**Title: Across the “Online” Universe: How to Track and Clean Your Digital Footprint**

**Presented by Thaddaeus Babb**

**The theme accompanying this presentation is “The Beatles.” Each slide title is the name of a song by the Beatles.**

**FROM ME TO YOU**

**Speaker Bio and Credentials**

**Thaddaeus Babb (OKDRS)**

* **Business Services Field Rep (9 years)**
* **Background in HR, BS & ER**
* **M.S. in Industrial Organizational Psychology (HR)**
* **Pursuing HR Management Certification**
* **Workforce Tulsa Board Member & Regional Rep**
* **Full-time Husband and Father**
* **Part-time working musician**

**ACROSS THE UNIVERSE**

**Cyberspace is the online world of computer networks and especially the Internet**

**Digital Identity** **is information on an entity used by computer systems to represent an external agent. That agent may be a person, organization, application, or device.**

**BIGGER THAN THE BEATLES**

**This slide shows pictures of albums by the Beatles.**

**They have sold 600 million records worldwide according to Infoplease.com**

**Facebook has 1.94 billion active users and makes up 90.2% of the social networking community**

**When ranked by number of active users in January 2017, Facebook was number 1**

**DO YOU WANT TO KNOW A SECRET?**

**Employers are using social media!**

**According to a survey conducted by CareerBuilder in 2016:**

* **60% of employers use social networking sites (SNS) to research job candidates**
* **More than a quarter of employers have found content online that resulted in reprimands of firing**
* **6 in 10 employers use SNS to find info that validates an applicants qualifications**
* **Hiring managers want to see if a their job candidate has an online persona and what to see what others are posting about them**
* **21% of employers admit they are looking for reasons not to hire the candidate**

**These survey results were obtained by Harris Poll on behalf of CareerBuilder and provided by CareerBuilder.**

**For more information visit www.careerbuilder.com**

**EVERYBODY’S GOT SOMETHING TO HIDE**

* **3 in 5 employers say they are less likely to interview job candidates with no digital persona**
* **36% of employers will send a “friend request” or follow candidates with private accounts**
* **Profile content can help or hurt you**
* **49% of hiring managers who screen applicant’s via social media found info that caused them not to hire a candidate. This information included….**

**NOWHERE MAN**

**Top Pieces of SNS Content that Turned off Employers:**

* **Provocative or inappropriate photographs, videos or information (46%)**
* **Information about candidate drinking or using drugs (43%)**
* **Discriminatory comments related to race, religion, gender, etc. (33%)**
* **Candidate made negative remarks about previous company or employees (31%)**

**Poor communication skills (29%)**

**LOVE ME DO**

**Information found on SNS that resulted in hiring:**

* **Candidates background info supported job qualifications (44%)**
* **Candidates site conveyed a pro image (44%)**
* **Candidates personality seemed like a “fit” (43%)**
* **Candidate appeared to be well-rounded (40%)**
* **Candidate displayed great communication skills (36%)**

**WE CAN WORK IT OUT**

**Here are 7 steps to help clean up your digital footprint:**

1. **Enter your name into several search engines**
2. **Double-check your privacy settings, but don’t trust**
3. **Create strong passwords**
4. **Keep all of your software up-to-date**
5. **Mobile use. Protect, review, delete**
6. **Build reputation by your behavior**
7. **Think before you post**

**WITH A LITTLE HELP FROM MY FRIENDS**

**While job hunting, ask your friends to:**

* **Not post questionable comments or pictures on your page**
* **Not tag you in perceivably inappropriate posts**
* **Not post and tag you on their pages (as above)**
* **Not “Check you in” at certain places**
* **Post and tag you in information that reflects your professional character and interests**
* **Visit your LinkedIN page and endorse your skills**

**COME TOGETHER**

**My contact info:**

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