DIGITAL FOOTPRINT IMPACT OVERVIEW

📌 UPWeb Case Studies : "Your Digital Footprint: What You Leave Behind Online"

What Is a Digital Footprint?

A digital footprint is the trail of data you leave behind while using the internet.
It includes both:

- Active Footprint: Data you intentionally share, such as social media posts, emails, and online forms.
- Passive Footprint: Data collected without your direct input, like browsing history, cookies, and location data.

Why It Matters

- Online Reputation: Employers and colleges often review digital footprints during application processes.
- Privacy Risks: Personal information can be exploited by cybercriminals.
- Targeted Advertising: Companies use your data to tailor ads, influencing your purchasing decisions.

Tips to Manage Your Digital Footprint

- Think Before You Share: Always consider the long-term impact of your online posts.
- Adjust Privacy Settings: Regularly update settings on social media and other platforms to control who sees your information.
- Use Strong Passwords: Implement complex passwords and change them regularly.
- Enable Two-Factor Authentication: Adds an extra layer of security to your accounts.
- Regularly Review Your Online Presence: Search your name online to see what information is publicly available.
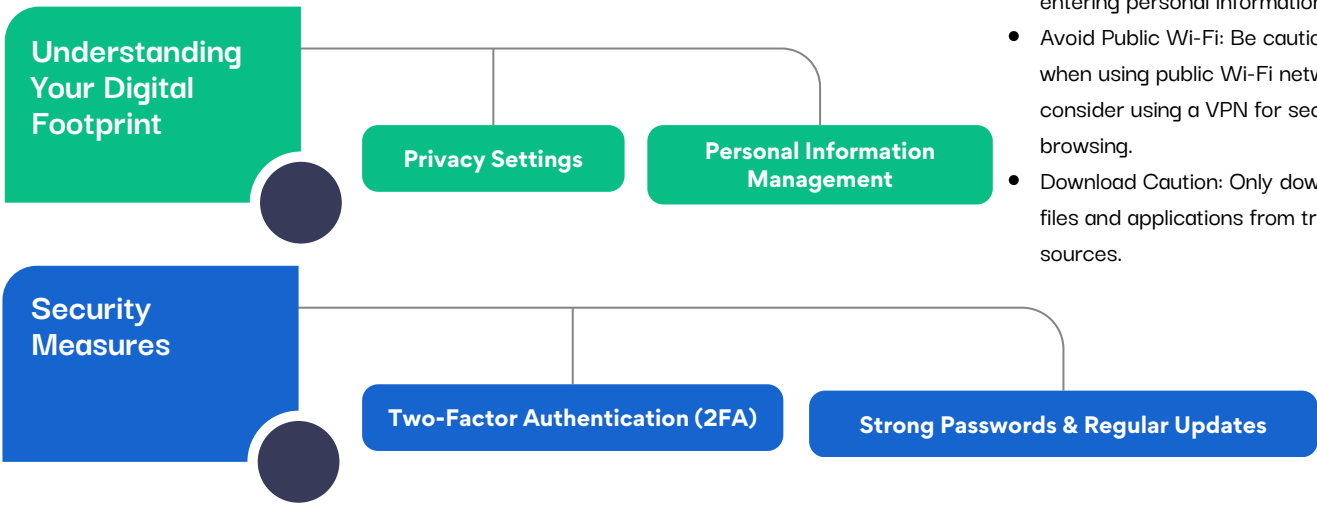
Click Smart: Building a Positive Digital Footprint

In today's interconnected world, every online action contributes to your digital footprint—a lasting record of your internet activity. This infographic provides practical steps to help you manage and enhance your online presence. Learn how to curate content that reflects your values, engage respectfully in digital spaces, and safeguard your personal information. By clicking smart, you can build a digital footprint that positively represents you to employers, peers, and the broader online community.

The Internet Never Forgets: Managing Your Digital Legacy

In our increasingly digital world, every online interaction contributes to a lasting digital footprint. From social media posts and emails to digital photos and financial accounts, these elements collectively form your digital legacy. Properly managing this legacy is crucial to protect your privacy, preserve cherished memories, and ensure your digital assets are handled according to your wishes after you're gone.

How to Be Safer with Your Digital Footprint

- Secure Connections: Ensure websites use HTTPS before entering personal information.
- Avoid Public Wi-Fi: Be cautious when using public Wi-Fi networks; consider using a VPN for secure browsing.
- Download Caution: Only download files and applications from trusted sources.

Understanding Your Digital Footprint

Privacy Settings

Personal Information Management

Security Measures

Two-Factor Authentication (2FA)

Strong Passwords & Regular Updates