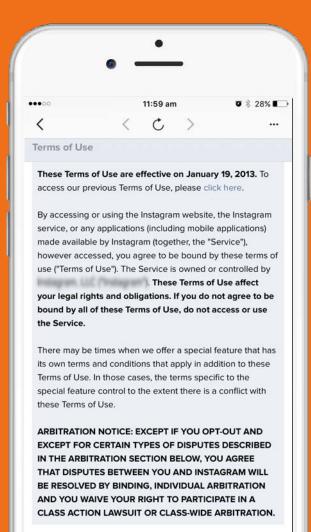
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Choose to post positive images or your own work

Strategies to control your information and images
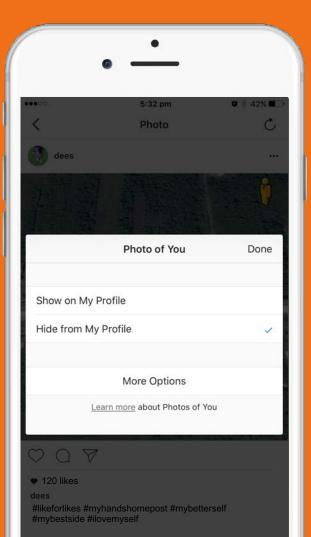
7

Avoid sharing passwords and passcodes

Strategies to control your information and images

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Read and understand what information sharing terms you are agreeing to

Strategies to control your information and images

9

Untag yourself

Seek **SUPPORT** from:

esafety.gov.au

Kids helpline

eHeadspace

Trusted and informed adults

REINVENTING YOUR BRAND

not the end of the world…

Many search engines can stop pages from appearing in search engine results

post positive information that can hide some of the damaging posts

Everything you say and do online can have an **IMPACT ON YOUR REPUTATION** both now and in the future.
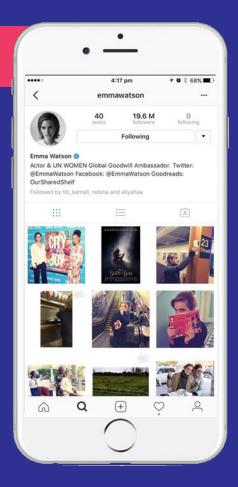
Mark F ▸ Cicilia X.
Just now · ⚙

If ur gonna post a pic plz fix ur face its disgusting

👍 Like   💬 Comment

15 likes

📷   Write a comment...   😊   Post

It takes

ONE PRESS
OF THE BUTTON

to damage your brand!

Why not use it **POSITIVELY** to your advantage!

COMPLEMENTARY RESOURCES

Identify 2 celebrities/sports stars - (a male and a female) that are sponsored by a company and suggest why the company would choose to be associated with them.

Research a celebrity/sports star who has been dropped by their sponsor. Investigate why the company made this decision?

COMPLEMENTARY RESOURCES

Watch the videos on vimeo.com/esafetyoffice

Connor's and Cal's Story

The Interview

Digital DNA

and see how your digital reputation can affect your future.

COMPLEMENTARY RESOURCES

eSafetyyoungpeople

esafety.gov.au