



Parents and Teenagers
&
Online Reputation Management

1. ONLINE REPUTATION MANAGEMENT OVERVIEW

With the Internet having become an integral part of everyday life online reputation management (ORM) is becoming a must for both businesses and individuals. Search engines and the rapidly growing social medias play a vital role in shaping online reputation. This raises the importance of adequately managing the information online in order to build a positive image, presenting you to the world in the best light possible.

Individuals

Just like companies individuals need to maintain a positive image online. Parents and their children can also suffer from the detrimental effects of negative content about them online. A good ORM approach and a strong Internet strategy can work towards building an individual's positive online reputation and thus serving as a great tool for their future aspirations.

2. SEO & SOCIAL MEDIA

1) SEO

Search engine optimization or SEO is the practice of improving a website's or a link to a website's visibility and relevance in the listings of search engines. The work of a SEO practitioners involves attempting to analyze how search engines, such as Google, Yahoo or Bing, decide which site goes where. Following this, practitioners implement changes to the website in order to influence how search engines will rank the site in relation to specific terms. SEO can also bring visibility and thus awareness of what for example, children, are up to online. It can help identify texts or pictures relating to a child and work on removing them from leading search engine results.

2) Social Media

The impact that social media has had on our lives in recent years is apparent to everyone with access to the Internet. It has turned into a powerful tool for sharing and receiving information. Young people today are the most active social media users, communicating with their friends primarily through such online channels. It is thus vital that young people understand not only the benefits of these online profiles, but also the risks they bring. Being aware of threats online can keep you safe, as well as assist you in maintaining a positive image online.

3. PARENTS AND TEENAGERS & ONLINE REPUTATION MANAGEMENT

The increased popularity of the Internet has made it both full of opportunities and of threats. It is vital to understand the potential risks that your child might face online. Ensuring that your child is aware of how to properly conduct his or herself online will limit any risks for its future development.

Online reputation management is the perfect tool for maintaining your child's online activity. Using the help of ORM specialists, such as BEYOO ONLINE, will give you confidence that the matter has been dealt with in a professional way. We can:

- evaluate the current status of your child's online image;
- address any risks or problems relating to information already available about your child online;
- maintain a good and strong online image for your child to ensure its successful application to jobs and further education;
- provide you and your child with tips and tricks on how to properly engage with the Internet in order to minimize risk.

Don't act when it is too late. Ensure now that your child's activities online will not be detrimental to his or her future aspirations.

4. FACTS

- 95% of students use social networking sites
- 30% of young adults don't think social networking holds any risks
- 72% of students indicated they had received unwelcome or unpleasant contact by strangers via their social networking profile.

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BEYOO ONLINE [**'bi: 'ju**]: The process of joining two or more things together to form one entity...Be yourself!