

Leadership In the Digital Age

THE BRAND OF YOU

Protecting Your Identity, Reputation & Image

People love the internet and social networking. The two have become intricate parts of our daily lives affecting everything from how we connect and communicate with friends, learn about the world around us, spend our leisure and entertainment time, and define our self image and social worth. While there are many benefits to using social media, with its use comes inherent dangers that puts people of all ages at serious risk.

Managing and protecting our online identity and digital footprint has become increasingly important. The purpose of **The Brand of You!** is to educate Business Professionals on the benefits and dangers of social media, while empowering them to use social networking for good.

This workshop will teach participants how to manage their online presence, encouraging them to use social media for good, educate them on how to create positive profiles and digital footprints, and protect themselves from some of the more serious risks and dangers that are associated with using the internet.

LEARNING OBJECTIVES

- Be a Digital Leader and Good Cyber Citizen
- Use the Internet and Social Media for Good
- Find Your Voice & Be a Positive Influence
- Create Positive Profiles, Relationships & Digital Footprints
- Protect Your Identity & Online Image
- Protect Against Risks: Predators, Bullies, Identity Theft, Social Media Depression
- Tips, Advice, Best Practices

Helping Business Professionals Create Positive Relationships, Experiences & Digital Footprints



Nancy Beth Guptill

Duration:	90 Minutes – 2.5 Hours
Class Size:	20-30 participants
Facilitator:	Nancy Beth Guptill
Note:	Content is Negotiable
Costs:	\$2,500 [includes workshop materials]