



Building a positive online reputation

Age range: 11-16

 **BARCLAYS** | LifeSkills



Online reputation

Online reputation: the opinion people have of you based on what you publish, or other people publish about you, online for example photos, videos, comments on social media, blog posts.

- ✓ Family
- ✓ Friends
- ✓ Neighbours
- ✓ Teachers
- ✓ College admissions staff
- ✓ Potential employers
- ✓ Everyone



Leo and Kalinda's posts

 Leo



   

Leo Out here helping a bunch of oldies have fun in the sun! #lookgoodonyourcv

 Kalinda



   

Kalinda So it's a Hollywood theme for our big party! Great decision by the committee. Awesone. Can't wait. #myideawasbetter

Leo's LinkedIn profile



Before applying for the job Leo could add:

- Information about the 'holiday at home' event he helped organise for residents in his current role
- A 'recommendation' (a reference) from a colleague
- A link to a training course he successfully completed

Using online platforms

 **Kalinda**



   

Kalinda Exams or the environment? Good grades or good food? Why not both? We're looking for local businesses that support sustainability and want to help young people. If you'd like to sponsor our new school allotment, contact me through our school office.

Should Leo send the post?

	✓	✗
Goodbye message	Snapchat Sad to say goodbye to all my workmates and residents at The Care Home. Thanks for my leaving present. It'll always remind me of you!	Snapchat Bye bye Care Home. Anyone got the receipt for my leaving present? Thought I'd dropped enough hints about the shops I like but clearly not!
Welcome to the team	LinkedIn Thanks for the warm welcome. I'm really looking forward to working with you all. See you next week	LinkedIn Thanks for the welcome. It's great to have a new job but even better to be on holiday See you next week, if I come back!
Breakfast buffet	Tweet Photo A lovely buffet, well-presented food etc #breakfastenvy	Tweet Photo One croissant and glass of water #isthatall? #cheapskatehotel
Film review	Tweet Bank Heist 3 is even better than the first 2 but it would have been fun to see the bad guys get away with it this time #amazingfilm	Tweet What a bunch of useless crooks in Bank Heist 3. I know loads of places to stash that sort of cash #cantcatchme
Lost luggage	Instagram Photo of his open suitcase with flipflops, beach towel etc Thanks to Juan at Palma Airline for finding my lost suitcase. Now my holiday can really start!	Instagram Photo of busy beach Any update on my lost luggage? Look what I'm missing out on thanks to your incompetence.
Sponsored abseil	Facebook I might be afraid of heights but this charity does really important work. It's a cause close to my heart so I'm determined to do it! Any amount you can spare will make a big difference	Facebook I'll do the scary abseil and you just put your hand in your pocket. What's not to like? If you sponsor me £50 each I won't need to spend time asking anyone else

Kalinda has only received one response to her post

 **Kalinda**



   

Kalinda WE NEED YOUR MONEY! Help us make our school more sustainable by sponsoring our new allotment. We need to buy compost, seeds, tools, and a hen house #itallcostsmoney

[View all comments](#)

JohnF Stop being so lazy! Don't just ask for money – organise a fundraising event instead.