



# 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

4



## 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     | <b>Snapchat</b><br>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!   | <b>Snapchat</b><br>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 | <b>LinkedIn</b><br>Thanks for the warm welcome. I'm really looking forward to working with you all. See you next week   | <b>LinkedIn</b><br>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    | <b>Tweet</b><br>Photo<br>A lovely buffet, well-presented food etc #breakfastenvy  | <b>Tweet</b><br>Photo<br>One croissant and glass of water #isthatall? #cheapskatehotel  |
| Film review         | <b>Tweet</b><br>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   | <b>Tweet</b><br>What a bunch of useless crooks in Bank Heist 3. I know loads of places to stash that sort of cash #cantcatchme  |
| Lost luggage        | <b>Instagram</b><br>Photo of his open suitcase with flipflops, beach towel etc<br>Thanks to Juan at Palma Airline for finding my lost suitcase. Now my holiday can really start!                            | <b>Instagram</b><br>Photo of busy beach<br>Any update on my lost luggage? Look what I'm missing out on thanks to your incompetence.   |
| Sponsored abseil    | <b>Facebook</b><br>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 | <b>Facebook</b><br>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.