Building a Positive Online Presence

Building an online presence takes time and effort, but the payoff is the assurance that the you people find when searching online is the you you want them to see. Here are some tips to keep in mind when establishing your presence on a blog, Facebook, LinkedIn, Twitter or anywhere else on the Internet.

**View the Internet as a novel, not a diary:** Make sure you are comfortable with anyone seeing the information you put online. If you want the information to be private, the Internet is the wrong forum.

**Be careful what you advertise:** Putting too much personal information online makes it easy to track down addresses, phone numbers and birthdates. That makes identity theft easier.

**Realize that you cannot take it back:** Once something is published online, it is available to other people and to search engines. The content can be changed or removed, but it is possible that someone has already seen the original version and copied it.

**Let your common sense guide what you post online:** Before publishing anything, determine what value it provides and consider the implications of having the information available for anyone to view.

**Post new material regularly to your sites.** If you want to be noticed, you must keep readers coming back.

Get free, confidential counseling and support, 24/7, from your Employee Assistance Program.

Phone: 844.UCI.EAP3  
TDD: 800.697.0353  
Online: guidanceresources.com  
Your company Web ID: UCIEAP3