NOAC 2024

CU Boulder

Managing Your Digital Footprint

Social Media in a Professional Setting

Housekeeping Items

1. Session
2. Restrooms
3. Emergency Procedures
4. Safety Moment:
   a. Barriers to Abuse
   b. Heat Related Illness

Learning Objectives

Learners will be able to…

1. Understand the impact of digital footprints on personal and professional life.
2. Learn strategies for creating a positive online presence.
3. Develop skills in managing privacy and information sharing online.
4. Understand the benefits of utilizing LinkedIn, Linktree, Etc.

1.
Digital Footprint?

What is a Digital Footprint?

What is a Digitial Footprint?

- Your digital footprint can be ANYTHING.
- LinkedIn, Instagram, Twitter, Facebook, Handshake (AND HUNDREDS MORE)

“Why Does this Matter?”

- Creating your online profile shows those who are viewing who they are meeting virtually
- Creating profiles can be for fun, professional growth, creative outlet and so much more!

Social Media Platforms

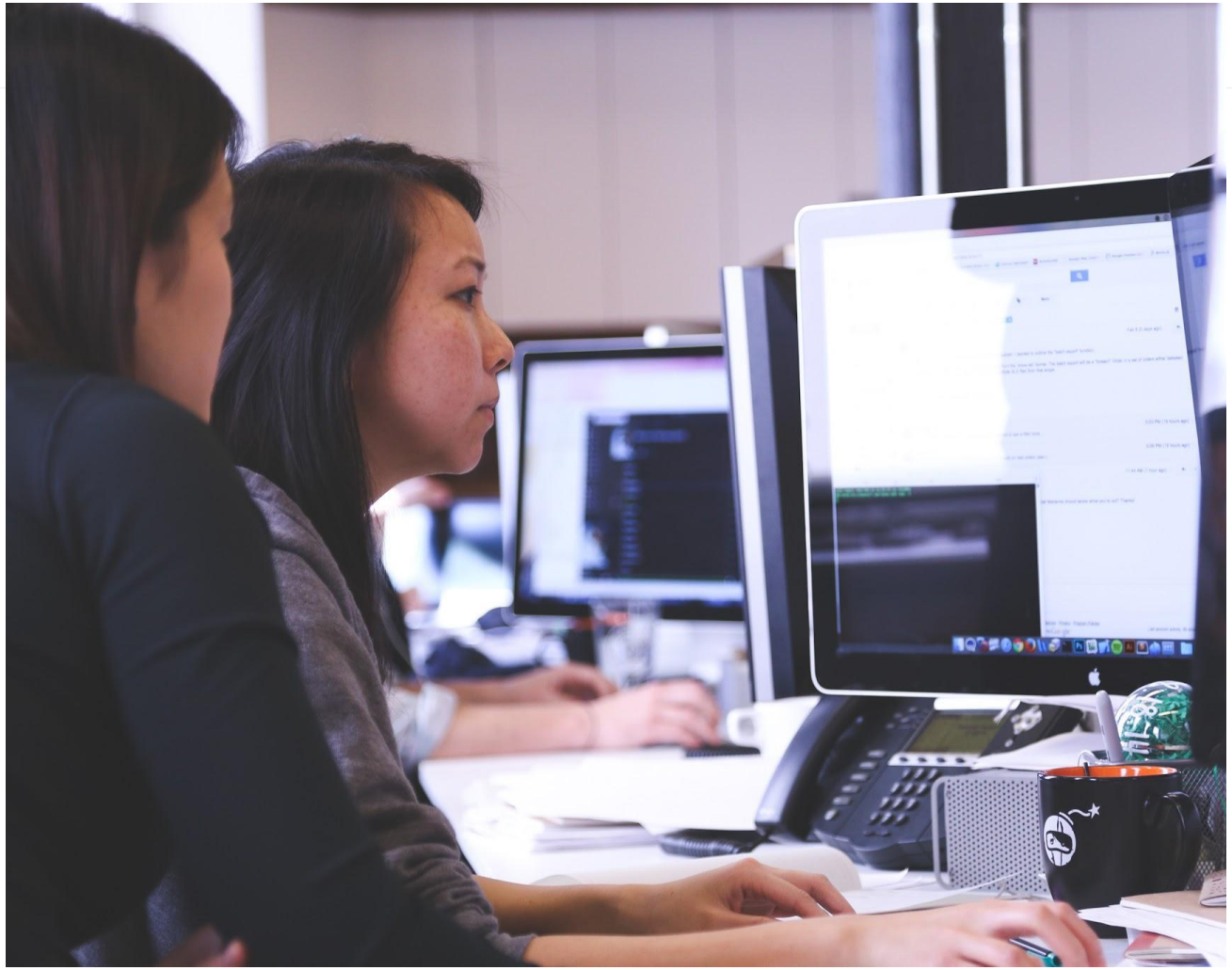
2.

College, Work and More

College

LinkedIn can create a profile for highschool students who want to do multiple things when preparing for college or vocational schools

- Meet students and participants from all sorts of different programs
- Look into what associations and programs may be offered throughout educational connections
- Allow for schools to have a great profile to view



Work

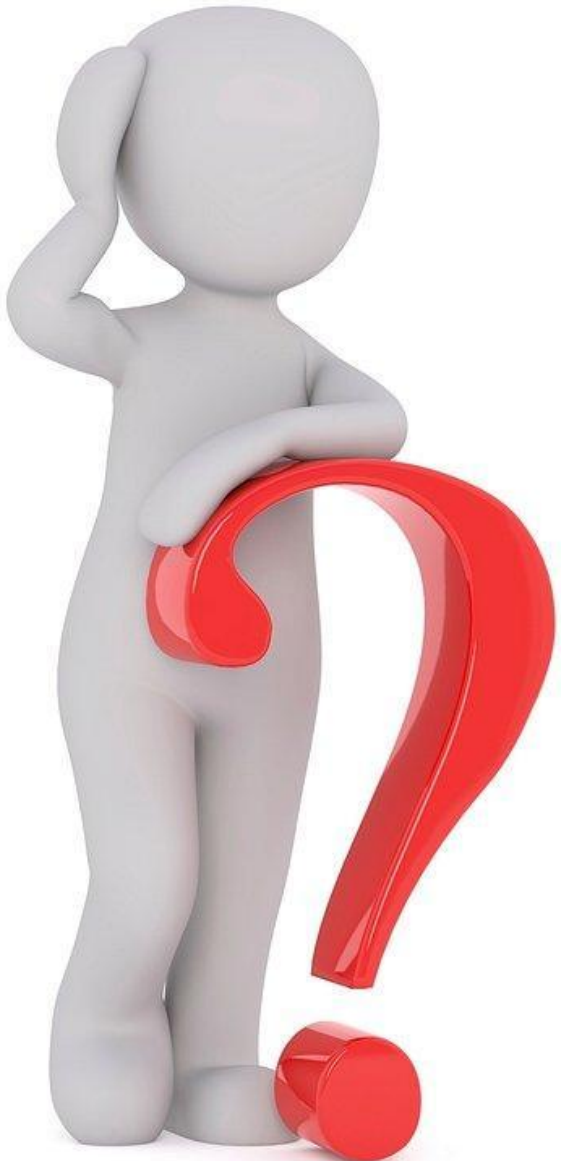
If past college or searching in general, linkedIn is a phenomenal method to find, secure and share jobs.

- With your previous experience (work or not) you can leverage the use of this platform to get your name in rotation of applications
- Spread your profile around the network to show potential employers what experience you have

More???

Though social media is great for sharing photos, memories and more, it is also an incredibly valuable tool to show who you are!

- Creating a positive online presence can allow for future employers, recruiters and more to be able to see what you are all about!



3.
Practical Use!

LinkedIn Deep Dive

Takeaway Challenge

Throughout the course of this week, take a moment and reflect on your social media presence! Whatever social media or online softwares that you share your life on, see if what you are posting, sharing, or tweeting reflects who you are!

Thank you!