

Social media and digital reputation

As we navigate the digital age, it is important to educate young people about the impact of social media on their lives and their digital reputation. Social media is a powerful tool that allows us to connect with others, share our experiences and express ourselves. However, it is also important to understand that everything we post online, whether it be a photo, comment, or status update, can affect our digital reputation, which is the image and identity we create for ourselves online. A child's digital reputation will follow them everywhere and can impact their future opportunities, relationships and personal brand. It is essential that we educate our children and adolescents on the importance of being mindful and responsible when it comes to their online presence.

Empower confidence.
Start the conversation using these strategies:

- 1. The power of social media**
Discuss how social media has the ability to shape their digital reputation and the potential long-term impact it can have on their lives.
- 2. Online privacy**
Explain the importance of privacy settings, not sharing personal information and being mindful of what they post online.
- 3. Cyberbullying**
Discuss the negative effects of cyberbullying and how to respond if they, or someone they know, experiences it.
- 4. Online friendships**
Explain the difference between having an online and offline friendship and how to set healthy boundaries in both.
- 5. Digital footprint**
Discuss the concept of a digital footprint and how everything they post online leaves a permanent record.
- 6. Think before you post**
Encourage your child to think before they post and to consider how their words and actions online might affect others.
- 7. Digital reputation**
Emphasise the importance of building and maintaining a positive digital reputation, and how it can impact on their future opportunities.
- 8. Online addiction**
Discuss the importance of setting limits and being mindful of the amount of time they spend on social media to avoid addiction.
- 9. Online criticism**
Teach your child how to handle online criticism and negativity, and to never engage in cyberbullying themselves.
- 10. Balancing the digital and real world**
Outline the benefits of balancing their digital and real world by spending time with friends in person, pursuing hobbies and engaging in physical activities.