

Digital Footprints are Forever

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A digital footprint/tattoo is telling everyone where a person has been on the Internet. It is leaving a trace or proof of actions. It can not be deleted. It is always there.

The difference between an intentional and an unintentional digital footprint/tattoo is the intentional footprint is what someone creates about themselves which should be more prevalent. The unintentional digital footprint is caused by your browsing history and other things done online. It should be less prevalent. Once something is on the Internet, it can not be deleted. Whatever is put on the Internet is not like using a pencil; it is like using a pen. Once information is out there, it is there to stay.

As Dr. Still (2019) mentioned in the lecture notes, people have access to a variety of many resources with only a few clicks on the computer. It is convenient to have resources available at an instant, but they need to be used wisely. In the article by Brownell, he covered some helpful hints by Michael Fertik. He also mentions that regardless of the information, it is permanent.

Ericksen made a good point in her article. “Take note that your digital footprint isn’t *just* things you actively put online like photos or Facebook status updates—it’s your information that is being scraped from more passive online activities as well.” (Ericksen, 2018). Companies are collecting information each time you visit websites. This is why people get customized ads. People are receiving different ads based on their personalized searches and digital footprints they are leaving on the Internet.

Students can deliberately cultivate a digital footprint by using good communication skills. They could create posts that depict their creativity and share awards they have won. Students

need to publish SMART blogs, videos and pictures. When in groups, participate in meaningful ways when collaborating with others. They should include in their public ePortfolio examples about themselves demonstrating good communication skills, innovative, and that they are versatile.

As stated in the video, (Johnson, 2009) postings should exemplify creativity to attract readers/browsers immediately. When creating a positive digital footprint, it is important to display knowledge in a variety of areas in order to display a well-rounded personality. The video made mention of using good communication skills. Proof-reading a post, a response, and a message is imperative for positivity. It may prevent misunderstandings, and it may be just the justification needed to demonstrate that someone cares about their work.

Maintain time frames to check the settings of your accounts. If you are no longer using an account, delete it. Stop and think before posting things. If saying it in person would not be an option, then saying it online is not an option either. Stay positive when posting. Posting online is should not be a dumping ground for emotions.

It is significant to share your best side and put your best foot forward in this digital world. (Ericksen, 2018). People are using the Internet more today than in the past. When a photographer takes a photograph, they are presenting the best side of the subject. This rings true with the Internet.

Maintaining positivity in communications is also important in the digital age. It is important to avoid oversharing, but it is also advised to keep social media upbeat, funny, and happy along with positive thoughts and sayings.

References

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[Link to my ePortfolio](#)