

The Biggest Threat to My Digital Reputation

I've decided that anything I post online can be traced back to me, and that what I post is never private, this awareness guides what I share professionally and personally when I go online,

I recognize that digital stranger danger is real. I have seen the damage that strangers can do to others. I've tried to help people who have had their accounts hacked, or been personally or professionally harassed, had their identity stolen solely for the purpose of creating incendiary posts are made using their name; generally had their lives made miserable.

Taking proper digital precautions can help mitigate this risk.

While I know that digital stranger danger is real, I also know that the greater risk to my reputation and to the privacy and confidentiality of my clients is posed by me and what I post online.

Posting impulsively or unprofessionally, and having blurry digital boundaries carries greater risks than what digital strangers can do to me. Thinking and acting ethically about my digital practices helps mitigate this risk. I want to remain ethical when I go online, I want to be as professional in the digital world as I am in the face to face world.

As I consider the ethics when client and professional are both using social media, I find myself doing a kind of cost benefit analysis, I weigh the benefits to me and my clients of my participation in social media against the risks. This kind of cost benefit analysis (gains vs. risks) helps me decide my social media practices.

Want more help in the being online without being over the line?

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