



# 10 Tips for Online Safety and Privacy

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Most MBA students will be aware of some of these safety tips but it's worth a cautionary reminder, especially for those new to social media and job search networking.

While there aren't any absolute rules governing your online safety, these are some best-practices to help keep your data, reputation and you safe online.

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## 1. Use 2-factor Authentication

One of the most secure ways to log into a social media platform is to use 2-factor authentication. In order to log in, you must enter the passcode sent to you through a text message. It's easy to set up and can keep your accounts secure even if your username and password are stolen.

## 2. Change Passwords/unique passwords

Use a different password for each account you log into. Having the same password for all your accounts makes it easy for hackers to log into your other accounts.

## 3. Keep Private Information Private

Your birthdate and physical address do not need to be displayed publicly on social media profiles or resumes. The more information you share in your profile or post as a status update, the easier it may be for a hacker or someone else to use the information to steal your identity, access your data or stalk you.

Likewise, when you are traveling, be aware that people beyond your immediate connections may know you are out of town.

## 4. Carefully Review Privacy and Security Settings

Learn how to use the privacy and security settings on social networks. They are there to help you control who sees what you post and manage your online experience in a positive way.

## 5. Cautiously Accept New Connections

Building a network should be done strategically and safely. Before accepting invitations to connect or follow, review the person's profile and activity. In reviewing the profile, see if the profile is complete and looks genuine and see if there is suspicious looking activity in their posts or comments. Social networks can be used for a variety of purposes. Some of the fun is creating a large pool of friends from many aspects of your life. That doesn't mean all friends are created equal. Use tools to manage the information you share with friends in different groups or even have multiple online pages. If you're trying to create a public persona as a blogger or expert, create an open profile or a "fan" page that encourages broad participation and limits personal information. Use your personal profile to keep your real friends (the ones you know and trust) up to date with your daily life.

## 6. Take Action

If someone harasses or threatens you, immediately report them to the social network. Then remove them as a connection and block them. All social media platforms have a method to report abuse.



## **7. Monitor When Someone Tags You**

If someone posts something about you that seems inappropriate or you don't want posted, let them know.

## **8. You Own Your Digital Footprint**

Your digital footprint or online reputation can be a good thing. Recent research found that recruiters respond positively to a strong personal brand online. Monitor your digital footprint and know what employers will find when they search for your name or social media activity.

## **9. Watch Out For Scams**

Be aware of messages from people you don't know which contain links. Do not click on links unless you can be sure the sender is someone you can trust. And never provide your social security number or banking information to anyone. If you doubt the authenticity of an email, job lead or similar, ask other people for their advice.

## **10. Meeting People In Person**

There may be instances where you want to meet someone in person. No matter how many online interactions you've had, never assume you truly know or can trust the person you are to meet. Use some of today's best practices to keep yourself safe, such as: meeting in a public place and letting a friend know where you are meeting and with whom.