Personal Branding and Self Defense in the Digital Age or ..

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Remaining Safe, Employable, and Out of Jail by the Time You Graduate

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Welcome to life 2.0
SEX
SEX
DRUGS
ROCK & ROLL
SEX
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ROCK & ROLL
STUPIDITY
Your Presenter..

- British, Oxford,
- Award winning instructor x2
- Teach digital marketing
- An avid technologist
- A virtual world explorer
- Very aware that you ARE the digerati
- But still gunna tell it like it is
Overview

Purpose

To help you get the most from your connection with RIT
To protect you & to make you look good

Objectives

Get you thinking about your personal brand
Show you what can be, both good and BAD
Overview

Outcomes

Understand implications of your actions
Consider Web 3.0 in personal branding contexts
HOW and WHY you might use such tools
Consider future trends and next steps

STOP YOU DOING STUPID STUFF
A category of **ONE**
Co-op program
100,000 alumni
TECHNOLOGY CENTERED
**EXPENSIVE**
How many interesting People do we have in this Room?
What is your core competence?
Your RIT Pathway

- ENDS with YOUR PERSONAL brand
- Experiences
- Maintain a portfolio
- Creativity and skills
- Build reputation

Starts Here

- Useful and interesting classes
- Meet useful interesting people
- Work for interesting companies
- You build your network
What is Personal Branding?

• “Your personal brand is the firm impression or fixed image that comes to mind when people think of you. A personal brand is the mental picture that people conjure up when your name is mentioned” (Nichols, 2006)
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Why is Personal Branding in the Online Arena Worth Exploring?

- Explosion in the use of Web 2.0 Applications by Individual Users
- Time Magazine’s Person of the Year 2006
- Practical application to everyday life
- Recruiters 2\textsuperscript{nd} port of call
- Clients 1\textsuperscript{st} port of call
- A nation of addicts
- WE DON’T TEACH THIS STUFF AND IT’S IMPORTANT!
Who are you?
What is your message?
Why should I listen to you?
Touch points
My touch points
New Worlds

- SecondLife
- World of Warcraft
- Sims
- MySpace
- facebook
- Rochester wiki
- Wikipedia
- Twitter
- .mobi
- Internet TV
- Corporate blogs
- Sponsorship
- Crowd sourcing
- Careervault
- Linkedin
- Relationship sites
- The electronic community
REALITY CHECK
Quick Facts

- **66%** of students at RIT will be a victim of 1 form of computer abuse or crime
- **33%** will have multiple counts
- **32%** of RIT computer abuse happens by people KNOWN to you
- Of that number **32%** said it was a friend
- Last year the RIAA sent **24** love letters to RIT
- Average settlement cost is **$4000**
The BAD

- Recruiters and law enforcement
- Ex lovers
- Mothers
- Rogues and hackers
- Trolls
- Thieves
- Dearest Beloveds
‘Cisco Fatty’

"Cisco just offered me a job! Now I have to weigh the utility of a fatty paycheck against the daily commute to San Jose and hating the work."

March 2009
Moving cheats on Duke - a case in point.

May 10th, 2007 | Category: Students

Interesting report from CNN on Duke MBA cheats. What's interesting about this case is that the professor noted unusual similarities in the overall responses to tests and decided to look back at previous submissions (smart move - grades can be changed retroactively). The result? Several students with ruined reputations, course fees wasted and no idea if they could have actually made the grade on their own. It makes for interesting reading because the story suggests the reputations will be tarnished for only a few weeks. For those who are expelled of course the ramifications are far worse. What they don't realize for those caught with minor infractions (I love that term - you're either a cheat or you're not) is that their details are also likely to be named at some stage, by those who didn't cheat. This stuff spreads quickly. A number of universities are moving towards the online anonymous naming and shaming of students suspected of violating honor codes. Once google gets hold of this - yours on record for life. Try explaining that on your facebook account.

Oh, and dont cheat. Ever.
The page you requested cannot be found. The page you are looking for might have been removed or is temporarily unavailable.

Please try the following:
- If you typed the page address in the Address bar, make sure that it is spelled correctly.
- Open the www.cnn.com home page and look for links to the information you want.
- Use the navigation bar on the left to find the link you are looking for.
- Click the Back button to try another link.
- Enter a term in the search form below to look for information on CNN sites or the Internet.
Meet Thomas

In 2005 Thomas was accused of sharing 1,702 songs
RIAA sought damages for 24 tracks (about two CD’s)
Total damages sought $222,000

2009 retrial.

Total damages sought $1,920,000 ($80k per song)

US Justice Dept. found damages “not excessive”
Currently on appeal
Oxford Dons now using facebook to build evidence of incriminating evidence against students. The practice of 'trashing' - a kind of substance abuse involving the wearing of detritus thrown from fellow students after exams is causing clean up problems in the city centre. So, evidence is harvested from those amusing tagged photo's and fines imposed.

BBC World News July 07.
Virtual Activities

Collecting evidence of this nature is problematic;

1. This practice is highly unethical
2. What about photograph copyright issues?
3. There is limited evidence of a time frame for the photo
4. There is limited evidence that this is actually you
5. Alcohol related issues – proof that it’s the hard stuff?
6. Have you heard of photoshop?
• “Seriously though, take note Facebook users. This might all be irrelevant if a potential employer decides that your favourite habits are incompatible with the values of the organization.”
• Your personal brand is damaged beyond repair. Period.

You are NOT HIREABLE
Dr. Evil

I used to wear nothing but black and then the frickin’ Rochester Weather changed and I started to loose the will to live.

Now I wear Gray, it’s the new black and all my enemies are confused.

Branding oneself is easy, rebranding however can cost a lot of money. Up to one MILLION dollars!

MWUHAHAHA!!!
Facebook Strategy

- Watch those photos
- Restrict access to certain features
- Go facebook professional year 4
- Tone down the rhetoric
- Continue to show your fun side
- Work with privacy settings
- Use the technology to your advantage
Your friend, whom you just had coffee with, emails you requesting an emergency fund transfer to London. You pay it to help out.

You don't fully utilize campus resources designed to HELP YOU

You log onto a lab machine and stay logged in

You use the adult section of Craigs List

Your password is password, for everything

You talk a LOT about alcohol and you're under 21

You talk a LOT about sex, drugs, and rock and roll

You use the networks to surf porn

You upload films and music

You download films and music

Your FB page has all of your contact details, date of birth

You post pictures with GPS tags

You post naked pictures of yourself with GPS tags

You send threatening emails to the president, or anyone else
Next steps

1. What is your core competence?
2. What is your message?
3. Plan on paper
4. Give yourself time to experiment
5. Include reputation management plans in your personal branding strategy
6. Monitor Google as well as other engines
7. Act quickly, don't assume it will go away
8. Get legal advice USE RIT SUPPORT
9. Don't think you can opt out
10. Most important of all...
AND MOST IMPORTANT OF ALL...

Have fun, but don't be STUPID

Remember - access to RIT's technology is a privilege NOT a right

Have a contingency plan

Build and Protect your brand

Technical Protection, Anti-virus, Spyware, Firewall, Patching

Focus on experiences for your resume

A digital or physical portfolio of work

Build your message

Twitter presence

Facebook professionally fun

Blog of experience at RIT

Email signature with all your touch points

Set up Google alerts

Monitor your comments

Monitor your pictures

Check your credit history
Always remember to smile!
Remember..

If it’s too good to be true..

It probably is.
A SIMPLE EQUATION:

Become a fan of RIT Information Security by October 1st and be entered to win a $100 Barnes & Noble gift card!

*Drawing on or about October 2. See http://security.rit.edu for contest rules.*


**LINKS**

**Blog:** [www.neilhair.com](http://www.neilhair.com), RIT Information Security Home Page [security.rit.edu](http://security.rit.edu)

**Facebook:** neil hair, RIT Information Security

**Follow us on Twitter:** @rit_infosec, @neilhair