Manage your online reputation

What is e-reputation?

Wikipedia definition

E-reputation, sometimes called web-reputation, cyber-reputation, digital **reputation,** on the Web, on the Internet or online, is the reputation, the common opinion (information, opinions, exchanges, comments, rumours...) **on the Web** of an entity (brand), legal entity (company) or physical (individual), real (represented by a name or a pseudonym) or imaginary. It corresponds to the identity of this brand or person associated with the perception that Internet users have of it.

Steps to control your online reputation

There are basically 3 steps to control your online reputation:
1. Tap your name on Google to see where you appear
2. Check what are the results
3. Clean what you don't want to see

Several tools exists to identify whether your name or your image is exploited without your consent. We will now present you three tools to use to detect your presence on the Internet.

Erasmus+

Google Alerts

www.google.com/alerts

You get a notification each time that someone mention your name (or your website, compay name etc.) on the Internet.

You will gate an update everyday.

Don't forget to put quote marks in order to avoid having many results every day. For instance, settle a « Mark Parker » alert to avoid receiving all Mark alerts and Parker alerts.

Social Mention

www.socialmention.com

It is more or less the same than Google Alerts but for social media (Facebook, Twitter etc.).

Free daily alert

Image raider

www.imageraider.com

Reverse image search: you can upload a picture and it performs an automated image reverse search meaning that any website that is talking about you without quoting your name (only using your image) will be found and you will receive an alert.

THANKS!

Any questions?