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## Managing Online Reputations

**CULTIVATE** your roster of friends. Don't be tempted to bump up your numbers by accepting invitations from random avatars operated by spammers.

**SEARCH** for your name and make note of any results that might damage your reputation.

**USE** Google Alerts to keep informed of information that is posted about you.

**ADJUST** settings within your social media accounts so you are notified when you are tagged in photos and videos.

**DON'T** let your online identities languish. Add posts regularly.

**CHECK** all your social media sites periodically to make sure they have not been compromised by identity thieves.

**MAINTAIN** a consistent username and identity across sites – especially those that are open to the public.

**REMOVE** posts, comments, photos, and blog entries that don't portray your desired online image.

**PUSH** enough positive information to the top of your Google search results to obscure any negative content that relates to you.

**SEPARATE** your professional sites from your personal sites and keep posts appropriate to each.

**CONSIDER** buying domain names that contain your real name.

**ESTABLISH** accounts on all the popular social media sites so that others cannot impersonate you there.

**MAINTAIN** civil discourse. Democracies promote free speech, but there are legal and cultural limits. You must be alert, within all of your networking circles, for the norms regarding speech that is acceptable and speech that is not.