



Digital Footprints

Every time you access the Internet you leave a digital footprint. Digital footprints are a history of everything you do online. They come from what you share, and data collected on any sites visited, and they do not go away. Retailers use your digital footprint to offer coupons and special offers to the right customers based on what they look for and what they purchase.

Companies look at digital footprints of current and potential employees. This is why you must be mindful about what you share. Remember, a digital footprint can last forever. Something you thought you removed could cause problems for you later.



Do Not Overshare

One of the main problems in the digital realm is oversharing. First, not everything is meant to be shared. You are better off keeping personal information private. It is unattractive when people share every thought or experience that they have on social media for all to see. This action appears self-indulgent and immature, and it is difficult to trust someone who does not have a filter.

Choose what you share wisely. Remember that you are on a public forum, and your personal life does not need to be there. Additionally, you need to avoid statements that could be controversial or offensive. For example, you should think carefully before making any comment about political parties, religions, or people groups. The Internet is a diverse place, and it is easy to make comments that could be misunderstood. This is why so many celebrities have to publicly apologize because of their tweets.

Finally, no one cares about every day, mundane activity. Sharing too much boring information will clutter the notifications of your friends and followers. This can lead to people severing digital ties or ignoring everything that you share online. Either way, sharing too much can become the equivalent of not sharing anything at all.

Social Networking

Social networking is essential to your branding. When done correctly, social networks are useful tools that expand your community. When not used correctly, social networking can have lasting, damaging effects.

- **Choose the right networks** – Choose networks that your customers use. You cannot effectively use them all.
- **Post regularly** – Post at regular intervals to keep the attention of your audience.
- **Monitor it** – Monitor your social networks and respond to comments and questions.

