Digital Footprints and Online Presence

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Osborne, N., Connelly, L., Mesquita, A. and Peres, P., 2015, July. Managing your digital footprint: Possible implications for teaching and learning. In *Proceedings of the 2nd European Conference on Social Media ECSM* (pp. 354-361).

Digital Footprint

When we engage in digital and/or online activity, we leave traces of data behind.

These complex traces may be various presentations of self (social or academic profiles, comments, etc.), traces of activity (web analytics, cookies, sharing data, etc.), interests, opinions, interactions or anything we share online (Osborne et al, 2015).

It is these traces we refer to as our digital footprint.

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Active and Passive Digital Footprint

There are two categories you can separate your digital footprint into:

1. Passive Digital Footprint

   The data you leave behind without knowing when using digital devices and the internet. For example your IP address, location, or browser history.

2. Active Digital Footprint

   Created when you deliberately submit information or complete actions. For example on your own website, social media and email.

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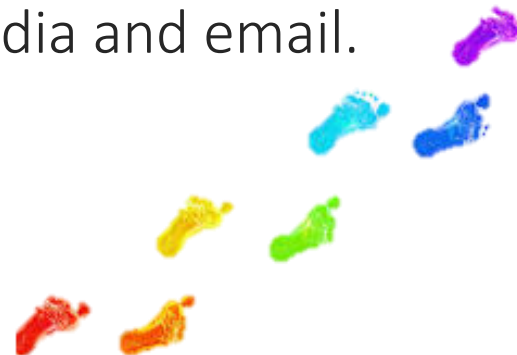
Online Activities

Can last forever

Can help reinforce a positive reputation online/personal brand

Can help apps know your likes and dislikes

Can be shared with others without you knowing

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A negative digital footprint

Inappropriate pictures

Discriminatory comments

Mention of drugs/illegal activity

Poor communication

Negative/Bully comments about someone

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Activity –
What data trail are you leaving behind?

Google yourself

Look on social media for yourself – use a university PC or one you've not used to sign into anything

What information is publicly available?

What is your current digital footprint like?

What type of data have you unintentionally left behind?

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Managing your digital footprint
Step 1 - Practicing Good Digital Citizenship

A large part of managing your footprint is making sure the prints you do leave are good ones.

Treat others how you want to be treated

Showing empathy online is key to ensuring the interactions you have online are positive ones. Where you can be proud of the digital footprint you leave behind.

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For more information on digital citizenship

Being a good digital citizen is an important life skill.

Digital citizenship does not end with being empathetic, but involves a knowledge, understanding and skills including.

Understanding how the internet works and user data

Practicing digital literacy

Acknowledging the digital device

Practicing digital wellness

Securing digital devices

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Managing your digital footprint: Step 2 – Manage your privacy settings

Even the strictest privacy settings do not mean what your post and share will not be seen by a wider audience.

Facebook

Twitter

Instagram

TikTok

Snapchat

LinkedIn

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Managing your digital footprint: Step 3 - Manage your cookies

Cookies are text files with small pieces of data that are used to identify your computer as you use a computer network.

They may include:

Usernames and passwords

Links you've clicked

Basket information when shopping online

Videos you've watched

HTTP cookies are essential to the modern Internet but can be a vulnerability to your privacy

Visit: https://www.aboutcookies.org.uk/managing-cookies

for more information on managing your cookies when using different browsers.

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Online Presence
Your active digital footprint as a health professional

- Website
- Social Media Accounts
- Online Directories
- Advertising

https://growth99.com/how-do-you-build-an-online-presence-for-your-local-business/

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Digital Footprint and Business

Start with a communication plan.

Outline your goals, measurable objectives and the steps you will take to achieve these steps.

What you can measure

The percentage of people who click a link then make a booking

The percentage of people who view certain pages on your website

How engaging your social media posts are

An increase in engagement with a specific demographic

The number of views on a page of your website and the amount of time people spend on that page

The number of unique people who visit your website and where they're based geographically.

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Why measure your online presence

To make sure your marketing and advertising budget is going to good use

To target specific audiences

To increase your online presence with specific target audiences

To see if your communications plan is working, where its working and how you can improve.

Once you have determined what you are going to measure, you need to work out how.
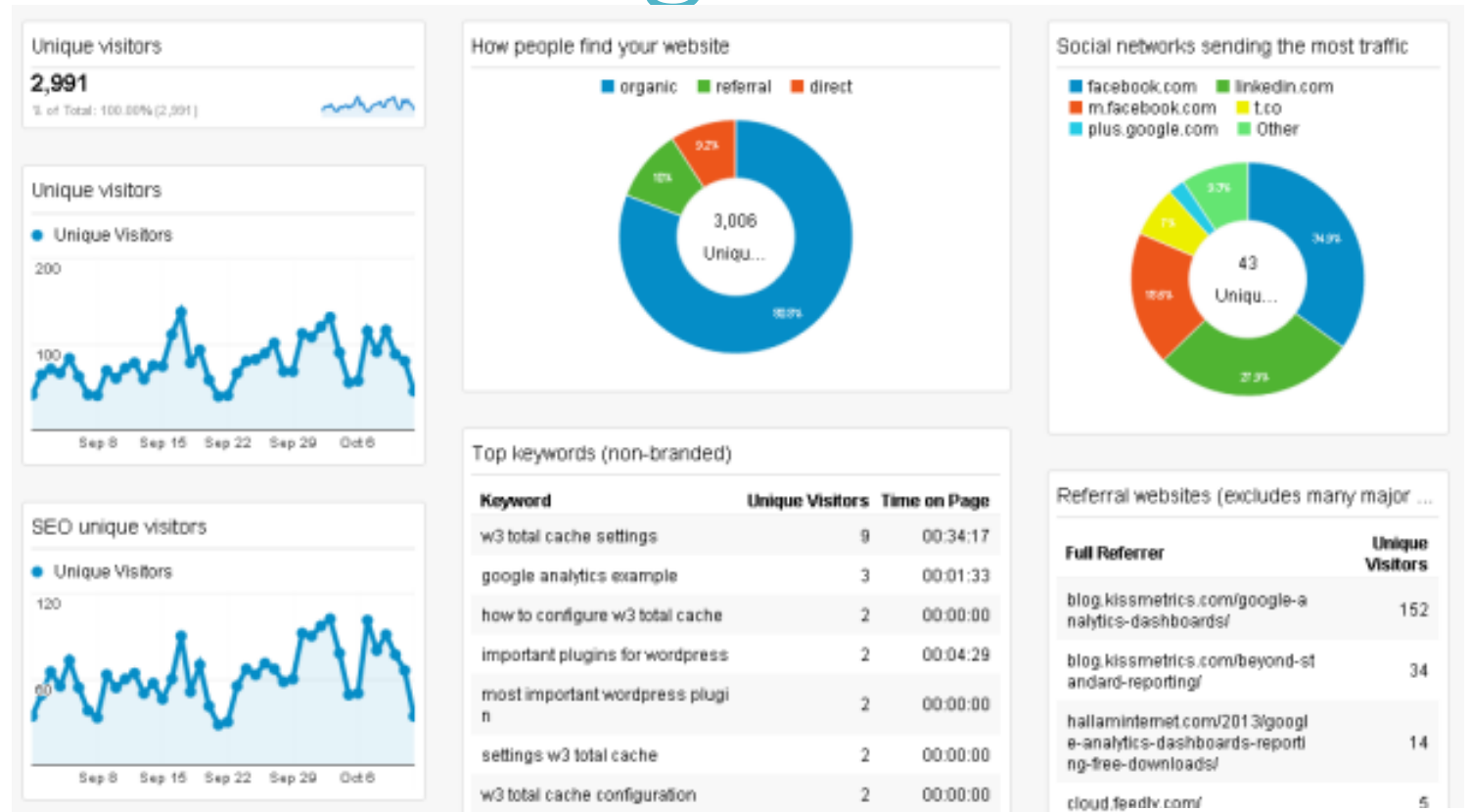
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How do we measure things online

Social Media Conversions

Websites

Google Analytics.

It's free to use but there can be a learning curve

Unique visitors

Top keywords

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How do we measure things online

Social Media

There are a number of paid tools such as:

Hootsuite

SproutSocial

Radian6

Which allow you to manage your social media from a single source along with powerful insights and analytics tools.

You can also use Google analytics and UTM tools which are free.

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How do we measure things online

Email and e-newsletters

Email and e-newsletter can be a valuable channel to communicate with your customer base on. Some things to keep an eye on include:

-Open rates: Percentage of people who are emailed, and actually open the email. Mailchimp has some tips and industry benchmarks on their website worth noting.

-Click rates: How many people who open your email click on links, articles or then go to your website. If there's a call-to-action or an option to go to your website, you'll want to know how high this is.

-Bounce rates: It's better to have quality data instead of continually sending to dead email addresses.

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