

How to create a digital identity

The use of the Internet and social networks is a key factor today for individuals, brands and companies, as this information generates a digital identity based on the publications, tastes and preferences of the user.

Digital identity can be self-created or assigned by others. It is the online image we have of ourselves on the web created through all digital media: blogs, websites, social networks, twitter, mobile phones, logins or logos, chats, file creation, and so on.

Each of our interactions in the digital environment provides data about what we have done in that environment, which is valuable in helping to obtain behaviors, personalization, targeted marketing, digital reputation and other social media services or social graphics.

Rules for creating the digital identity

- Appropriate friend list: The friend list is also an important aspect of staff selection.
- Protect digital content (images, videos)
- Avoid publications that may negatively affect digital identity.
- Keep the profile updated: Publish the information in the appropriate channels.
- Expand the network with relevant contacts.
- Be active, interact and share publications.
- Be registered in as many social networks as possible and participate in them, in order to increase your visibility and positioning on the Internet.
- Add to your network of contacts the companies or institutions in which you would like to work.

Planning (Content)

A good digital reputation requires constant planning, as it is difficult to build and susceptible to immediate variation. Therefore, it is important to maintain constant control and establish measures to preserve and improve digital identity.

The best way to maintain and improve the digital reputation is through conversation, with questions and answers.

You can participate in two different ways:

- Create content and share it on the Web or help disseminate content created by other users through the chosen platform.
- Respond to conversations initiated by other users through comments.

It is just as important to create your own content and start conversations as it is to participate in conversations initiated by others, as the principles of cooperation and sharing are fundamental in culture 2.0.

In order to improve your reputation, it is important to bring to the web relevant content on the topics with which we want to associate.

Finally, in order to be successful in social media, it is necessary to establish a publication calendar, in order to establish a planning of content, dates, categories, etc.

Social Media

Facebook



Facebook is the most popular social networking service today. It was created by Mark Zuckerberg in 2004; it is available in 70 different languages and it is completely free. Facebook has multiple features that allow users to share news from other websites, start a discussion, upload photos and videos, chat online with friends, create pages, join existing groups or create new ones.

An increasing number of companies, after viewing candidates' resume view candidates' facebook pages to check their "digital reputation". That's why it's very important to be able to best manage your own profile and maintain an excellent "digital reputation".

Facebook is also used by many companies to advertise services and products.

By paying a fee, is it possible to better promote own products and carry out marketing campaigns, addressed to specific users categories.

This is the reason why it is very important to be able to manage at best your own profile and to maintain an excellent “digital reputation”. In order to do that, it is necessary to be familiar with Facebook settings in order to protect users’ privacy.

Sign up

To sign up for Facebook is very easy. Once you have opened Facebook homepage, click on “Sign up” button and enter personal datas like name, last name, date of birth and an e-mail address. After having registered and set up a password you can create your own profile by adding more personal information, profile picture and cover photo and start developing your social network by adding people to the friends list with the aim to exchange messages, also via chat or to get notified when friends publish something on their page.

Profile Management

As previously mentioned, after signing up is it possible to add known people to the friends list and enter additional personal information.

Once you have logged into your account for the first time, Facebook will directly invite you to find your friends on the social network by using your e-mail contacts, i.e. Outlook, Gmail...

Afterwards, you will be able to insert personal information like the name of attended university, the city of residence and hometown (all this information will allow Facebook to suggest people you main know and invite you to add them to the friends list).

You can then upload your profile picture that has to be carefully selcted as it will be visible to everyone on the social network, including people outside of our friends list.

Then you will be able to publish posts, to create photo albums, to join existing groups, to chat with your Friends, to share news and to see all the materials that your friends are publishing.

Privacy

Privacy is a very core issue. Over the years, rules have been modified by the social network with the purpose of strenghtening users' privacy. Before 2010 there were no restrictions on "who can see what". Later on, several security settings have been introduced:

- 1) Only me: uploaded information, posts and photos can be only seen by the account holder.
- 2) Friends: uploaded information, posts and pictures can be only seen by friends from the friends list.
- 3) Friends of friends: information, posts and pictures that have been uploaded using this setting can be seen both by friends and by friends of friends.
- 4) Friends and network: information, posts and pictures that have been uploaded using this setting can be seen by friends from friends list and by selected networks (i.e., city networks, etc.).
- 5) All: uploaded information, posts and pictures can be seen by any person from the network.
- 6) Custom: using this setting you can choose who can see what you publish, inlcluding the option to exclude or include anybody.

Twitter



Twitter is a web platform that offers a lot of news online, where people communicate in short messages called tweets. Tweeting is posting short messages to anyone who follows you on Twitter, in the hope that your messages will be useful and interesting to someone in your audience.

Some people use Twitter to discover interesting people and companies online, opting to follow their tweets.

Status updates can be made through the website, via SMS, instant messaging programs, email, or through various applications based on the Twitter API.

Registration

Log in to your home page and click on the "SUBSCRIBE" button in the right-hand column. Fill in the form that opens with the following information: user name, password and e-mail address.

Then click on the "I accept" button, then "Create my account".

How to publish

After registration, open the homepage of Twitter thanks to which we can publish our tweet. Write something in the text field: What are you doing? And click on the Update button to post it. Each tweet can have a maximum length of 140 characters. The tweet can also be useful to report funny websites or anything there to your mind. It is customary to use tweet in the third person singular. You're doing something and you want to let everyone know? Just write it on your profile. The tweets that are sent are published in your personal page that is visible to anyone who can log in your space on Twitter.

How to use it

You can tweet about what you're doing, but if you're going to use Twitter mostly on a personal level, you'll have to share valuable content for your followers.

You can also join conversations. You can send a public response to people by putting @ before their username and typing your message. You don't even need that person to follow you or you follow them. Yes, your response is also public; any Twitter user can see it.

If you want to send a message to someone privately, you can also do it, but for that reciprocity is necessary, you both have to follow each other.

If you want to share with your followers a brilliant content or message from any Twitter user, simply "Retweet" by clicking on a button below each message with the name "Retweet" when passing the mouse over any message.

You can save a message to read it later or simply to save it, leaving it marked as a "Favourite" by clicking on the star that appears when you put your cursor over any message.

Through trending topics and hashtags we can follow the conversations on specific topics that people on Twitter are commenting on. It's like entering a restaurant where each table has a "hashtag" that indicates what you're talking about and you can listen to the conversations and converse at any time. You may have seen it on television: on the screen appears a word or phrase preceded by the sign "#": that is a hashtag.

Instagram



Instagram is the most popular social network for sharing images where users can share their own photos with their contacts or with all Instagram users.

Registration on this social network is free and users can share photos using a hashtag.

Sign in

You can create an account by tapping 'Sign up'. From here, you will need to introduce your email address, preferred username, password, and phone number.

- You can add a bit of personal information in the "About" section, including a personal website, for example.

Select friends to follow

You can choose to find friends from your contact list, from another social media account (you will have to provide Instagram with your social media account in order to select friends from another platform), or by manual search.

Following people allows you to see posts in your Home Page, and you can follow friends at any time.

Using Instagram – Tabs



Home: This is the main tab; from here you can see all posts from people you are following.

If you press the + icon in the top left corner, you will be able to record and post an Instagram

Story. You will need to allow Instagram access to your microphone and camera for this work.

If you press the delta symbol in the top right corner of your screen, you can see your nbox, all the messages you have sent or received.



Search: This is the “Search” section, where you can look for things or people you would like to follow. The search tab offers us public content, and is based on our tastes and preferences. So the more you use the Instagram, the more personalized your search tab will be.

Activity: The heart icon allows you to see your account’s activity. This is where your in-app notifications



will appear (e.g. photo likes and comments, friend requests, etc.)



Profile: Here you find your profile. From which you can see your images, your Instagram stories, you can edit the profile, you can access the Instagram options and you can basically do all the necessary configuration of the page.



Adding photos: Press “+” at the bottom center of your page, and, from here, you can add pre-existing photos from your camera roll or you can take an original photo.

You have three possibilities:

- Library: A photo that is already in your library.
- Photo: You can create a photo using Instagram.
- Vide: You can create a video using Instagram.

When you choose your picture, you can add a filter, you can write a text under your photo, you can introduce your location, and you can choose the option for sharing the image in all the social networks you have synchronized.

LinkedIn



LinkedIn is the largest professional network in the world, currently working in 200 countries and with over 400 million registered users.

This network was created in 2003 and is based in Palo Alto (California).

LinkedIn is the digital alternative to the CV: an online space where users can post news about their professional situation, training, skills acquired and previous work experience.

The LinkedIn profile is the first result that appears when we search for our names on Google, so it is important to keep an updated profile.

The company can also advertise jobs and search for potential candidates. LinkedIn's main goal is to connect companies and users looking for work.

Sign up

To sign up for LinkedIn, go on the homepage, enter your personal data (name, last name, e-mail address and password) and click on "Join now" button.

Later on, an automated procedure will guide you through the steps to take to insert all the information that are needed for setting up a profile.

Profile management

The basic profile has to be enriched with a user's picture, all the information about educational background, the professional experiences and the competencies that have been acquired over the years. Furthermore, users have the possibility to get in contact with friends and colleagues.

From now on, your profile will be online and you can keep updating it with all the information that you consider useful to seek a job.

But the main purpose of the network is that you can also view many job vacancies and apply for them.

Privacy

Being a network with the aim of giving visibility to people and companies, and helping people to expand their networks, LinkedIn allows user profiles to be fully visible to all members of the platform. However, personal data, such as phone number or email address, will only be visible to members of your LinkedIn personal network.

To make any changes, you can access the privacy settings and block access to the desired users.

YouTube



Youtube is a web platform created in 2005 that allows people to share and watch videos on the web, and is the third most visited website in the world, after Google and Facebook.

You don't need to have an account to watch videos on Youtube; but only registered users can upload, comment and vote on videos.

Registering is very easy: open the home page, click on the "Create an account" button, enter an email and username, some personal data and accept the privacy policies. Also, if you already have a Google account, you can sign in directly with it.

The platform foresees the possibility of creating official accounts for companies. This allows them to advertise their business for free or pay a fee to play the advertising video before other videos that users may have chosen.

Tools for controlling

Facebook Analytics

The "**Facebook Analytics**" tool constantly updates the information related to our Facebook page to show us the development of the page and the patterns that can be formed.

Facebook Analytics offers a variety of features for each business purpose, for example:

Facebook Analytics allows us to visualize some aspects such as:

- Account Overview.
- I like it on the page.
- Scope: informs about the people who visit our content (demographics and location data).
- People who are talking about this: Detailed information about who is talking about your page.

- Tour Report
- Segments
- Statistics

Twitter Analytics

Twitter analytics is the tool that Twitter gives us to control our tweets and audience information. With this tool, we can manage different resources such as Twitter activity, followers or Twitter cards.

Another practical service of the tool is that it allows us to export the reports of the chosen period by CSV or Excel file.

YouTube Analytics

YouTube Analytics is a tool for monitoring channel and video performance using metrics and updated reports. There is an enormous amount of data available in different reports, for example:

- Overview
- Real-time report
- Scope of videos on Youtube
- Interaction reports
- Data from Youtube Analytics groups

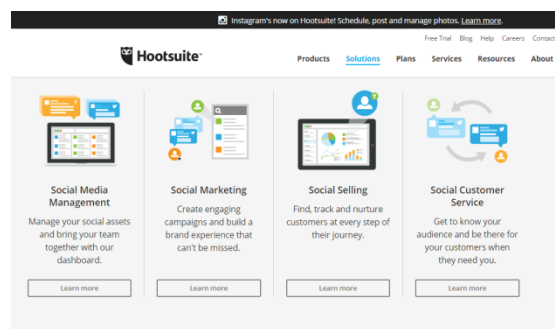
Management of Social Media



Hootsuite

Hootsuite is a social media management panel. You can use Hootsuite to manage all your social networks from one place.

Users can save precious time by connecting their Twitter, Facebook, Google+, LinkedIn, Foursquare, WordPress accounts under the HootSuite umbrella, and taking advantage of its convenient programming feature.



Configure Hootsuite for personal use

Create an account

Hootsuite allows you to create an account for free. You can log in using your Google account, Facebook, Twitter or e-mail.

Add your social networks

When you finish the account creation process, Hootsuite offers you the option of adding all the social networks that you want to manage through the application, as it allows you to see all your social networks, with all the updates and news flows in a single window.

To do this, you will have to enter your access data in each of the social networks you want to connect, to finally manage them together.

It should be noted that Hootsuite does not receive or store your passwords.

Add tabs and columns

Once you have introduced your social networks, you can create columns, which vary on each platform, to monitor the conversations and news in each of them effectively.

1. First, select the Columns tab.

2. Click Add tab, create a name for that tab and press ENTER.
3. Within each tab Add Column.
4. Choose the social network from the list on the left and then add the news feed or profile you want to monitor.

The function of the columns is to provide social network activity around specific users, locations or keywords.

Publish messages.

In order to obtain a greater number of followers in our profiles, it is advisable to publish messages regularly. Using Hootsuite, you can schedule the publication of a post on multiple social networks at the same time.

To publish, click on NEW PUBLICATION in the upper right corner of the control panel.

Official website: <http://hootsuite.com>

TweetDeck



TweetDeck is designed to allow users to create new things they can't do on the Twitter interface, such as send the same message to multiple accounts, keep track of their recent hashtags, and manage multiple social network accounts. TweetDeck is an excellent tool for businesses. It is particularly useful for managing and organizing Twitter accounts. The possibility of pre-posting is also useful because constant updates are important to build a brand through social networks.

These are some of the features of TweetDeck that improve Twitter as a more efficient business tool:

1. Multiple messages to a message: It is perfect for small and medium businesses (SMBs) because it allows them to constantly update their account (no need for manual updates).
2. Tweet shortener: Useful for people who usually write long comments. TweetDeck help people not to exceed the limit of 140 characters by replacing words with numbers, short words, etc.
3. TweetDeck translation: this is a useful tool especially if you do business with other countries.

4. Keyword filtering: TweetDeck's search options are better than Twitter functions. You can filter tweets by keyword as well as by source, name and time.
5. Social media integration: This is a feature of TweetDeck that Twitter must maintain. This service allows users to manage multiple social network accounts like Facebook and LinkedIn, on the same site.