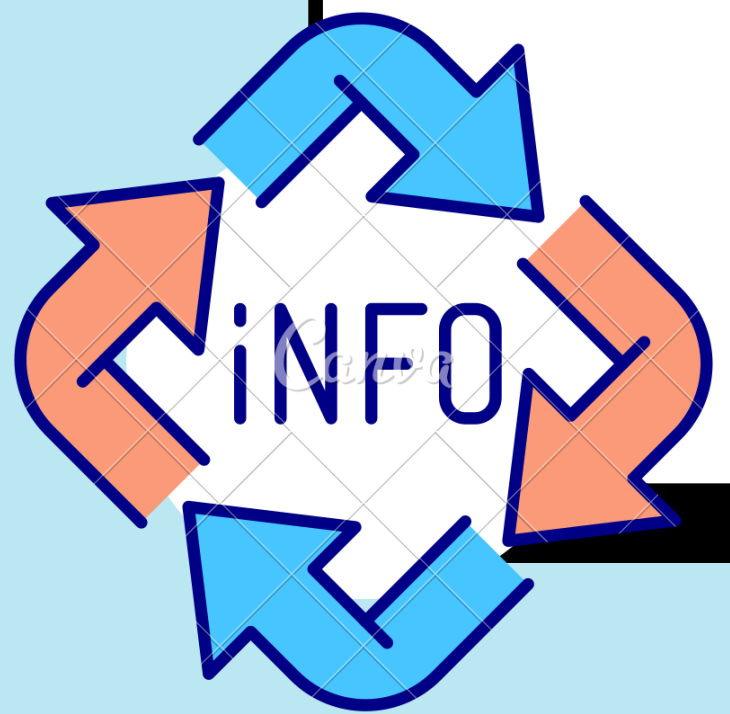


Digitalise Your Way Through



GET INFORMED



SECURE AND HAPPY PROBLEM SOLVER

Understanding and safely navigating our
digital footprints is paramount



THE DIGITAL FOOTPRINT

1. Remember, the web has a long memory. Each online action, be it a like, share, or post, is a digital marker



Example

01

A Facebook post endorsing **sustainable practices** can position your brand as eco-friendly. Conversely, a hasty negative review can linger and affect your **business's reputation**.

Tool tip

02

Use tools like 'BrandYourself' to monitor and manage your online reputation.

THE DIGITAL FOOTPRINT

2. Consume critically. The digital realm is vast and varied. Remember, not everything that glitters is gold.



Strategy

- 01** Before sharing any exciting 'news' or 'facts', take a moment. Validate using platforms like 'Snopes' or 'FactCheck.org' to ensure accuracy.

Tip

- 02** Browsers like 'Brave' offer built-in protection against trackers, ensuring a more private browsing experience.

THE DIGITAL FOOTPRINT

3. Undertake safe digital practices



Strategy

- 01** Beyond passwords, consider a VPN (Virtual Private Network) for enhanced security. 'NordVPN' or 'ExpressVPN' are popular choices.

Tool Tip

- 02** Employ 'Google Authenticator' for two-factor authentication, bolstering account security.

THE DIGITAL FOOTPRINT

4. Share mindfully. Think relevance.
Think respect.



Example

01

Uploading an event video? Ensure there's no background conversation that might breach confidentiality.

Strategy

02

Platforms like 'Trello' offer a great way to share content within teams securely.

NAVIGATING CHALLENGES

Online, you'll face challenges. How you handle them makes all the difference.



POSSIBLE

Tip

01

When you get negative feedback, respond calmly and quickly. Using tools like 'Zendesk', you can manage and answer concerns efficiently.

Example

02

A customer might post about slow service on TripAdvisor. A prompt, kind reply can turn a negative comment into a positive opportunity.



**EACH FOOTPRINT, A
STATEMENT. EACH
CLICK, A CHOICE.**

**How will your online actions help build
the future business you dream of?**

