

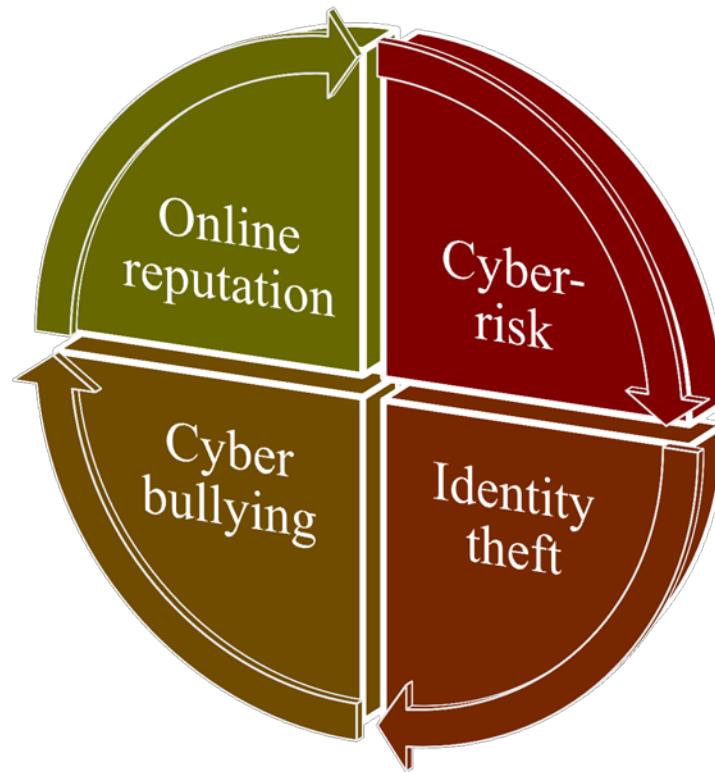
Your Online Reputation



It's All About How You Look Online!

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Agenda



Today's Targets



- ❑ Social Media – Facebook is 1 billion strong
- ❑ Password vulnerabilities
- ❑ Android mobile phones – 100 Million shipped in 2nd Quarter of 2012
- ❑ Growing base of Mac computers

<http://www.sophos.com/en-us/security-news-trends/reports/security-threat-report.aspx>

5 Waysto beat the risk



1. Secure your Accounts
 - a. Use privacy settings on social media sites and beware of linking them together
 - b. Avoid remembered settings on some sites
2. Use Secure Wireless
 - a. Secure vs. Public/Guest
 - b. Wireless security settings (SSL)

5 Waysto beat the risk



3. App Safety

- a. Buy Android apps at Google's official Play Store
- b. Avoid social engineering attacks, and help your colleagues avoid them
- c. Check permissions that an app requests when it's installed and consider whether you still want to install it

5 Waysto beat the risk



4. Phishing

- a. Never give account login/pw/financial information
- b. <http://www.sophos.com/en-us/security-news-trends/best-practices/phishing.aspx>

5. Back up Your Data

Identity Theft



A

- What is Identity Theft

B

- Some Statistics

C

- What to do if you're a victim

What is Identity Theft?



Identity theft occurs when someone uses your personally identifying information, like your name, Social Security number, or credit card number, without your permission, to commit fraud or other crimes. (FTC)

Identity Theft - Statistics



Consumer Sentinel Network Identity Theft Complaints by Victims' Age *Calendar Years 2010 through 2012*

Consumer Age	CY- 2010		CY- 2011		CY- 2012	
	Complaints	Percentages ¹	Complaints	Percentages ¹	Complaints	Percentages ¹
19 and Under	18,334	8%	19,623	8%	16,133	6%
20-29	56,635	24%	56,721	23%	57,491	21%
30-39	49,375	21%	49,869	20%	52,704	19%
40-49	43,877	19%	45,132	18%	49,403	18%
50-59	35,314	15%	38,051	15%	45,483	17%
60-69	19,923	8%	23,112	9%	30,583	11%
70 and Over	12,984	5%	15,819	6%	22,027	8%
Total Reporting Age	236,442		248,327		273,824	

Identity Theft - Statistics



Consumer Sentinel Network State Complaint Rates

January 1 – December 31, 2012

1. Florida

2. Georgia

3. Maryland

4. Delaware

5. Nevada

6. Colorado

7. Virginia

8. Arizona

9. Michigan

10. New Hampshire

Am I a Victim?



No Bill

Unexpected
Bill

Erroneous
Charges

Denial of
Credit

Debt
Collector

<http://www.consumer.ftc.gov/articles/0271-signs-identity-theft>

...if You are a Victim

**Guide for
Assisting
Identity Theft
Victims**

- ❑ Use Fraud Alerts and Freezes
- ❑ Close suspect accounts
- ❑ Use the FTC's ID Theft Affidavit
- ❑ Keep Documentation about conversations
- ❑ File a police report
- ❑ Report the theft to FTC

Immediate Steps to Repair Identity Theft

Extended Fraud Alerts and Credit Freezes

Repairing Your Credit After Identity Theft

Lost or Stolen Credit, ATM, and Debit Cards

Cyber bullying



“**Cyber bullying**” is defined as tormenting, threatening, harassing, or embarrassing another person using the internet or other technologies, like cell phones. For cyber bullying, there is no escape

Only 1 in 10 victims will inform a parent or trusted adult of their abuse

Bullying victims are 2 to 9 times more likely to consider committing suicide

<http://www.dosomething.org/tipsandtools/11-facts-about-cyber-bullying>

What is different about Cyber bullying?



Adults are also bullied though technology

Perpetrator does not witness harm being done

24/7 access to target

Larger audience

Anonymity

Advice for Adult Victims of Cyber bullying



- ❑ Keep all evidence of the bullying and document the perpetrator if you can
- ❑ Contact the service or content provider to obtain assistance
- ❑ Be careful not to retaliate and do not respond except to calmly tell them to stop
- ❑ If you are afraid for your safety, contact law enforcement to investigate

Protect Yourself



- ❑ Use privacy settings on social media websites
- ❑ Google yourself often to check for unauthorized images and accounts
- ❑ Don't share passwords with friends
- ❑ Report abuse on websites when it occurs and avoid websites that are designed for malicious content

Your Online Reputation



Your Online Reputation



- ❑ Posts and articles you publish online
- ❑ Comments you make on other people's blog posts, articles, and on message boards
- ❑ Geolocation information that you broadcast
- ❑ Comments that others make about you in social media or in blog posts
- ❑ Images of you that others publish on social media

Why is this important?



Your online information may not be as private as you thought

Having a bad online reputation affects potential jobs and even relationships without you ever having the chance to say a single word in your own defense

Students who pay attention to their online reputation and “personal brand” throughout college will have a natural advantage in the job market upon graduation, regardless of their course of study

<http://freelancefolder.com/why-online-reputation-management-is-more-important-than-ever/>

Facebook – the new background check

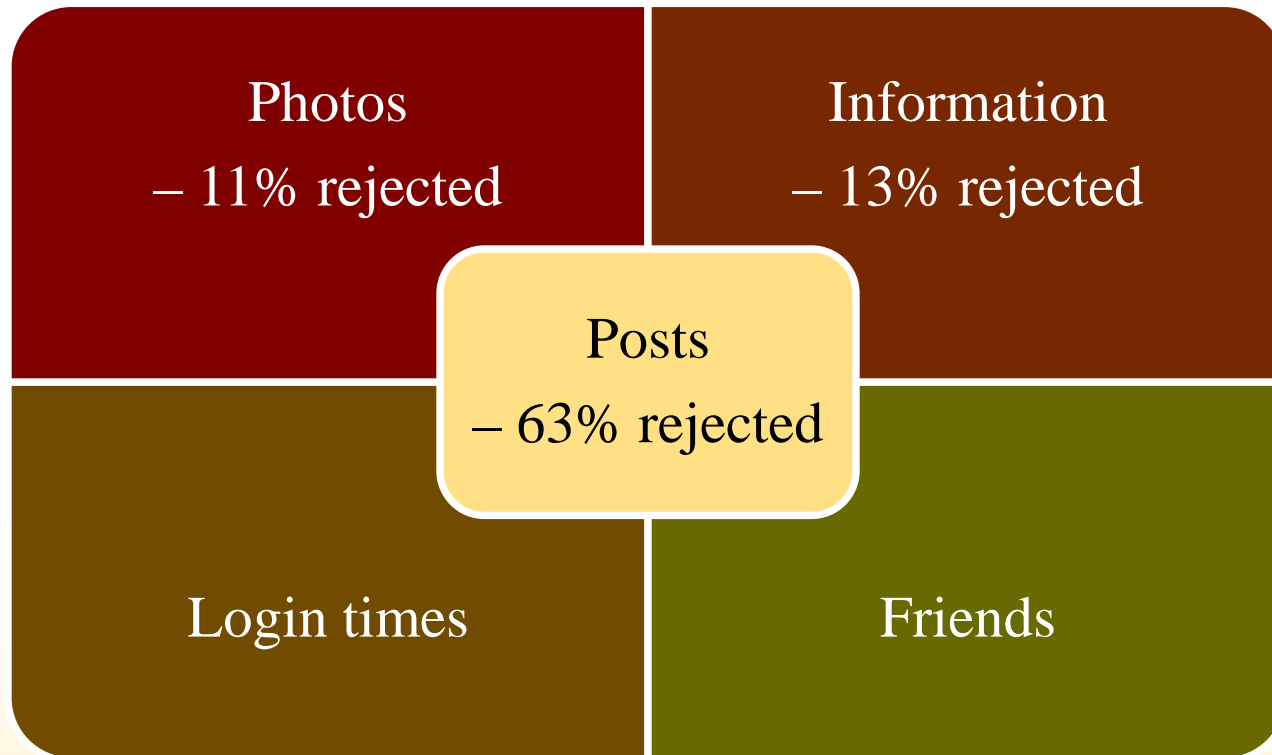


Employers **are** using social networks to screen job applicants – 91%

Screening is done **early** on – before you get a chance to give your view of your abilities

Facebook, Twitter, Flickr, YouTube give employers a personal view of candidates

5 Things Employers Check



<http://www.helium.com/items/1800544-what-employers-are-looking-for-on-your-facebook-page>

Partition and Clean up your Act



Employers use your thoughts and judgments **that you make available to the public** as a reflection of what you will do with clients and team members

Partition and Clean up your Act



Find out what's out there about you. If it could be taken out of context, consider taking it down

Clean up what you don't want there

- Inappropriate photos
- Inappropriate comments
- Negative comments about previous employer
- Examples of poor communication

Social Intelligence



It's Not a Violation of Your Privacy

- ❑ Social Intelligence scours the internet for the information, pictures and comments you freely share with the world and sells that data to your potential employers
- ❑ The FTC found the company in compliance with the Fair Credit Reporting Act

http://mqjeffrey.hubpages.com/hub/How_employers_look_at_Myspace_and_Facebook_pages

Social Intelligence



Use a patented technology to search information that is publicly available online from millions of websites, including the most well-known social networking websites.

<http://www.socialintel.com/>

Name, email address, employer information, time-stamp history, screen shots of material matching the employers' pre-defined criteria

Conceal any material that falls under U.S. Federal and State protected classes

Take Charge of Your Online Reputation



Think about what you want your reputation to be online.....START NOW

Use technology to your advantage

- ❑ Learn what employers want to see
- ❑ Monitor and manage your reputation: Google
- ❑ Publish your personal interests (blog, join groups)
- ❑ Create an online portfolio

Work together with friends to check your work

Take Charge of Your Online Reputation



It's not all bad

- ❑ 86% of employers reported that a positive online reputation factors into their hiring decision and
- ❑ 68% of those employers hired a candidate for the good things they found and concluded about them on these sites

Your profiles can show your:

- Personality
- Organization
- Professional qualifications
- Solid communication skills
- Well-roundedness
- Good references from friends' and others' posts and comments
- Awards and accolades

Take Charge of Your Online Reputation



1. Google yourself, then Yahoo!, then Bing, then Pipl. Make every effort to find out what's out there about you.
2. Subscribe to Google Alerts and receive an email as soon as your search phrase (like your name, product, work, or company) enters Google's index. Google Alerts cover news stories, video comments, blogs, pages found in web search, and even Google's own mailing lists, Google Groups.

Take Charge of Your Online Reputation



3. Make sure everything is accurate about you. Instead of clearing off all the information on your online profiles, ensure that what's on those pages complements your reputation.
4. Frequently check and keep up to date on your privacy settings on the social media accounts you have.

<http://security.arizona.edu/sites/default/files/Your%20Online%20Reputation%20Guide.pdf>

Take Charge of Your Online Reputation



Google Profile

- Guaranteed on your first page of Google results
- Opportunity to link up your reputation sites



LinkedIn

- Good resource to promote your experience
- Make valuable connections with your peers



Blogs

- Share expertise and connect with people

Take Charge of Your Online Reputation



Reputation.com privacy services

- ❑ proactively monitoring of almost all web content about their clients
- ❑ when damaging content is found, the company tries to get it removed from the offending websites
- ❑ useful articles to help you manage a good online reputation

http://www.reputation.com/how_to/create-your-personal-brand-online/

http://www.reputation.com/how_to/three-must-have-social-networking-sites-online-reputation-management/

More Resources



<http://www.socialintel.com/faqs/>

<http://www.marketwatch.com/story/could-you-pass-a-facebook-background-check-2011-07-25>

<http://www.smartplanet.com/blog/smart-takes/how-to-build-and-manage-an-online-reputation/350>

<http://lifehacker.com/357460/manage-your-online-reputation>

http://www.reputation.com/how_to/five-steps-to-build-your-online-brand-and-protect-your-online-reputation/

Questions ?



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