

Four keys to have a positive digital footprint in Social Networks

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FULL TEXT

Why wasn't I chosen? What did I do wrong or what went wrong in the process? If the recruiter told me I fit the position, what could have happened? These and other questions are what many candidates ask themselves when they are not chosen in a selection process.

Perhaps, at the time of asking these questions, they forget or do not take into account in the evaluation an aspect that is becoming increasingly relevant: their digital activity and interaction in networks. The proliferation of these spaces has nowadays modified several processes and generated new concepts that are important to review.

One of these terms, which has emerged with the development of social networks, is the digital footprint, which is the trace that every person leaves when surfing the Internet. "Every time you "click", "like", upload a post on social networks or use an application from your cell phone or computer, you leave personal information. The data generated by your Internet activity creates what is called a "digital footprint". It is very important to be aware of how much personal information we leave on the Internet, either for security reasons or how we sell our image in the digital world," says Jimena de Torres, Marketing, Communications and CSR manager of Adecco Peru.

Thus, what we can call "our digital reputation" is an extremely important aspect when applying for a job, as both companies and recruiters include the digital footprint as one of the issues to be evaluated in the candidate. Below, Jimena de Torres details some recommendations to take into consideration to have a positive digital footprint:

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